



ERMLive Wins Champion Product Manufacturer Award

Press release, 25-Sep-09, ERMLive, Christchurch, New Zealand: ERMLive was last night recognised at the Champion Canterbury Awards for the dramatic success of its HRIS software and an astute business model designed for sustainable growth. The Champion Product Manufacturer – Small Business Award category is the first award win for ERMLive and a tremendous honour in light of the record number of high quality entrants to these prestigious awards.

Founded by entrepreneur Donald Hastie in 2006, ERMLive™ is a unique software framework for employee relationship management, including recruitment, health and safety, and human resources and payroll. Unlike competing solutions, ERMLive is an advanced HRIS solution designed to integrate with familiar Microsoft tools Outlook, Office and CRM. This not only provides the functionality, flexibility and ease of use that customers want, but it also leverages Microsoft's global partner network.

Nine months ago Hastie estimated that sales would climb to \$15m by 2011, and judging by the success to date it appears his crystal ball predictions may not be far off the mark.

He says, "ERMLive was first implemented in April 2008 and in only 14 months has secured over NZ\$6m of business winning against the world's largest providers in New Zealand and Australia. We have done so with a small dedicated team of designers working alongside Microsoft New Zealand and their largest partners."

Hastie attributes this success to a number of factors: efficient and environmentally sustainable delivery of software, support and training via the Internet; leveraging Microsoft global partner network; delivering KPI reporting to managers; and providing transparency by enabling management and partners access to ERMLive's management systems and knowledge base.

"Perhaps the most significant achievement for us is the speed with which we can enable a diverse and global distribution channel," says Hastie. "By not deviating from the development standards set by Microsoft, our partners don't need to develop new competencies to provide ERMLive to their clients, as they can leverage the investments they have made in Microsoft certifications. This has proved extremely beneficial for our partners."

It is these initiatives that have seen amazing results for the company. In the last 10 months ERMLive has dominated the education market in New Zealand having secured seven learning institutions as clients, with combined revenue in excess of \$1.4m alone.

Experience has enabled Hastie to shape a robust and rapid-growth business model. For ERMLive, operating from a Canterbury base with access to high quality skills is also providing a strong competitive advantage.

“Drawing on many years of experience in the HR and IT sectors, including the founding of a global payroll company, we have been able to implement the best learning from that experience and ensure that the keys to success were in place in the structure of the company from day one.

“Keeping the business lean and agile, being able to respond quickly and easily to customer needs and most importantly, choosing not to completely reinvent the wheel when deciding on the architecture and distribution of our products, has been crucial to our success to date, and we believe will be key to our success on a global scale,” says Hastie.

About ERMLive

www.ermlive.com

ERMLive™ is a full featured Employee Relationship Management (ERM) tool that focuses on increasing organisational performance by enhancing the relationships companies have with their employees. It is the result of Hastie’s almost 20 years HRIS and payroll experience, knowledge of next generation technology and understanding of business improvement processes. The solution is a radical departure from traditional rigid payroll systems.

ERMLive™ takes into account the mistakes and inflexibilities of existing payroll software, and introduces new employee management functions that meet the increasing demands of HR professionals, managers and employees.

Any combination of modules (Payroll, HR, Rostering, Recruitment, Training Development, Performance, Induction, Health & Safety) can be deployed across the organisation with tools that enhance communication between HR, management and employees.

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