



Media Release:

Grazer Launches Reseller Program

Further Information:

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Graphical Asset Information Management specialist Grazer has announced a reseller program enabling technology and services solution providers to sell the Grazer set of applications to businesses operating in facilities and asset management, engineering and construction, property development and property management, mining, utilities, and government. Authorised resellers will be able to sell, implement and support Grazer's unique graphical navigation solutions that enable users to visually identify and locate asset related information.

Using the customers own graphical information such as CAD drawings, plans, and schematics as the starting point, Grazer users can quickly identify an asset and drill down to any related information which can be stored in the Grazer database, or alternatively stored on almost any Enterprise Asset Management (EAM), Enterprise Resource Planning (ERP) system, or document management system. By doing so, Grazer solutions are delivering operational and maintenance efficiencies for property and facility managers across all industry sectors through improved visibility of an organisations assets performance, reductions in breakdown response times and cost, reduced operating costs, risk minimisation and maximising the use of existing resources.

Management of the built environment through intelligent Asset Information Management and EAM solutions are amongst the fastest growing markets worldwide. Grazer will add to that growth with a channel network partner program enabling partners to sell software and services for Grazer's products as well as their own complimentary EAM and ERP solutions.

According to Founder and Executive Director, John Martin, paper based operations and maintenance information is no longer being accepted as the industry norm. "We are witnessing the widespread adoption of Asset Information Management and EAM solutions by commercial infrastructure owners to manage operations and maintenance information for their built assets."

But its not just paper based information that can be hard to find says Martin "Many of our existing clients are now interested in expanding the use of their Grazer solutions by integrating the Grazer graphical front end with information stored in their back end ERP and EAM systems such as SAP, Oracle, Maximo, JD Edwards and Mincom."

Grazer CEO Craig Cowling says that the channel partner program provides an excellent opportunity for both Grazer and its channel partners to build their revenue streams as more customers demand new ERP and EAM integrations. "We expect sales growth to continue to accelerate in 2011 through increased focus on our partner program. We have some major partnerships currently in the negotiation phase."

Cowling expects that some channel partners will increase their revenues from more than just software margins and integration services. "We are also helping our channel partners develop new service offerings to sell to their customers. By using the Grazer products, our channel partners are offering their customers a service to digitize their customers existing paper based asset related information and transform that information into a turn key intelligent Asset Information Management solution enabling their customer to visually identify and locate asset related information. It's a real win-win-win situation."

The Grazer software solutions are being used across Australia in almost every industry sector to capture and manage information for built assets worth billions of dollars. Facilities such as hospitals, shopping centres, utilities, prisons, universities, public spaces and office blocks have all benefited from the use of Grazer solutions.

For more information phone (08) 8351 9004 or email sales@grazer.com.au