

edi expands its local and Asia operations

February 2005 – Logistics and International Trade software developer Eagle Datamation International (EDI) is proud to announce the appointment of Geoff Phillips and Magdalena Dima formerly from BKP Computer Systems.

Geoff Phillips (founder of BKP Computer Systems) has been appointed as a Customs Product Manager and brings 24 years of experience designing software systems in Customs and Freight Forwarding.

Magdalena Dima brings 10 years of professional software development with 4 years of experience designing and implementing software systems in Customs and Freight Forwarding.

Geoff and Magda will add their unique Customs and Forwarding skills to those of Software Craft founders Leon Ball and Leigh Porter and the rest of the EDI development team. EDI has also added more than 20 other support, training, development and customer service staff in the last 2 months due to its flagship products recent market success.

EDI CEO, Richard White says "We are truly proud to be able to attract talented staff from the Australian market and to be able to leverage local development skills in a world that is otherwise rushing blindly to off-shoring development to low cost countries."

EDI, with its product and software development teams based locally, is investing heavily in product development. EDI offers *ediEnterprise*, an affordable, best of breed, globally capable system, designed and built for Australian business. With an established Asia Regional office in Singapore and a newly opened office in Hong Kong, EDI have already hired staff for, and will open offices in, Shanghai, Malaysia & South Africa (March 05) and offices in a further 6 countries in 2005/6 to meet the growing demand for *ediEnterprise*.

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Eagle Datamation International Pty Ltd is Australia's leading software developer for off-the-shelf Freight Forwarding and Customs Brokerage systems. Established in 1994 and headquartered in Sydney, the Group maintains market leadership in the provision of operational freight forwarding and customs brokerage solutions. Employing over 90 IT professionals in 9 offices, across 7 countries - the most technologically advanced supplier of Freight Forwarding and Customs Brokerage systems in the world with over 800 sites throughout Australia, New Zealand, Fiji, Philippines, Indonesia, Hong Kong, Taiwan, China, Singapore, Malaysia, Thailand, USA and a number of other countries.