



## Aprika appointed as exclusive partner for Kimble Applications in Australia and New Zealand

Melbourne, Australia - 18 April 2012. Aprika Business Solutions is appointed as the exclusive partner for Kimble Applications in Australia and New Zealand.

Kimble Applications has selected Aprika Business Solutions to be its partner responsible for the sales and support channels of its SaaS based Professional Services Management Application in Australia and New Zealand. Kimble, which runs on the Force.com platform, enables professional services firms to manage their operations more effectively. Colin Johnson, Managing Director of Aprika says, "Kimble provides a holistic solution for any professional services organisation. Covering every aspect of the operation, including planning, selling, delivery, billing and collections, Kimble is the ideal solution." Johnson continues "We are already experiencing a high level of interest in Kimble from organisations that can see how the solution lets them spend much less time on non-billable admin and more time delivering profitable business. Any professional services business can only grow by the amount of productive, billable hours it has available. It is clearly evident that Kimble has been designed by people with extensive experience within the professional services space." Kimble serves any organisation that has a large percentage of revenue from people based services, according to Mark Robinson, Kimble Founder and Client Champion, "We have sold and demonstrated Kimble to organisations such as Management and IT Consultancies, but also those as diverse as Fire Safety Engineers, CPA's, and most recently a digital marketing agency. The common message is that ERP is last century, and that Kimble allows companies to cut red tape, reduce admin and get everyone focused on winning and delivering business. We are delighted to work with Aprika, who brings a depth of knowledge in Cloud Computing and Professional Services, and is well positioned to service Kimble clients in Australia and New Zealand." -- END -- About Aprika Business Solutions Aprika Business Solutions provides Software as a Service (SaaS) solutions that integrate with the cloud-based CRM system Salesforce. Aprika delivers first-rate professional services, implementing Salesforce CRM for clients of all sizes, operating in a diverse range of industry sectors including professional services, healthcare, construction, legal and IT services. Based in Melbourne, Australia, Aprika prides itself on exceeding client's expectations. Its core focus is on delivering improved efficiency of operational processes to drive strategic growth. About Kimble Kimble Applications was built on Force.com allowing rapid development and the ability to support multilingual and multi-currency architectures and easy deployment, high levels of security and references of the use of this technology in over 100,000 companies.

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