

Xchange expands presence in Asia Pacific opening offices in Singapore and South Korea

Xchange Asia Pacific announced today that it is opening further offices in South East Asia and South Korea, continuing the expansion throughout the region that started with Sydney and then Tokyo. Xchanges solutions, which focus on a profit-driven discipline that enable organisations to develop customer interaction strategies that coordinate all touch points, have been installed in 7 countries throughout the region already, and these offices will support further expansion plans.

Both the South East Asian and South Korean markets are seeing rapid acceptance of CRM solutions with high levels of customer service paramount in highly competitive markets. According to Gartner, CRM software license revenue in the Asia Pacific region grew over 150 percent in 2000, growing from \$46 million to \$118 million, not including Japan. This was the largest percentage growth of any region in the world and is expected to continue.

Singapore is the regional headquarters of most South East Asian organisations and is the hub for extensive financial services and telecommunications companies. The office for South East Asia will be based in Singapore and headed by Ms Hazel Ho. Ms Ho is a veteran in the IT industry and electronic medium in Singapore and is experienced in direct and channel sales. Xchange Asia Pacific has a number of high profile customers in South East Asia already, with SingTel Mobile and a number of major regional banks.

With a population of nearly 50 million, South Korea is one of the largest industrialised countries in the region and one of the worlds largest economies. The Xchange office for South Korea will be managed by Mr Jong Lee. Initially a part of the Japanese office that saw the successful establishment of a number of customers and resellers in South Korea, Mr Lee has moved to Seoul to establish a permanent base of operations.

Xchange Asia Pacific currently has a staff of over 20, supporting 24 existing customers. Strong growth in regional presence for Year 2001 is anticipated with the release of Xchange 7, the industrys first CRM solution that integrates and co-ordinates CRM solutions from virtually all touch-point vendors to provide a consistent customer experience. Xchange is among the only major CRM vendors to offer double-byte character support, currently available for several of its CRM offerings.

Xchange has six years worldwide experience, and 3 years in Asia Pacific specialising in enterprise-strength, analytic and strategic CRM solutions, Xchange believes it has more expertise in this area than any other vendor. Its solutions are licensed for use at approximately 275 of the worlds most innovative companies, spanning 33 countries.