



# Pennant Australasia acquires Australian software firm Absolute Data Group

[ADG CEO Tammy Halter to become Pennant Australasia's new Managing Director](#)

Pennant Australasia has acquired Brisbane-headquartered software company Absolute Data Group (ADG) in order to form an enhanced powerhouse of integrated logistics support. This will also increase its presence in Pennant's target growth markets of Australasia and North America. Pennant, whose integrated training and support solutions, products and services train and assist operators and maintainers in the defence and regulated civilian sectors, exchanged contracts to acquire the entire issued share capital of ADG, as well as ADG's well-established US trading subsidiary OneStrand Inc. This acquisition will expand Pennant Australasia's presence and capability, for which ADG Founder and CEO Tammy Halter will now become Pennant's new Managing Director. "Pennant has a proven track record of providing world class leading ILS end-to-end solutions, technical training systems, E-Learning and simulation solutions to global Defence and civilian sectors," said ADG CEO Tammy Halter. "Our organisations share the same core values for our customers and our teams, including our common goals of innovation, quality and teamwork." ADG is internationally regarded for its 'R4i' suite of technical documentation software, which provides its users with a dynamic S1000D-compliant publication solution. ADG licences the software, as well as provides the software in a hosted platform that includes related support, maintenance and consultancy services. With users based around the globe supporting land, sea, space, civilian and military air programs, ADG's customers include Virgin Galactic, Boeing Defence Australia, Lufthansa Technik and various Defence departments. The acquisition will enable further integration of the R4i product suite with Pennant's OmegaPS software, providing users with an end-to-end integrated logistics support and robust documentation solutions. "ADG's R4i S1000D customers can now access Pennant technologies that provide an overall comprehensive suite of solutions with integrated software support to maintain their deliverables throughout the lifecycle of the technical data. My Australian (ADG) and North American (OneStrand) teams are excited to be part of the Pennant group, a global Integrated Logistics Support company," said Ms. Halter. Pennant and ADG have been working together since early 2019 on complementary opportunities. As a result, the teams have already carried out the first integration task of connecting R4i LTS to the OmegaPS software suite, allowing delivery of a complete integrated solution to their overall customer base. Commenting on the acquisition, Pennant CEO Phil Walker said: "We have known and admired the ADG business for some time so we are delighted to have exchanged contracts for its purchase by Pennant. There are clear synergies between our respective businesses and numerous opportunities to provide an end-to-end ILS solution to the users of our products. We are looking forward to working with ADG as they move into this exciting new phase." About Absolute Data Group (ADG) Absolute Data Group (ADG) is headquartered in Brisbane, Australia and was founded in 1997 as an SGML consulting business. Today ADG is recognised worldwide for its innovative and user-friendly S1000D software suite, which provides the tools to create, manage and leverage information that is vital to the operation and maintenance of complex assets. [www.absolutedata.com](http://www.absolutedata.com) About ADG's Subsidiary, OneStrand Inc. OneStrand Inc. is a full-service company offering hosted and installed S1000D software, authoring services and support to best manage critical technical content in the aerospace, defense, space and transport industries. OneStrand is headquartered in West Chester, PA with software development and operation locations in Brisbane, Australia. [www.onestrand.com](http://www.onestrand.com) ### Media Contacts: Tammy Halter, CEO, ADG, tel 3832 6888 or 0410 460 594, or [thalter@absolutedata.com](mailto:thalter@absolutedata.com) Margot Furlonger, PR Consultant, Holy Mackerel Group, tel 0422 548 323 or [margot@holymackerel.com.au](mailto:margot@holymackerel.com.au)

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