



Press Release: Wednesday, December 09, 2009

Revolutionary Kiwi Software helps take ECO-DECKING to the world.

Even in troubling times good products in well run business thrive - and nothing could be truer for two NZ companies; *Outdure* with their top selling product 'ECO-DECKING' and *XM Developments* with their new Accpac ecommerce plugin 'XM Oxygen'.

ECO-DECKING is New Zealand's leading environmentally-friendly decking range made from 50% recycled plastic and 50% recycled wood.

The issue for Craig Fountain, Managing Director of Outdure was the demanding software requirements for implementing their business model internationally. The splinter and hassle free decking solution generates impressive interest from overseas companies. – all part of Fountain's plan.

"In order to crack the international market we had to develop our processes from ground up to make for an effective international roll out.. That included our all aspects of our business systems and software".

After an exhaustive search and demonstrations with different ERP systems Fountain was underwhelmed by their potential web capabilities, crucial for managing stock levels remotely. "We needed something with water tight integration to eliminate complex unstable customisations".

Fountain explains of how he stumbled across XM in a magazine article;

"The article told of how they were still in testing but I called them straight away for a chat".

After one demonstration it became apparent that XM Oxygen 'ticked nearly all the boxes' and being integrated with Sage Accpac, the worlds largest reseller of ERP systems Outdure could be confident wherever they go - so will support for their system. Outdure have now signed up to be part of the beta-testing program.

Brooke Anderson, MD of XM Oxygen comments;

"We were very excited to receive Craig's call. Up until now trial businesses had been via existing contacts whereas Craig's initiative proves what we already know; that integrated ecommerce is a huge opportunity NZ businesses are waking up to. It is a serious competitive advantage".

Outdure is setting up distribution partners worldwide and everywhere they go so will XM Oxygen.

"I couldn't be happier with the results so far. The setup has been very straight forward and fast".

XM Oxygen is due for NZ release December 2009 with Australia, South Africa and North America following soon after.