

## JADE SOFTWARE CORPORATION NEWS RELEASE



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### **Jade ends the year in style**

For the third time this year Jade Software Corporation has won a national award, taking out the Emerging Enterprise Award for 2008, at the Deloitte/Management magazine Top 200 Awards, held in Auckland last week.

While Cantabrians might be surprised to learn the 30 year old Software and Services Company was seen as 'emerging'; in granting the award the Judges described Jade as; 'A clever, clever company that is climbing back on top. The re-emergence of Jade is a great success story. Succeed, stutter, and then succeed again. It's a story of innovation, ideas, commitment and the wisdom to understand the importance of adopting best practice management and leadership to bloom again.'

Last month Jade was named as Supplier of the year by national retailer *The Warehouse* who adopted JADE technology to re-factor its Inventory Management System reducing costs, reducing risks and increasing flexibility. In July, Jade won the Canterbury Exporter of the Year award for the most creative exporter for its work with the Australian Police in building tools for managing Criminal Investigations, an application now being deployed by at least one group within the London Metropolitan Police.

Commenting on the most recent recognition of Jade's success, Managing Director Dr. Rod Carr said how pleased he was that Jade was again getting recognition on the national stage for its software and services capabilities.

"Jade is 'Kiwi made' both as a technology and as a business and while winning local awards is nice, winning business is even better. We have struggled on occasions to convince local Chief Information Officers, especially in major Government departments, that we are cost effective and low risk relative to the more familiar, big brands. I welcome the day there is more scrutiny on the cost effectiveness of some of the brand buying behaviour and architecturally constrained choices some CIOs have imposed on their chief executives and the organisations they lead.

"Winning national awards and recognition is one way of at least encouraging CEOs to ask are there other options? Why not Jade? That said, Jade has a full order book and has appointed nineteen new software engineers this year," Dr Carr said.