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## **Liquor Marketing Group Engages SolveIT Software for Technology Review and Strategic Roadmap Development**

ADELAIDE, SOUTH AUSTRALIA, 26 November 2010 – SolveIT Software Pty Ltd, a leading provider of enterprise software for supply & demand optimisation and predictive modelling, announced today that it has signed a contract with Liquor Marketing Group (LMG) to conduct a comprehensive review of the company's systems and processes.

Under the project, SolveIT Software will review LMG's current "as is" systems and processes, and develop a "to be" roadmap for enabling technologies and best practises that will support the group's strategic business objectives. SolveIT Software's supply chain and application analysts will work on the project, in addition to domain experts in enterprise decision support systems and predictive modelling.

"Under this review, we believe SolveIT Software's objective and highly skilled perspective will help us define a holistic vision for LMG that has a clear, concise, and achievable end game," said Doug Misener, CEO of Liquor Marketing Group. "As outcomes, the project will provide a prioritised plan that delivers demonstrable improvements to LMG core systems and processes, resulting in efficiency gains and improved service delivery to LMG's membership base and core suppliers."

The review will explore technologies and systems that fulfil LMG's needs for centralising sales, inventory, and order information, accurately and efficiently capturing transactional data from members, creating and tracking performance through KPI reporting and alerts, providing a unique service offering to member, and enabling decision support capabilities for stakeholders.

Founded 1977 with 129 initial independent NSW based hoteliers, Liquor Marketing Group has grown during the past three decades through mergers & acquisitions to become truly national with total membership exceeding 2000 outlets and representing approximately 12% turnover in Australian packaged liquor. For more information, please visit [www.lmg.com.au](http://www.lmg.com.au)

### **About SolveIT Software Pty Ltd**

SolveIT Software Pty Ltd is an Australian company specialising in supply & demand optimisation. Founded upon the leading research of several world-renowned computer scientists and research organisations, we offer enterprise software for advanced planning & scheduling, supply chain network optimisation, demand planning & optimisation, and predictive modelling. Our software

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applications are based on proprietary platforms for advanced optimisation, prediction, and what-if analysis, and can optimise production and supply chain activities on both a local (plant) and global (network) level. Customers include Rio Tinto, Viterra, Visy Industries, Pernod Ricard Pacific, Amcor, Incitec Pivot, ETSA Utilities, ElectraNet, Foster's Group, BMA Coal, PFD Food Services, Wilson Transformer Company, Dentsu Corporation, and the Australian Defense Science and Technology Organisation (DSTO). For more information about SolveIT Software, please visit [www.SolveITSoftware.com](http://www.SolveITSoftware.com)

*Forward-looking (safe harbour) statement*

*Statements made in this news release that relate to future plans, events or performances are forward-looking statements. Any statement containing words such as "believes", "plans", "expects" or "intends" and other statements which are not historical facts contained in this release are forward-looking, and these statements involve risks and uncertainties and are based on current expectations. Consequently, actual results could differ materially from the expectations expressed in these forward-looking statements.*

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