

March 16, 2008

Tower Systems hands Newsagents control over software direction

MELBOURNE – March 16, 2009 — Tower Systems, Australia's largest supplier of software to newsagents, is giving newsagents more control over the direction of its software.

Using the new **Software Ideas** facility at the Tower website, Tower Newsagents can publish and vote on change requests. The Tower development team adds their own notes about change requests and development cost – so that all factors can be considered in voting.

This unprecedented transparency is an opportunity for newsagents to control the direction of software which is crucial to their businesses and further demonstrates the leadership of Tower Systems to its community of 1,500+ newsagents.

“We want our customers to tell us, more so than ever before, how our software can better serve their businesses.” said Mark Fletcher, Managing Director of Tower Systems. *“While we have always welcomed suggestions as do others, the old way is not as transparent or engaging as it can be.”*

The **Software Ideas** innovation is unique in that every request is published, voting is transparent and Tower Systems is committed to acting on the will of the user community. Non Tower Newsagents and others visiting the Tower website, including competitors, can see a summary of the change requests.

Tower Systems serves in excess of 1,500 newsagents with retail management and home delivery software. It serves more newsagents than all other software companies combined.

Tower owns and operates three newsagencies – it uses its software itself and provides test facilities for supplier initiatives.

Newsagents interested in joining the Tower community should contact: NSW/ACT/TAS – Nathan Morrison 0417 568 148; VIC/SA – Tim Batt 0403 189 379; QLD/NT – Luke La 0434 072 417; WA – Joe Bredice 0412 899 013.

Thanks to the **Software Ideas** innovation, the Tower software will continue to be the best for newsagents as it will genuinely serve the needs as requested by newsagents.

The launch of Tower Systems' **Software Ideas** is as a direct result of several Tower team members reading Jeff Jarvis' book *What Would Google Do?* The book struck a nerve with the Tower team which was already working on ways to give newsagents more say in development.

Access to the Tower Training Academy is from any computer with broadband. A phone is used for toll-free audio participation.

The Tower **Software Ideas** innovation is part of the exclusive Tower Advantage™ initiative.

www.towersystems.com.au.