



Management Information Systems (MIP) appoints Porter Novelli to ramp up PR efforts

Porter Novelli today announced its appointment as public relations consultancy for Management Information Systems (MIP). A well-established and wholly owned Australian company, MIP specialises in the provision of software and services for data profiling, data integration, data warehousing and business intelligence. "We chose Porter Novelli because of its professionalism, expertise and knowledge of the local enterprise data management industry," said Audrey Mrazek, MIP Marketing Manager, Australia and New Zealand. MIP joins Porter Novelli's growing list of technology clients, including Belkin Ltd, BMC Software, InFocus Corporation, Oxygen Business Solutions, Polycom, SGI, and Witness Systems. "We're delighted to be working with MIP - a locally-owned leader in its field. We look forward to helping the company grow and achieve its corporate objectives," said David Lumb, General Manager of Porter Novelli Sydney. The alliance will see Porter Novelli work with MIP to help raise awareness around the need for organisations to access accurate data to make business-critical decisions. Porter Novelli will also strive to increase MIP's brand awareness in Australia and to communicate its positioning as a leader in enterprise data management and data warehousing. "Porter Novelli understands our business and our business objective of delivering first class enterprise data management services and solutions to both corporate and government sector organisations. We're confident that Porter Novelli's communication approach will help us meet our goals," Ms Mrazek said.