



## Hiive Systems to launch Affinity 3.1 at CeBIT; Announces more than 1 million client interactions tracked

**SYDNEY, Australia – May 8<sup>th</sup>:** Hiive Systems, a company on the Australian startup landscape and an exhibitor in the Webciety showcase, is excited to announce the release of the latest version of its Service & Client tracking software, Affinity. In addition to this release, Hiive Systems is also excited to announce that Affinity – a web-based service & client tracking suite for professionals – has achieved an important milestone, with it tracking its millionth client interactions.

“One million interactions is an exciting milestone. It shows that our clients have really been embracing our platform and using it on a daily basis. We're changing the way service companies service. In Australia with the services sector the fastest growing and highest employing, this is a big productivity lift and export opportunity,” explains Geoff McQueen, Founder and Managing Director of Hiive Systems.

One such client to appreciate the benefits of Affinity's ability to track service activities within their organisation is the NSW Department of Planning, which upgraded to Affinity earlier this year. “Before we had this platform from Hiive Systems, getting visibility on where assessments were up to, and generating reports on Departmental performance, was very manual and time consuming”, explains John Ross, from Department's Performance Monitoring & Project Management Branch. “With Affinity, we're now able to check on the latest progress of assessments across our various branches and units, whether the staff are working on them from our head office, a regional office, or even from home”.

Hiive Systems' new approach to tracking service delivery and client interactions has changed the game for service companies. “We've recognised that professionals, providing services for their clients based on their expertise, are still in many ways stuck in the dark ages when it comes to collaboration & productivity software”, explains Hugh Cowling, Client Service Manager at Hiive Systems. “The solutions on the market today are either under-powered, having grown out of accounting and timesheets; ill-fitting, focused on product based business processes like CRM and ERP that just don't suit a service organisation; or too restrictive, chaining users to their desktops at the office or not providing any flexibility to innovate in their business processes. Affinity, however, is completely web based, highly configurable and focused at the needs of professionals to support service delivery and ease client interactions by tracking jobs, issues, conversations, documents and much more.”

The 1 million client interactions milestone comes from Affinity's ability to track client notes, appointments, emails, phone calls, files and resources and more. “One of Affinity's key benefits over other tracking systems is the fact it automatically captures, indexes and tracks email conversations with clients, without users having to do anything,” explains Mr McQueen. “With our current rate of growth, we're expecting that our next million milestone will come five times as fast”.

*To join with Hiive Systems and their guests in celebrating the launch and this milestone, be in the Webciety showcase area in Hall 4 of CeBIT from 5:00pm on Tuesday the 12<sup>th</sup> of May 2009.*

**For further information**, contact Geoff McQueen, Founder and Managing Director of Hiive Systems at the Hiive Systems office on 1800 2 HIIVE (1800 2 44483), on his mobile on 0414 678 466, via email at [geoff.mcqueen@hiivesystems.com](mailto:geoff.mcqueen@hiivesystems.com) or on Twitter, [@geoffmcqueen](https://twitter.com/geoffmcqueen).