

SouthWare Names New Manager of Business Development in the Office Equipment Dealer Market

June 2, 2008 – AUBURN, AL – SouthWare Innovations, Inc., a leading provider of integrated business and financial management software, announced today that Neville Coltman OBE, has joined the company. As the new Manager of Business Development, Coltman's primary responsibility is to expand business within the office equipment dealer market.

"We are delighted Neville has joined SouthWare," said James F. Clemens, President of SouthWare. "His extensive experience in the industry will be a benefit to us—and our clients—as we focus more closely on providing solutions to the office equipment market."

SouthWare's software products are an ideal match for office equipment resellers who are looking for ways to improve operations and better manage the business of selling and servicing office equipment. SouthWare integrates financial management, inventory and distribution, service management, system administration, eCommerce, and more into one dynamic system for business management. With these powerful tools, field and customer operations become one integrated business—providing multi-faceted connectivity for information and decision making.

"Profitable selling and servicing of copy machines in today's highly competitive market has unique business challenges apart from those related to normal business functions like payables or sales management," said Coltman. "From managing CPC contracts to tracking equipment history to handling rentals - SouthWare is a proven solution for the industry. Our fully integrated system, extensive product offering, unique "personalization" capabilities and our regional sales, support and training have helped SouthWare build a loyal client base of over 5000 companies and over 70,000 clients in the U.S."

Coltman has been in the office equipment industry for more than 30 years—working for Xerox, Nashua Corporation in Europe and in the United States, and more recently with OMD Corporation. Throughout his career, he has established sales networks, managed new product launches, led international management seminars for the office equipment division, and visited hundreds of dealers and distributors. With this vast expertise, Coltman has helped many clients improve the profitability of their businesses.

Coltman is a Business Management graduate from both Manchester University in England and the Australian Institute of Management in Melbourne. He was awarded the Order of the British Empire (OBE) in 1997 for services performed in the United States for Great Britain. Coltman can be reached at 770.457.4139 (office), 678.361.3621 (mobile), or nbcoltman@southware.com.

About SouthWare

SouthWare® combines traditional accounting functions with innovative products and services to make work easier for organizations across many industries. Our family of integrated financial and management information software is tailored for each client to meet specific business needs. A privately owned company, SouthWare is headquartered in Auburn, Alabama. We opened our doors back in 1984 with Version 1. Nearly 25 years—and 15 revisions—later, we are proud to produce a robust and mature product offering for companies of all sizes nationwide.



Neville Coltman, OBE