



Hannover Fairs Australia



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CeBIT.AU Business Awards Winners Announced on Showfloor

SYDNEY, Australia – 21 May 2008: The Software as a Service business model swept major categories in the prestigious CeBIT.AU Business Awards 2008, taking the most contested categories and marking SaaS as the hot technology currently in the sector.

Saasu.com won the CeBIT.AU Business Advantage Award – arguably the most prestigious of the event – with its Saasu.com accounting package. Saasu.com was also a winner in 2007, with its integrated Net-based financial system that has seen enormous growth since the company exhibited at CeBIT Australia last year.

“It’s been fantastic in having the CeBIT brand associated with for the year, after winning an award with CeBIT last year,” said Saasu.com Chief Executive Officer Peter Cooper.

“Really this is a tremendous advantage for our company as we start to move into international markets.”

“It is also great that so many SaaS businesses and SaaS partners and customers are involved in CeBIT this year, making this as much a networking event as a customer event,” Mr Cooper said.

Other Software as a Service winners included Ansarada, which took the CeBIT.AU Entrepreneurial Excellence Award for its Online Secure Dataroom solution, a service that vastly improves the security of Web 2.0 collaboration features of enterprise software.

“One of the big messages to come out of CeBIT Australia in 2008 is that Software as a Service has absolutely come of age. The model has proven itself over and over as business and enterprise-ready,” said Jackie Taranto, Managing Director of the event’s organiser Hannover Fairs Australia.

“Software as a service companies are almost by definition exciting to the business community, because they are more flexible, more robust and more cost effective than more traditional solutions,” Ms Taranto said.

Australian call centre communications innovator IPscape win the CeBIT.AU Excellence in Communications Award for its Software as a Service for contact centres product that has already started to generate overseas sales success.

“We are delighted to be recognised for this award. It reflects our research, innovation and drive to deliver value to companies who use call centre,” said Simon Burke, Managing Director of Ipscape.

“It’s especially great recognition as we continue to grow in the Australia, European and Indian markets,” Mr Burke said.

The CeBIT.AU Excellence in New Media Award went to Terrapages for its Location Based Services and Mobile Applications. Tablet PC specialist Motion Computing took top prize in the CeBIT.AU Excellence in Engineering Design Award.

Second-time award winner eWay, a specialist in payment gateway services for eCommerce, took the CeBIT.AU Excellence in Technology Services Award, while the CeBIT.AU Platinum Award for Export Excellence was presented to Pronto Software.

The CeBIT.AU Business Awards have grown in stature in 2008, with entries from a broad cross-section of local and international hardware, software and services companies.

Press contacts:

Kirsten Haupt
Hannover Fairs Australia
0449 774 974
kirsten.haupt@hannoverfairs.com.au

James Riley
Hannover Fairs Australia
0410 111 208
james.riley@hannoverfairs.com.au

CeBIT Australia is the largest business technology exhibition and conference event in the region. CeBIT Australia 2008 will be held from May 20-22 2008 at the Sydney Convention and Exhibition Centre at Darling Harbour. The event is expected to attract more than 750 exhibitors and 35,000 pre-qualified business visitors. For more information on CeBIT Australia, please visit www.cebit.com.au.

CeBIT Australia is organised by Hannover Fairs Australia, a wholly-owned subsidiary of the global trade group company Deutsche Messe AG. Hannover Fairs Australia also assists Australian companies in attending other international events organised by Deutsche Messe AG across the world. For information about other please visit www.hannoverfairs.com.au.

CeBIT.AU Winners at a glance:

CeBIT.AU Business Advantage Award

Company Name: **Saasu.com**
Product Name: Saasu.com online accounting

CeBIT.AU Early Innovators Award

Company Name: **CSIRO Australia**
Product Name: Customer Facing System for Smart Electricity Grids

CeBIT.AU Entrepreneurial Excellence Award

Company Name: **Ansarada Pty Ltd**
Product Name: Online Secure Datarooms

CeBIT.AU Excellence in Communications Award

Company Name: **Ipscape Pty Ltd**
Product Name: Software as a Service for Contact Centres

CeBIT.AU Excellence in Engineering Design Award

Company Name: **Motion Computing**
Product Name: C5 Mobile Clinical Assistant Tablet PC

CeBIT.AU Excellence in New Media Award

Company Name: **TerraPages Pty Ltd**
Product Name: Location Based Services and Mobile Applications

CeBIT.AU Excellence in Technology Services Award

Company Name: **eWay**
Product Name: eWay Direct Debit Payment Solution

CeBIT.AU Platinum Award for Export Excellence

Company Name: **Pronto Software**
Product Name: Pronto-x