

Press Release  
25<sup>th</sup> October 2012  
Melbourne, Australia

## **we-do-IT opens European Headquarters in London**

Global geospatial IT solutions provider to the Telco and Utility industries, we-do-IT, today formally announced the establishment of their wholly owned subsidiary we-do-IT (Europe) Limited based in London, UK. *"We are pleased to add Europe to our operations in Australia, New Zealand, North America and India. We started down-under in 1995 and literally 'ran out of market', becoming the geospatial IT service provider of choice for Australian and New Zealand utilities/telcos. Pushing into North America a couple of years ago increased our market reach 15-fold; now going into Europe we expand our original reach 33-fold again. Our presence in India enables competitive right shoring for all our locations, in addition we have a successful partner network in the US, France, Germany, Poland and Spain. While we are entirely vendor agnostic we maintain our core competencies in GE Smallworld GIS, SPATIALInfo, Oracle Spatial and Open Source. The latest addition to our skill base has been cross-platform development expertise on iOS, Android and Windows 8 smart devices. After we made a couple of changes at the end of FY12 our EBITDA rose instantly to 15% in FY13-Q1 up from near-zero returns in the two years prior; staff morale is now at an all-time high and we continue to diversify successfully by geography, industry and technology while creating returns again to fuel our continuous growth"*, explained Dr Walter Hesse, Chairman we-do-IT Holding Pty Ltd.

Chris MacNeill, CEO we-do-IT (Europe) Limited added *"I am delighted we are extending our global reach by leveraging our vast industry experience and domain knowledge. We have been very successful in driving geospatial services and solutions that transform the way our customers gather, manage, distribute and communicate information in other regions internationally. The establishment of we-do-IT (Europe) Limited will open our services and technology portfolio to a number of Utilities and Telco operators. I look forward to driving our vision in Europe to our customers through commitment, responsiveness, reliability, flexibility and above all else ... value!"*

### **About we-do-IT**

[we-do-IT.com](http://we-do-IT.com) is a global provider of quality geospatial IT solutions and offers full life-cycle support to clients in telecommunication, electricity, gas, and water utility industries. We specialise in FTTx Physical Network Inventory (PNI) development, training and support using SPATIALInfo and GE Smallworld technology.

Since 1995, we have maintained a successful track record of delivering innovative GIS business system integration solutions to ERP, CIS, OMS, DMS, SmartGrid, B2B delivered through innovative web and mobile solutions. Our GE Smallworld GIS Upgrade delivery record is second to none, we have delivered 40+ upgrades, 14 of these were recent 4.x upgrades - all on time and budget.

We are currently developing, training and providing data services for a Physical Network Inventory (PNI) of the largest infrastructure undertaking in the OECD, a 10m+ connection point Fibre-to-the-Home (FTTH) network. Over the last 17 years we have accumulated a vast specialised domain knowledge base in the Telco and Utility industries. We source best-of-breed technology and like to work with like-minded quality professionals to fulfil our customer needs.

### **For more information:**

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