



## **CitiXsys forays into Singapore and Malaysia with new channel partner PLUSXPERT**

Leading company forms strategic alliance following successful participation at SAP Turbocharge event 2007

Sydney, August 06, 2007 --- CitiXsys Australia Pty Ltd (CitiXsys), a leading provider of horizontal and vertical industry software products for SAP® Business One, today announced a partnership agreement with PLUSXPERT, a reputed business and technology firm providing specifically designed enterprise applications as well as consultancy services. An SAP Global Services partner, CitiXsys has appointed PLUSXPERT as a Channel Partner for Malaysia and Singapore in a bid to further its presence in the Asian markets.

“Our newest partner has established its name in business and technology, and we are confident that they will offer us the right leverage to successfully penetrate the Singapore and Malaysian market. In turn, PLUSXPERT will benefit from both the opportunities posed by offering a unique solution as well as the CitiXsys Partner Program, which gives our channel partners access to a host of services such as a dedicated partner website with customisable presentations, sales and training workshops, marketing tools and unlimited technical support,” said Paula Goncalves, Director - Business Development, CitiXsys.

“With our market and industry knowledge we are confident that PLUSXPERT will be able to maximise product awareness and market penetration for the CitiXsys range of solutions particularly in the retail and logistic sectors,” said Mike Ghasemi, Chief Executive Officer, PLUSXPERT.

CitiXsys solutions, including iVend Retail, Warehouse Management, InterCompany Solution, Credit Card Application, Inventory Pro, Item Matrix, and Container Management are expected to generate maximum sales in the booming Asian markets. iVend Retail is a flexible and robust retail management solution for retail businesses that need precisely managed store operations and consolidated store information for head office planning and analysis.

“We are positive about PLUSXPERT and feel that this is a major step forward to accelerate our reach to a large base of SAP customers in this region. As our channel partner has a local presence in this region I feel this will help us acquire customers who are looking for SAP® Business One solutions in the retail, warehouse and distribution segments, as well as other verticals. PLUSXPERT will be a key partner who will enable us to increase market share and achieve our growth objectives.” said Puneet Mohan, Vice President - Global Marketing, CitiXsys.

### **About CitiXsys**

CitiXsys is a software products and services company which provides vertical and horizontal industry solutions and add-ons for SAP® Business One. With CitiXsys software, SAP® Business One Partners and Customers around the world can expand the reach and depth of the powerful SAP® Business One solution to fit their business needs. As a premier implementation and development IT firm, CitiXsys also provides an extensive range of end-to-end services. An SAP Gold Channel Partner, with one of the largest teams of customisation and implementation professionals in the world, CitiXsys provides planning, deployment, customisation, integration services and Help Desk support to SAP Partners and Customers worldwide. CitiXsys has its corporate headquarters in New York City, USA, an R&D center in New Delhi, India and offices in London, Sydney and Toronto. The Company also has strategic alliances with SAP US, UK, Australia, India and a number of other Technology Partners for product development and related services.

Website: [www.citixsys.com](http://www.citixsys.com)

**About PLUSXPERT**

PLUSXPERT is a reputed business and technology firm providing specifically-designed enterprise applications as well as consultancy services that answer to the demands of government and private institutions. The company has helped organisations optimise their operations by offering cutting-edge technology and business and systems analysis in order to improve processes and people performance while reducing costs.

Website: [www.plusxpert.com](http://www.plusxpert.com)

**Trade Relations**

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