

Wins Sage Business Partner Award, Highest Revenue for Sage SalesLogix in Australasia

## Brisbane

Markinson, a specialist business software provider to small and mid sized businesses (SMBs), was recognised for its outstanding sales efforts at the 2009 Sage Business Partner Awards, winning Highest Revenue for Sage SalesLogix CRM in Australasia. Sage Business Partner Awards recognise top performing partners across Sages partner community in Australia, New Zealand and the Pacific Islands.

## Commenting

on the award, CEO Ian Whiting said: Winning this is a great achievement and the result of a strong three-way partnership; working hand-in-hand with our clients and Sage.

## The Award

caps a big year for Markinson with the company ramping up growth with its acquisition of CRM specialist, Adexio, earlier this month, as well as building out its partner network with leading vendors such as Sage, to further extend its solutions suite.

## Whiting

attributes the companys strong sales results to a growing demand, especially in the SMB market, for business management systems. He names Surecom, MLRSA, Tattersall Group (Lotteries division) and Pharmatel Fresenius Kabi (PFK), who implemented SalesLogix CRM to manage the largest single rollout of Medical Infusion Pumps in Australia, as new clients that have deployed SalesLogix CRM.

## The

tougher economic environment over the past months has provided a wake up call for many businesses prompting them to review their system requirements and future proof their operations by putting in place the right platforms and applications to support long term growth, said Whiting.

Whiting

believes Sage SalesLogix provides the flexibility and depth of functionality to scale with a business as it grows which makes it the ideal solution for SMBs and enhances the return on investment.

Our job is

to work with our clients to ensure the delivery of a complete business solution, using CRM as an engine and starting point for further development work as their needs and business evolves, said Whiting.

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#### ABOUT MARKINSON

Markinson is a privately owned Australian company that provides business software solutions to a range of key industries throughout Australia and New Zealand. For more than 20 years, Markinson has pioneered a wide range of focused solutions to help customers achieve their business goals. The Company employs more than 70 individuals and services over 450 customers throughout Australasia.

For more information: [www.markinson.com.au](http://www.markinson.com.au)