

THIRTY4 aims to transform Australian business processes with hiring of 25-year telco veteran as CEO

ADELAIDE -- THIRTY4, an Australia-based information technology think-tank, is pleased to announce the appointment of Michael Carter as Chief Executive Officer.

Carter joins THIRTY4 boasting a wealth of experience, having held senior-level sales and management positions at both Navman Wireless (an operating company of Danaher Corporation - NYSE: DHR) and Optus.

His appointment hails today's launch of THIRTY4's FOUR platform: a leading-edge, scalable software solution that empowers efficiency across the service, construction, transport, and government sectors.

"For several years, we've seen virtually every business we've worked with burdened with inefficiencies, many being caused by over-reliance on paper-based systems," says THIRTY4 founder Jake Press.

FOUR is intended to help organisations eliminate cumbersome, outmoded processes, particularly reliance on paper-based systems.

"Relying on paper-based systems sacrifices efficiency, increases staffing costs, and also places critical data at risk," Press explains.

The broad applicability of FOUR to many different industries and business sizes is also transformative.

"In a very real sense, FOUR is a truly empowering solution; it is our hope that by bringing Michael on board, we will be able to much more rapidly transform tens of thousands of Australian organisations for the better," he concludes.

Carter is also very enthusiastic about the company's innovation.

"I am very excited to join THIRTY4 as CEO. I've had the pleasure of working with the team for many years in my previous role, and have experienced, first-hand, the successful business outcomes their clients have received," Carter says.

"The THIRTY4 team has some fantastic applications, and with our continual drive to innovate, we will rapidly become the Australian market leader in data-to-data business applications." Notably, in addition to his telco and telematics experience, Carter is a highly regarded public speaker, presenter, and sales trainer. Carter and the team at THIRTY4 will continue to grow the awareness of the paper-to-digital revolution, and encourage both industry and government in the uptake of data-centric applications.

Press has welcomed Carter to the team, saying, "Michael will bring his unique set of skills to our innovative think-tank and continue to drive our philosophy of making 'things' useful. He has a very bright future here at THIRTY4."

About THIRTY4 Adelaide, Australia-based THIRTY4 was established in 2006 as an Information Technology think-tank with the goal of transforming big, unmanageable data into smart and useful solutions for businesses. Their flagship offering is the FOUR platform, a system that transforms businesses by empowering them to, among other things, efficiently and easily eliminate outmoded paper-based systems in their workplace. THIRTY4 primarily caters to service-based companies in the transport and logistics industries, as well as government agencies worldwide. For more information simply visit: www.thatsuseful.com.au

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