



## Advanced Solutions International Strengthens Asia-Pacific Team With Two New Business Development Managers

Strong financial year for ASI supports a continued push for growth

**BENCH PR**

Melbourne, 15th July 2010. Advanced Solutions International (ASI) has appointed Ian Wilcock and Bob Ko as business development managers for the Asia-Pacific region in a move to grow its customer base further and expand the company into new markets and territories.

Based in Melbourne both Ian and Bob will be tasked with expanding sales for the company across Australia and New Zealand and further afield to South East Asia.

Paul Ramsbottom, ASI Asia-Pacific managing director, said: "Despite the challenging economic climate, ASI has enjoyed a strong financial year and we plan to invest this back into the growth of the business. I'm very pleased to welcome Ian and Bob to the Asia-Pacific team, two new staff members of such high caliber, who will be integral in our plans for expansion, ensuring ASI is here to support our customers well into the future."

With 20 years experience providing technology solutions to member-based customers in the UK and Australasia, Ian Wilcock joins ASI from business solutions provider, Micropower, where he was business development manager. Previously, Ian was the general manager of Active Network Australia and New Zealand and director of membership software systems company QVisual.

Bob Ko comes to ASI from his role as business development manager at Day3/Clear Networks where he managed all facets of account management to key telecom carriers including Telstra, Primus, Powertel (AAPT) and Soul. A seasoned business development professional with over 25 years in the ICT industry, Bob has also held the roles of sales manager for Australia and Singapore at Phoneware Communications Systems and sales and marketing manager for CTI International.

"ASI is a very professional and well-organised business," said Wilcock. "I'm genuinely excited to be joining a company that is renowned for being a great place to work through the support and development of staff and for the emphasis it places on providing an excellent service to its customers."

"ASI's flagship product iMIS has an excellent reputation and helps not-for-profits run more efficiently and effectively, enabling them to concentrate on their core goals and objectives. I'm looking forward to demonstrating just what this solution can do and capitalising on those opportunities in the Asia-Pacific region," said Ko.

ASI has worked exclusively with associations and charitable organisations for nearly 20 years. It proudly consists of motivated and passionate employees who believe in the not-for-profit organisations with which they work.

ASI's flagship software product iMIS is used by more than 280 not-for-profit organisations in the Asia Pacific region including Cancer Council Victoria, National Breast Cancer Foundation, The Royal Australasian College of Surgeons, The Royal Australian College Of General Practitioners, Surf Life Saving Foundation and The Tax Practitioners Board.

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#### About ASI

Advanced Solutions International (ASI) is the largest, privately owned global provider of software for member and donor-based non-for-profit organisations and has served nearly 3000 customers and millions of users worldwide since 1991.

ASI is the developer of iMIS, an upgradeable software solution for managing associations, membership, non-profits, and fundraising. iMIS 15, the latest evolution of iMIS, leverages Microsoft's .NET development platform to provide a flexible and open web-based solution.

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