



FOR IMMEDIATE RELEASE

IBRS and SoftMetaWare partner to distribute products in New Zealand and Australia

SYDNEY, AUSTRALIA – 12th July 2005: Intelligent Business Research Services Pty Ltd (IBRS) www.ibrs.com.au announced today that it had a partner agreement with New Zealand based SoftMetaWare, www.softmetaware.com, to jointly market and distribute their products in both New Zealand and Australia.

IBRS' Managing Director, Mr. Nick Bowman said, "We are pleased to join forces with SoftMetaWare which has a strong reputation at the leading edge of software engineering. There are many Australian organisations which could benefit from their ideas in development and design."

The agreement permits both companies to market each other's products across the Tasman Sea. "Both Jorn and I have been looking for the right company to sell our services into the other's market", said Nick Bowman.

Jorn Bettin, SoftMetaWare's Managing Director said, "The IBRS research and consulting offer will suit many New Zealand businesses because it is scaled to their needs and has in-depth knowledge of the issues they face."

IBRS clients have access to a wide range of research papers dealing with IT and business issues, such as open source; ICT governance; communications planning and organisational management. The agreement with SoftMetaWare gives IBRS clients highly qualified analysis and resources to help them make informed decisions around their telecommunications and networking decisions.

SoftMetaWare adds value by working with clients to create an accurate model of their business, and by introducing best practices for ICT governance and risk management. In particular the SoftMetaWare approach helps clients to focus on

their competitive edge, and to implement engagement models between end users and solution providers that reward collaboration and innovation.

About IBRS

Intelligent Business Research Services was formed in 2002 to provide Australian mid-sized organisations an interactive research service. The analysts and professionals that provide this service have worked at the highest level within the Research and IT Industries. IBRS is an independent research company and maintains that the views and opinions of the analysts are not influenced or paid for by third parties.

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About SoftMetaWare

SoftMetaWare provides strategic technology management consulting services, with a focus on agile software engineering methodologies, Enterprise Architecture, Open Source software, and outsourcing. Members of the SoftMetaWare team are experts in industrialised software asset development, and regularly present at leading international conferences.

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