



QA Software

July 2011

QA SOFTWARE'S NEW APPOINTMENTS FOCUS ON SaaS STRATEGY

QA Software, a leading provider of Software as a Service solutions (SaaS) to the construction and engineering industries, has announced three key appointments to boost client service reaffirming the company's commitment to software implementation as a critical component in successfully managing the complex world of document control.

The appointments include **Hanna Bakker**, who has taken on the role of Professional Services / Client Engagement Manager, **Jenny Potts**, a Senior Consultant in Implementation Training and Support (ITS) in Melbourne, and **Charmaine Coombes** who has taken on the ITS role for Brisbane clients.

Hanna, Jenny and Charmaine share between them more than 22 years experience working closely with the engineering industry, and bring to QA Software a valuable national perspective from professional connections in their home states of Western Australia, Queensland and Victoria.

With a continuing vision to streamline processes and improving customer outcomes these three new appointees will manage the implementation of software for key clients while ushering QA Software into a new phase of client management.

In making the announcement, General Manager – Operations for QA Software, Milton Walters, said the new appointments were the culmination of the company's improved focus on client engagement through an enhanced focus on training and implementation.

"We see client liaison, training and implementation of software as key responsibilities of the new appointees with an ongoing focus on exceeding customer expectations. For clients, the first three months of engagement with collaboration software is critical," said Mr Walters.

"Our focus is on the client base, forecasting their needs and tailoring the training and implementation of our service to improve outcomes and ensure a successful project for our client."

In her previous role as a global account manager, **Hanna Bakker** was responsible for managing the implementation of information management systems on international projects and maintaining a steady quality of service across key accounts. The standard of quality from her previous experience has been carried across to her role at QA Software.



QA Software

/2...QA SOFTWARE'S NEW APPOINTMENTS

“For clients, we’re ensuring a level of consistency in our day-to-day approach with better methods in training to demonstrate the benefits that can be achieved through configuring the software to individual needs. It’s a re-energised vision focused on being more proactive,” said Hanna.

With her substantial background as an operations and infrastructure manager in IT encompassing ten years in the engineering and construction industries, **Jenny Potts** brings a wealth of invaluable expertise to the QA team.

“My client contact at QA Software is really about ascertaining what the client wants to get out of the product, and also in making sure that the right people are getting the right level of training,” says Jenny.

As a Business Analyst for Laing O’Rourke Australia, Construction, **Charmaine Coombes** developed and delivered an extensive number of training programs and materials across the regional business.

Queensland-based Charmaine brings her on-the-ground expertise in enhancing and implementing software to QA Software’s clients in Brisbane, a move that supports the company’s growth in key domestic markets.

“My role is ensuring clients get the most value from our solutions by giving them the confidence to tailor the software to their needs. Our client engagement focus is making the experience of the software more efficient, as we understand that clients do not want to stuck by a computer all day.

“They want to be out there, doing what they do best. Our refined approach is making this happen,” said Charmaine.

QA Software’s reputation has been built on delivering outstanding products to the construction and mining industry - most notably TeamBinder - a secure SaaS collaboration software to manage large volumes of documents on any construction project.

QA Software is a wholly-owned Australian company operating throughout the world with offices in Melbourne, London, Chicago, and Colombo.

**** *
**** *
**** *
**** *