

Xebra Services to exclusively distribute AssetOptics on the Salesforce.com platform in ANZ

Xebra Services Announces Partnership with AssetOptics to exclusively distribute its CMMS/EAM on the Salesforce.com platform in the Australian and New Zealand markets

SYDNEY, NSW (February 19, 2015) – Xebra Services Pty Ltd Australia's leading Sales-as-a-Service company today announced an exclusive strategic partnership with AssetOptics, the leading provider of CMMS/EAM solutions built natively on the Force.com platform, in Australia and New Zealand.

"Offshore software companies are increasingly looking for partners that extend their geographic reach and enhance their service offering," said David Colvin, Co-Founder of Xebra. "This exclusive partnership with Xebra Services will allow AssetOptics to rapidly establish sales operations in the region at a fraction of the cost of setting up local offices itself. Moreover with the depth of experience that Xebra Services has in the Enterprise Asset Management domain, AssetOptics can be certain its brand value will be enhanced in the market as a result of this unique partnership".

AssetOptics Enterprise Asset Management for Salesforce is a native Force.com CMMS/EAM solution. AssetOptics offers core maintenance management functionality of asset management, preventive maintenance, work management, and MRO inventory management. Built on salesforce.com's trusted enterprise cloud computing platform, AssetOptics customers realise enterprise class solution capabilities while foregoing the cost and complexity of managing expensive IT infrastructure. AssetOptics is offered through a low cost subscription-licensing model.

"We are excited to be growing our reach with such an experienced partner," said Mike Edwards, founder and principal of AssetOptics. "It was important for AssetOptics to select a partner in ANZ that not only had the management experience to represent its interests, but also a depth of sales experience, local knowledge, and extensive contacts. The Xebra Services executives collectively have more than 100 years' experience in the ANZ market, and have sold and delivered numerous CMMS/EAM solutions to some of Australia's largest Asset intensive operators in the market. The Xebra Services dedicated team will help AssetOptics quickly establish a strong market presence in the ANZ region."

About Xebra Services

Based in Sydney, Australia, Xebra uses its unique sales and management skills and expertise, to service start-ups and established enterprises that wish to extend their reach and improve their performance in Sales in the ANZ markets. For more information about Xebra, please visit <http://www.xebra.com.au> or contact Beshara Sharbean on +61 414 257 771 or via email at besgara@xebra.com.au

About AssetOptics

AssetOptics is a privately held company with deep domain expertise in Enterprise Asset Management. AssetOptics CMMS/EAM enables preventive maintenance scheduling, break-fix repair and MRO inventory management for facilities, equipment and fleet maintenance. It assist customers in increasing productivity, improving net return on assets and reduce both operating expenses and operating risk. AssetOptics is a native Force.com application, benefiting from the reliability, scalability and performance of the Salesforce Platform.

To test drive AssetOptics CMMS/EAM, please visit the AppExchange at <http://www.salesforce.com/appexchange/>.

For more information about AssetOptics, please visit <http://www.assetoptics.com> or call 678-932-9286.

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