

## **Elcom extends partner network with three new wins, Daemon Group, Wispa and Bortell**

**SYDNEY, Australia – 23rd March 2010** – Elcom, one of Australia's leading enterprise content management (ECM) and web application development companies, today announced the appointment of three new channel partners - Daemon Group, Wispa and Bortell. The deals will extend the reach of Elcom's CommunityManager.NET Platform and web applications into new audience sectors.

Elcom has revamped and improved its partner program over recent months and is focused on increasing the number of strategic partners.

"We are committed to evolving and strengthening our partner program throughout 2010," said John Anstey, CEO, Elcom. "We envisage increasing software sales through carefully selected channel partners operating within different audience segments."

### **Partnering with Bortell to target SMB's**

Bortell is an established SMB-focused software developer and an ideal partner to help Elcom extend its reach into this market. Bortell specialises in developing customer relationship management (CRM) solutions and will use Elcom's CommunityManager.NET Platform to complement its existing product portfolio.

"Small businesses are looking for a way to integrate their content management and CRM solutions to streamline business operations," said Julian Miller, Director, Bortell. "By partnering with Elcom we are able to provide our customers with a solid, attractively priced content management solution that will scale to meet their business needs."

As a reseller of Elcom's CommunityManager.NET Platform, Bortell will receive access to extensive product support and technical expertise. The companies will work together to develop co-bids for projects with Elcom delivering technical specifications around the use of CommunityManager.NET.

### **Taking CommunityManager.NET to digital and marketing agencies**

Partnering with Daemon Group and Wispa enables Elcom to strategically expand its business into the digital marketing space.

"Both businesses have a reputation for being industry leaders in digital marketing and customer engagement. They are the perfect partners to take the CommunityManager.NET Platform to this specialist audience," said Anstey.

Daemon Group is an integrated communications agency specialising in brand development, reputation management, marketing and web development. By partnering with Elcom, the company will be able to offer customers a robust, yet cost effective content management system to enhance the functionality behind its digital products.

"We decided to work with Elcom after its CommunityManager.NET Platform was recommended by a number of industry contacts," said Richard Spencer, CEO, Deamon Group. "We have a strong partnership with the Elcom team and work together on developing proposals for new projects. The Elcom team is flexible in terms of how we approach the brief and are committed to providing the support we need to achieve cut through."

The partnership with Wispa will also increase Elcom's exposure in the digital marketing arena. Wispa is a Customer Engagement Agency specialising in online marketing, web development, digital content and mobile. The organisation will be collaborating with Elcom to develop digital solutions built on the CommunityManager.NET Platform.

"Working with Elcom benefits the Wispa business as the CommunityManager.NET products are highly regarded in the local marketplace," said Ryan Falkoff, Director, Wispa. "The Elcom team have been hands on, providing us with access to the technical expertise and support we need to get the best out of the CommunityManager.NET Platform."

Elcom is looking to continue expanding its channel presence over the coming months. John Anstey says, "We are delighted to announce our partnerships with Daemon Group, Bortell and Wispa and look forward to further expanding our channel program. It is exciting to see how CommunityManager.NET is being used by our partners to solve the needs of organisations in a wide range of market sectors.

#### **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](http://www.elcom.com.au)

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