

Hiive Systems wins CeBIT's Early Innovator Award



FOR IMMEDIATE RELEASE

May 14, 2009, Sydney, Australia: Hiive Systems, a startup web software company capped off an incredible week of milestones, success and recognition by winning the coveted CeBIT Early Innovator Award at a gala ceremony in Sydney last night.

"We're thrilled to be recognised by the judges, who selected us over the hundreds of other exhibitors showcasing their own leading technology at CeBIT this year", explains Geoff McQueen, Founder and Managing Director of Hiive Systems. "We've been working really hard on establishing our brand, building our customer base, and developing our innovative service tracking software, so this recognition is a massive thrill".

Hiive Systems is on a roll this week. David Skellern, the CEO of NICTA, Australia's leading ICT Research agency, joined them on Tuesday to launch the latest version of their flagship application – Affinity. "It was great to have David there to put our achievements in context. While we've been concentrating on our clients and the market, David reminded us that we, and companies like ours, are playing an important part in driving the future success of our economy and nation, thanks to our global perspective and competitiveness", said Mr McQueen.

In addition to this week's award recognition and launch celebrations, Hiive Systems also passed a significant milestone with more than 1 million client interactions tracked within Affinity. "The achievement of the million interactions milestone is great validation for our team and the performance of our product. It demonstrates that our users are actively embracing our product," continued Mr McQueen, "This is a great achievement and separates us from a lot of our more fancied competitors".

One such client appreciating the benefits of Affinity's service tracking abilities is the NSW Department of Planning, who 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 the 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".

Geoff and his team look forward to a big final day at the CeBIT 2009 show today as they exhibit in the Webcity showcase, a new section of the show which highlights the emerging and important role that the web is playing in our home and professional lives.

Mr McQueen will be available for interviews throughout today at the Hiive Systems booth in the Webcity arena, located at Hall 4 in Darling Harbour, or alternatively you can also arrange a phone interview by emailing media@hiivesystems.com.