

**Melbourne, January, 2007**

### **Aussie software emerges as ERP Giant Killer!**

A next generation Australian software solution from Mid Comp International has been selected by Elders Limited for their massive Merchandise Division operations.

Odyssey from Melbourne-based Mid-Comp International was short listed along with SAP and Lawson from over 100 software vendors invited to respond to an RFI for the Elders "*Frontier Project*". An intensive period followed where the three finalists were exposed to scrutiny by large delegations representing all stakeholders, encompassing everyone from senior management to those at the front line of the 420 locations, nationwide.

After extensive deliberations, Odyssey emerged as the solution of choice of both the technical and business operations decision makers. "All of us at Mid-Comp are really excited by the Elders decision" said Steve Bridges, Mid-Comp's CEO, "We were competing against some of the biggest global players in the software industry, and just getting to the final round was a significant achievement."

Chris Ferguson, General Manager, IT for Elders stated "What particularly impressed us was the underlying technologies and application architecture of Odyssey. We are also considering this radically advanced software suite to service other aspects of our enterprise-wide IT development agenda."

"Being selected by Elders will have a very positive impact for us, especially in our attempts to gain market awareness for Odyssey" Bridges continued. "For a relatively unknown Aussie software company to bump off giants of the caliber of SAP and Lawson on a level playing field is unheard of, so you'll have to understand that we see this as a major breakthrough. Winning this gives Odyssey & Mid-Comp undeniable credibility and will have an enormous impact on Odyssey's profile and branding on a global scale. It's the emergence of a new paradigm in enterprise level application software."

Founded in 1995, Mid-Comp International's primary focus and competitive advantage has been the development of world class business software which takes full advantage of both current and emerging technologies. The current emphasis is on architectures and mechanisms which facilitate internet based business transactions, concentrating on those which can demonstrate a genuine application in the Supply Chain business community. Odyssey is the result of this endeavor, and is rapidly becoming one of the world's largest pure JAVA commercial systems.

Originally developed with the intention of providing an alternative to the JDE World software suite, brand names such as Nintendo, Janome, and BlueScope Steel Logistics are amongst the small group of Australian early adopters. Along with Bosselman Inc., who operates a 14 company enterprise in the USA Midwest, these commercial innovators have influenced Odyssey's application developments over the past few years. "Business technology is moving at a frenetic pace, and is being used to redefine competitive advantage. Companies willing to question conventional wisdom and embrace innovation are doing so not for the 'geek' factor of new technology, but to ensure that their IT applications armory contains genuine commercial business advantage. Odyssey delivers a 21<sup>st</sup> Century strategic weapon for a fraction of the conventional cost." Bridges added.

"We also identified a need in the market for a product which could comfortably run smaller SME distribution companies suffering growing pains with issues such as multiple sites, EDI trading, EANway scan / pack, and wireless warehousing." commented Geraldine Grove, Mid-Comp's Marketing Manager. Mid-Comp has subsequently launched **Stockman**, a shrink-wrapped version of the Odyssey application tailored for the processing needs of small to medium companies supplying to the major retail chains. "It is an ideal solution for distribution companies who have outgrown their current systems but cannot justify the costs and complexity leap to a corporate ERP. Stockman has a seamless migration path to the Odyssey enterprise solution suite, meaning the entry level investment is fully growth protected."

Mid-Comp International enjoys strategic relationships with IBM on a global scale, the RFID Association of Australia, the Chartered Institute of Logistics & Transport, and GS1 Australia, supplies products and services to a client list containing dominant Australian commercial enterprises, as well as software product internationally to companies in over 26 countries.

"Evolving emerging technologies research into an application development of this scale is definitely not an easy commitment. It's taken years of hard work and heart ache to reach this milestone" mused Bridges.

#### **Further Information**

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