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## **Express Data Media Release**

### **IBM Acknowledge Software Traction with Business Partner Award**

CRN Fast50 finalist, Software Traction, has been awarded IBM's prestigious Software Business Partner Award for 2009 during IBM Business Partner Summit road-show currently touring Australia.

Software Traction has had truly phenomenal growth since its inception in mid-2007. In classic IT start-up company fashion, it began with just three people in an unremarkable office in Adelaide. Two and a half years (or ten quarters later), the company now operates nationally with 22 staff in six cities around the country.

So in the hyper-competitive marketplace of ICT, where long-term business relationships are seen as a pre-requisite to entry, how did Software Traction manage to successfully take on such established and more recognised resellers?

According to Software Traction founder and general manager Stu Garrow, "Above all else, clients value people who can solve problems. Sure, the problems may be complex and multi-dimensional, but solving problems is what we do."

As their name suggests, Software Traction focuses on software, though that belies the extent to which the company goes to assist end-users.

"We help our customers achieve "traction" with software through a combination of training, consulting and ongoing support that ensures they can solve difficult business problems", says Stu

"Many times, we see well-run, efficient organisations who are quite shocked to see greatly improved productivity and discover how much easier their working lives have become with the right software," says Stu.

"While naturally I would like to thank our incredibly dedicated and highly skilled team, it would be remiss of me not to also acknowledge our distributor who's supported us right from the beginning, Express Data," says Stu.

The IBM Roadshow concludes in Adelaide tomorrow.

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