

PRESS RELEASE - 26/11/2008

MSM HAILS 2008 AS THE YEAR OF GROWTH AND REWARD

Exeter Software House Achieves Microsoft Gold Certified Partnership Status

2008 has been a year of milestones and celebrations for Management Systems Modelling (MSM). On the 1st May of this year MSM celebrated 10 years trading, which was topped off by 2007/2008 being the best year ever by closing with a turnover in excess of £2.2million. July saw the company celebrate their 2nd anniversary of relocating the head office from Totnes to Exeter, which accounted for a dramatic effect on the pre-tax profits which increased by 530% since July 2006. Finally as the year draws to a close this successful bespoke software firm can now celebrate once more as they have just become a Microsoft Gold Certified Partner for the competencies of Custom Development and Data Management Solutions. It is a significant achievement to earn Microsoft's highest accolade and reflects MSM's professionalism and success.

The success is attributed to the highly skilled and dedicated team that MSM have built over its 10 years in business. The team are all graduates with over 5 years commercial experience and have been checked and cleared by the Criminal Records Bureau, a reassurance for the firm's customers in this time of high profile data protection issues. MSM invest 4 times the industry average on training budgets.

Other attributes to obtaining this privilege have come in the form of new business wins during 2008 with such clients as SSAFA Forces Help, The Royal British Legion and Trafigura who are an international commodities trader. Also customer feedback and satisfaction surveys have enabled MSM to attain gold status.

MSM is going from strength to strength and are not as yet feeling the pinch from the economic down turn. It boasts an impressive client list including other clients such as the National Trust, The Royal Society, Eden Project, Teletext, Exeter Friendly Society and Mitsui Sumitomo Insurance to name a few. This fast-growing software house has sales offices in London, Exeter and Bristol. A good proportion of future growth is expected to come from one of MSM's specialist services - whereby they take over the

support and maintenance of software written by other firms - an in demand service in the current economy as customers look to outsource to save money.

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Notes to Editors:

Management Systems Modelling Ltd (MSM) was established in 1998 by Thomas Coles. The company specialises in providing a diverse range of clients with bespoke software solutions. The teams' wealth of experience combined with the latest technology ensures that MSM provide clients with tailored solutions to meet their objectives. 98% of projects are delivered on time and under budget, a unique track record in an industry blighted by many failures. Clients include: Royal Society, Eden Project, The National Trust, Victim Support, SSAFA Forces Help, Exeter Friendly Society, Teletext, and Mitsui Sumitomo Insurance.