

# VeCommerce strengthens business development team

Increase in revenue and staff numbers heralds strong market growth

VeCommerce Limited (ASX:VCM), a global leader in the provision of natural language speech recognition (NLSR), speaker verification and voice enabled e-commerce solutions, has appointed two new senior business development managers. Steven Fitzjohn has been appointed as Southern Region Business Development Manager and Philip Clipperton has taken the role of Northern Region Business Development Manager. Demonstrating that the market for voice enabled self-service solutions is growing, and that its suite of field hardened application modules and mature application development expertise continues to attract ongoing global interest, VeCommerce recently announced a \$5 million profit turnaround with revenues growing 27 per cent for the year ending 30 June 2004. Steven Fitzjohn, with ten years in the IT&T sector, is charged with growing VeCommerces market share in the southern states where a number of key opportunities have been identified. He has had broad exposure to a variety of business focused technologies and solutions. Prior to VeCommerce, Fitzjohn had been with AAPT for five years managing a team in charge of new business acquisition in the medium sized corporate space as well as targeting the contact centre market with a specialised business solutions team. As Northern Region Business Development Manager, Philip Clipperton brings over 15 years of call centre and voice solutions technical and sales experience. He has had senior sales and business development roles with IBM where he sold the first IBM Pervasive Speech Recognition system in Australia. Other organisations in which Clipperton has undertaken account management roles include Touchbase Australia, Avaya Communication and Ericsson Australia. where he was a key member of the Strategic Sales Team selling a \$15M call centre solution to Vodafone. With the level of activity we are currently experiencing comes the challenge of servicing our customers at the highest level, and we have addressed this with appointments such as those of Steven and Philip, and will continue to enhance the team at VeCommerce where appropriate, said Paul Magee, VeCommerce Managing Director. About VeCommerce the future is hear VeCommerce Limited (ASX:VCM), is a global leader in the provision of natural language speech recognition (NLSR), speaker verification and voice enabled e-commerce solutions. VeCommerces core focus is to provide tailored business solutions, using the latest in communications and speech technologies, that allow callers to complete complicated but routine transactions or inquiries without the need to struggle with frustrating push button menus or having to wait for an available operator to answer their call. VeCommerce clients around the world include: AAPT, Suncorp, Ladbrokes, ASX Perpetual, Pizza Hut, the NSW Motor Accidents Authority, Magna Entertainment Corporation, Westpac, Auckland Co-op Taxis, New Zealands Ministry of Social Development and TABs Australia wide. More information can be found at [www.vecommerce.com](http://www.vecommerce.com).

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