

Pronto plans big splash

Australian supply-chain software manufacturer Pronto plans to obtain 50 per cent of its revenue from international sales in three-years' time to protect it against aggressive campaigns by Microsoft, SAP and Oracle to muscle in on its medium-size company clientele in Australia.

Pronto is aiming for turnover of \$100 million by 2009, up from \$37 million in 2005-06.

Chief executive David Jackman, right, says this will be achieved in part by international expansion as well as the commercialisation of a new technology called Event Notification System, in which Pronto has already invested more than \$1 million.

The confidence to expand overseas stems from a sizable United Kingdom contract won in a competitive bid against SAP and Oracle to fit-out 300 Jessop's camera stores with Pronto's supply-chain software. "That's given us confidence to punch up to a fair weight," Jackman says.

International sales account for 20 per cent of Pronto's revenue and Jackman is scouting for three new partners in the United States.

He believes Pronto's local pragmatism serves as a strong currency against the glitzy marketing of multinational brands. "The part they [multinational brands] miss is that it's a highly fragmented market. There are 50 different subsets in the retail vertical."

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