

Media Contact:  
Jacqueline Davis  
Initiate Systems, Australia, Pty Ltd.  
+61 2 8061 3811  
jdavis@initiatesystems.com

## Initiate Systems Wins TOWER Australia Order

*Initiate Consumer™ Set to Help Improve Accuracy of Data across TOWER's Systems*

**SYDNEY** – 5 June 2008 – [Initiate Systems Australia Pty Ltd](#), a leader in master data management (MDM) solutions for creating complete, real-time views of data about people, places and things, today announced the signing of a contract with TOWER Australia Limited to provide [Initiate Consumer™](#) software. TOWER will use Initiate® software to consolidate and cleanse data across its systems.

The Initiate Consumer software will be used to facilitate continuous improvement in the quality of customer information to enhance customer service and interactions by providing a single customer view across all systems. Initiate software also references Australia Post Address information to improve the quality of address information captured.

Piers Wilson, financial services executive, Initiate Systems Australia Pty Ltd adds “TOWER is an innovative life insurer in Australia and we are delighted that they have chosen Initiate software to assist in creating value by providing an enhanced and complete view of their customers.”

“We are continuing to see strong growth in the Asia Pacific region, and are delighted that TOWER selected Initiate from a variety of competitive options”, said Alex Paris, country manager, Initiate Systems Australia Pty Ltd. “TOWER, like Initiate, is an innovative and forward thinking company and we look forward to working closely with them.”

### **Tower Australia Limited**

Tower Australia is an innovative and competitive provider of life insurance, superannuation and retirement solutions. Its objective is to deliver the right products, services and information to its customers to help them make informed decisions about their life insurance and superannuation needs. It delivers these services to customers primarily through a network of independent advisors.

### **About Initiate Systems**

[Initiate Systems, Inc.](#) enables organisations to strategically leverage and share critical data assets. Its master data management (MDM) [software and experience](#) as an information exchange leader provide organisations with complete, accurate and real-time views of data spread across multiple systems or databases, even outside the firewall. This allows companies to unlock the value of their data assets for competitive advantages or operational improvements. Initiate Systems operates globally through its subsidiaries, with corporate headquarters in Chicago and offices across the U.S., and Toronto, London and Sydney. For more information, visit [www.InitiateSystems.com](http://www.InitiateSystems.com).

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