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## **MEDIA RELEASE**

Tuesday, 23 February 2010

### **SMS Management & Technology (SMS) acquires Bright Blue Solutions**

SMS Management & Technology (SMS) today announced the acquisition of Bright Blue Solutions Pty Limited (Bright Blue), Australia's leading specialist Oracle Siebel Customer Relationship Management (CRM) and Oracle Business Intelligence (Siebel Analytics) consulting organisation.

Key benefits of the acquisition include:

- Bright Blue will add \$9m in revenue and \$2m EBITDA per year
- addition of 37 specialist Consultants across our NSW and VIC teams
- a new capability in the CRM and Salesforce Automation domains
- enhanced capability in front office Business Intelligence applications
- a proven management team to run the new Practice
- establishes SMS as the largest specialist provider of Siebel expertise nationally outside of the international providers

In making the announcement, SMS CEO Tom Stianos said,

'We have been keen to add this capability for two years and therefore it is very pleasing to announce the acquisition of Bright Blue. The capabilities that Bright Blue brings to SMS are well aligned with our existing Business and Technology Practices, further deepening the services we can extend to our clients nationally.

With the market for CRM and salesforce automation forecast to grow by 9% per annum to 2013 (source: Gartner) we are confident that this new practice will prosper as part of the broader SMS enterprise'.

Commenting on the acquisition, Bright Blue Managing Director Lachlan Hanly said,

'Joining SMS marks a significant milestone in the history of Bright Blue. It gives us the opportunity to grow the practice further and extend our services to the broader SMS client base and also expands the career opportunities for staff in both companies.

Clients of both companies will also benefit from the broader services we can now offer. It creates a clear alternative implementation partner for business critical CRM and BI projects outside of the multinational consultancies and offshore providers'.

Lachlan Hanly will head up the CRM Practice and will continue to develop and grow the acquired capability. Bright Blue executives and co-owners David Wong and Matthew Yoon will transition to SMS in their management roles within the new practice.

The business will be integrated over the next 3 months and will be EPS accretive from June 2010.



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### **About SMS**

SMS Management & Technology (SMS) [ASX:SMX] [S&P/ASX 200] is Australia's leading consulting, technology and systems integration company employing over 1,200 professionals. Established in 1986, SMS is best known for delivery excellence. SMS helps its clients improve their business performance through the implementation of strategy and the delivery of business and technology projects. Industry expertise spans the financial services, ICT, government, defence, health, utilities, mining, gaming and infrastructure sectors.  
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