

Elcom continues growth with two new Australian accounts, Wine Bloc and Asset Super

SYDNEY, Australia – 4 November 2009 – Elcom, one of Australia's leading and most prolific web application development companies, today announced two new client wins, Wine Bloc and Asset Super.

Elcom Technology is a developer of Enterprise Content Management Systems (ECMS) and online commerce for secure Internet, Extranet and Intranet sites. An Australian company focused on driving innovation in the local market, Elcom boasts an extensive, Australia based research and development program that is driven by highly skilled local software developers.

The company works with high profile brands including Hyundai, Lend Lease and the University of Technology, Sydney, and is proud to announce a number of new business wins. Wine Bloc and Asset Super both attribute their selection of Elcom to its provision of world class platforms and quality services at a reasonable price

Wine Bloc

Elcom was chosen by Wine Bloc to create a website and content management solution for its innovative wine storage project. Wine Bloc recently converted 127 cells in the historic Pentridge Gaol into state of the art, climate controlled wine cellars. The company needed a website that introduced the concept of virtual wine storage to potential customers. They also needed a robust content management system that would enable all Wine Bloc customers to virtually manage their wine. Additionally, it was important for Wine Bloc to liaise with their customers and vendors through the site. This solution needed to be in place, tested and functioning prior to the official launch.

Elcom provided consultancy focused around developing a website that would expand as the Wine Bloc business developed. Initially, the website's role was limited to promoting the business, however it also needed to eventually facilitate ecommerce, enabling local and international customers to buy and exchange wine once Wine Bloc was ready to begin trading.

Elcom utilised its CommunityManager.NET platform to develop the Wine Bloc website. This solution has over 40 out-of-the-box enterprise ready modules which allow businesses to seamlessly expand their websites or intranets as required. The Wine Bloc website was built with ecommerce and CMS solutions in place. However, as Wine Bloc grows, it will be easy for Elcom to incorporate additional modules to expand the website's functionality.

"Elcom's flexibility and understanding has been exceptional. It is great to know that the back end of the website is already in place so that we can hit the ground running when we launch the ecommerce element of our business. The team at Elcom provided the functionality we needed as well as giving the site the look and feel we were after," said Chris Ivkovic, Associate Director, Wine Bloc.

Asset Super

Elcom was chosen by Asset Super to provide a cutting edge content management system that could be managed entirely in house. Asset Super is an industry super fund with \$1.4 billion funds under advice. The company has been providing superannuation services for more than 20 years. Asset Super's previous website included a content management system that could only be modified by a third party supplier. Although this reliance had served Asset well in the past, the company's web presence is now key to its marketing strategy. This meant that Asset Super needed to gain more control over its online presence to manage delivery to market and third party costs.

Asset Super was not just looking for CMS but also a strategic partner who it could work through the upgrade of its CMS solution and the ongoing development of its web presence.

Elcom was chosen due to the strength of its CommunityManager.NET platform, the flexibility of its approach to managing the upgrade and the company's ability to fulfil the partnering role by providing strategic advice and consultancy on market developments and technical issues.

The module based format of CommunityManager.NET makes it easy for Asset Super to further enhance its website on the same platform moving forwards. Asset Super is currently looking at extending the solution and installing additional modules.

"Elcom and the CommunityManager.NET platform provided us with flexibility and functionality that Asset had not experienced before – the product was simple and intuitive straight out of the box," says Mary Murphy Marketing and Communications Manager, Asset Super.

"During the installation we also used Elcom's technical services to build specific functionality that we required - the solution can be as customised and tailored as you want. We now have a strong foundation in place to grow and develop our web presence. Phase two is already being worked on and with Elcom's consulting services we are planning later stages as the market changes."

Elcom continues to take on new clients and projects utilising web applications that have been developed in house and utilised by some of Australia's top businesses. John Anstey, CEO and founder of Elcom says, "We have been lucky enough to work on some exciting and challenging projects this year, and I am continually impressed by what we are achieving as a company and the many ways that CommunityManager.NET has been implemented to solve the needs of these organisations. I am looking forward to expanding upon this success moving forwards."

###

About Elcom

Founded by John Anstey in 1996, Elcom is an Australian company with expertise in web development, content management, knowledge management, process management, online forms and integration. Elcom delivers Intranet, Extranet and Web solutions and helps customers overcome the frustrations often associated with understanding, designing and implementing online solutions. This is achieved through Elcom's Enterprise Content Management System, CommunityManager.NET. The CommunityManager.NET Platform is powering the websites, intranets and extranets of Australia's leading organisations. Elcom's software enables organisations to cost effectively interact and do business via the Internet. To find out more, please visit www.elcom.com.au

Press Contact:

Jasmin Athwal

Max Australia

+61 2 9954 3492

Jasmin.athwal@maxaustralia.com.au

