

Media Release

For immediate release

// Phone (07) 3218 4107 // Website www.esriaustralia.com.au

// E-mail (media only) media@esriaustralia.com.au // Information location-intelligence@esriaustralia.com.au

ESRI Australia drives financial services growth with new appointment

Sydney, Australia – 1st July 2008 – Location intelligence specialist ESRI Australia has appointed Telma Cordeiro to the role of its Financial Services Industry (FSI) Business Manager. This new appointment will see Cordeiro responsible for the growth of the FSI business for the company.

“It’s a fascinating time to be at ESRI Australia and involved in location intelligence. Eighty per cent of all business transactions in any domain have some type of location element attached, making location intelligence a central part of the way business is done today. ESRI Australia is the market leader in location intelligence technology with the capacity of delivering full life cycle insurance and banking solutions to the Australian market. Banks are looking at the opportunities to re-merchandise stores based on the demographics of the area and we have the capability to deliver the solution,” said Cordeiro.

ESRI Australia delivers complete solutions to help companies make more informed business decisions. More than 30 years of location intelligence expertise allows ESRI Australia to tailor solutions to individual customer requirements. For example, the insurance industry is able to use the technology to manage risk assessments based on address as opposed to the broader post code. In her new role, Cordeiro will support ESRI Australia to deliver evolving location intelligence technology through a focus on the financial sector.

“The Australian location intelligence technology market is now worth \$1.37 billion annually* and we are seeing real growth in the Financial Services Industry. Banks and insurance companies are starting to see the benefits of using this technology to make smarter business decisions. Banks now have the ability to combine demographic data with data from their CRM system to tailor promotions. Telma’s experience will help us to grow and develop innovative solutions in this industry,” said Brett Bundock, Managing Director, ESRI Australia.

With more than ten years experience in the software industry, Cordeiro brings extensive knowledge from all areas of the business including sales, consulting, business development and management.



ESRI Australia

Putting knowledge into place

Cordeiro joined ESRI Australia from a business development management role for Pitney Bowes MapInfo. Cordeiro previously held various business development management positions at software companies such as Objective Corporation and Rational Software.

Cordeiro received a Bachelor of Business Marketing from the University of Western Sydney and is currently completing a Bachelor of Business Finance Major at RMIT.

* source: Spatial Enabling Australia – A vision for the future of the Spatial Information Industry, Australian Spatial Industry Business Association (ASIBA), 2007.

--ENDS--

About ESRI Australia

ESRI Australia is the source of astute professional services and Geographic Information Systems (GIS) technology. ESRI Australia is an expert in location intelligence; with over 30 years experience in implementing GIS solutions in dozens of different industries.

ESRI Australia's unique combination of quality services underpinned by its proven KnowledgeWhere™ methodology, and world-leading ESRI GIS technology, means significant advantage for clients.

ESRI Australia's passion for technology and considered approach gives clients the power to see more and do more. With its expertise, knowledge, vision and technical capability, ESRI Australia turns 'possibility' into 'reality'.