

WE'VE EARNED OUR STRIPES^{we³}

The Greentree Story

Greentree[®]
PRIMED FOR BUSINESS

The background of the image is a wall covered in vertical stripes of various colors including green, blue, yellow, orange, and purple. On the right side, a paint roller with a yellow handle and a yellow roller is leaning against a plain blue wall. A roll of white paper is partially unrolled, showing the striped pattern underneath.

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The Greentree Story

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A story the size of Greentree cannot be told in these few pages. Visit our website:

www.greentree.com

30 YEARS OF INNOVATION
1,000 YEARS OF EXPERIENCE
10,000 COMPANIES
MILLIONS OF TRANSACTIONS

THEY SAID
IT WOULD
NEVER LAST...

Greentree® has a proud record: 30 years of business software innovation. Many of our milestones have been industry firsts.

When we say that Greentree “expands with you”, we mean it. We’ve aimed to incorporate a huge amount of functionality into our product suites that our customers can turn on as they need. We’ve solved big software industry headaches with our continuous deployment and customisation models, supporting our obsession for delivering business software that can be easily implemented, maintained, updated and adapted for the customer.

We believe our product leadership has truly made a difference to our customers. We’ve been the first in our market to deliver capabilities such as fully integrated Workflow, BPM, integrated e-commerce, hot-switch recovery systems... the list goes on.

Also critical to our customers is long-term stability, as they are deploying business software solutions that pervade every part of their organisation. There are many products out there that are “still being supported” but are effectively at a dead end – that’s not good enough. Our solutions have to keep moving with the waves of technology and the new demands of business. Greentree’s customers know that our solutions stand

the test of time – that Greentree and their organisation are in it for the long haul.

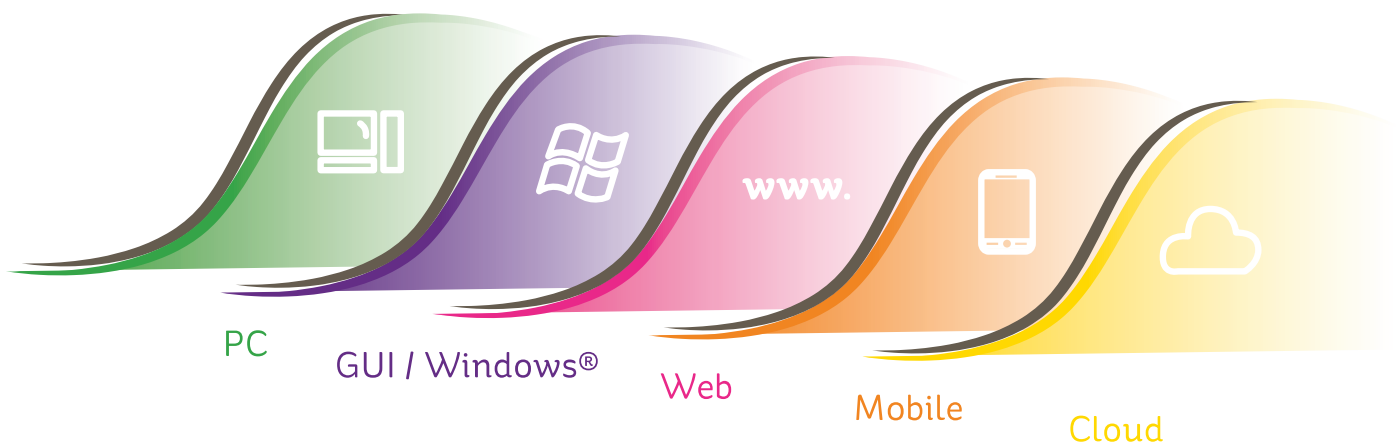
This isn’t just talk; the original Greentree product, CBA, was launched in 1983 and enhanced and nurtured until its final retirement in 2012 – an unprecedented 29 years. The Greentree product, launched in 1998, has continued that reputation for fresh thinking and longevity, encompassing today’s latest technology such as Mobile and Cloud.

However, this story is not about the product; there’s plenty of other material that you can read elsewhere explaining Greentree’s extensive capabilities. It’s fundamentally about people, and our history cannot be told without acknowledging Greentree’s first innovator: our founder, the late Don Bowman. His constant search for newer and better ways to help businesses realise their potential lives on in Greentree today.

Our detractors said it would never last – yet here we still are, 30 years of innovation and product leadership later. In that time some big names have fallen by the wayside, while Greentree continues delivering fresh ideas that ensure our customers are always primed for business.

TECHNOLOGY ADOPTION CURVES

Greentree was ahead of them all...



When the PCs and Networks came along, Greentree's founders were quick to spot their business potential, and developed one of the world's first online, multi-user, accounting programs. They were followed by GUI/Windows-based technology, Client Server platforms, the Web, Mobile devices and the Cloud. At each stage of this journey, Greentree was there - not blindly following the curves, but producing solutions that brought out the best facets of each new development.

However, technology is constantly evolving and expiring - today's hot product can quickly become tomorrow's has-been.

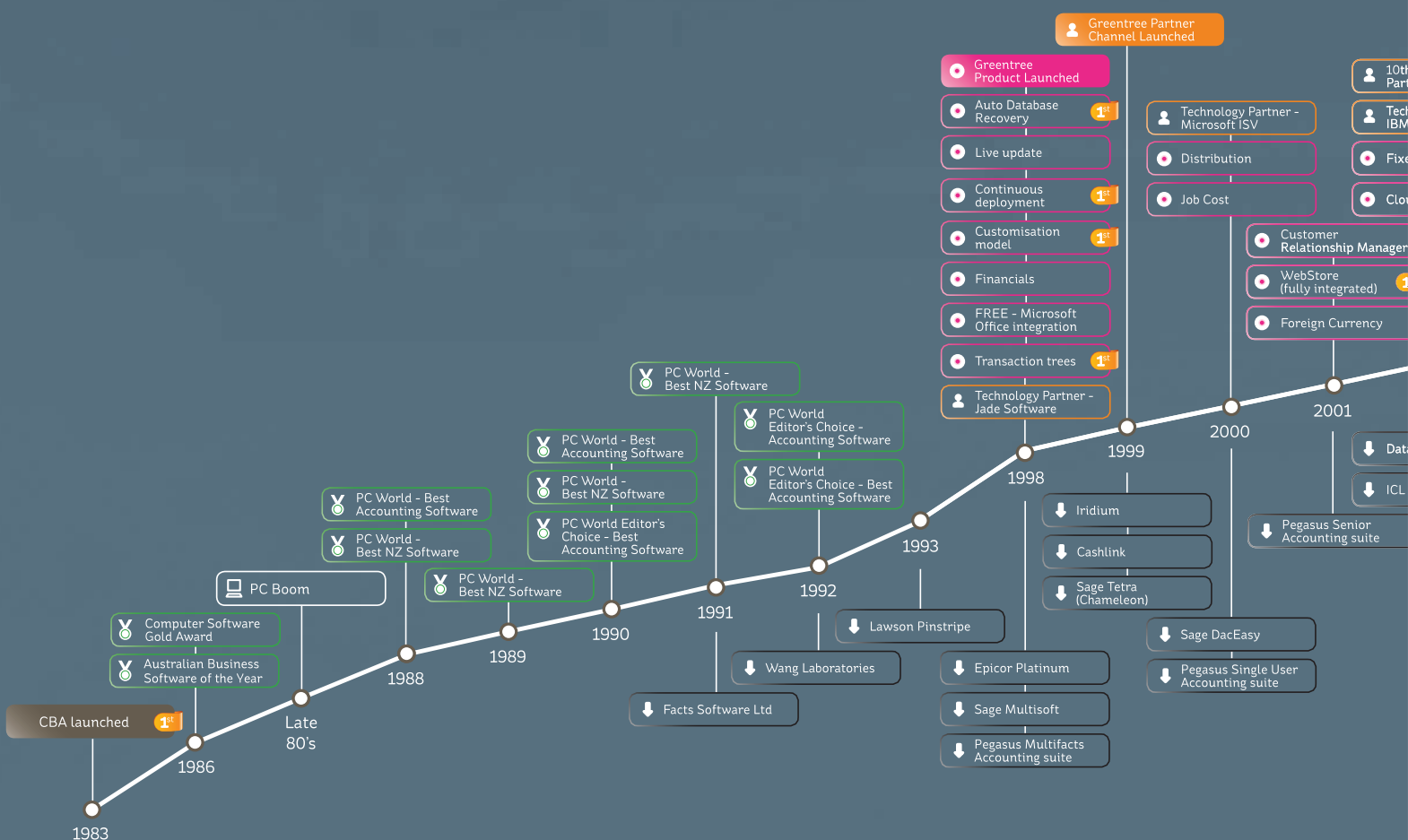
Greentree hasn't been swayed simply by what is sexy now; we've looked for the best technologies and particularly those that we know are going to last.

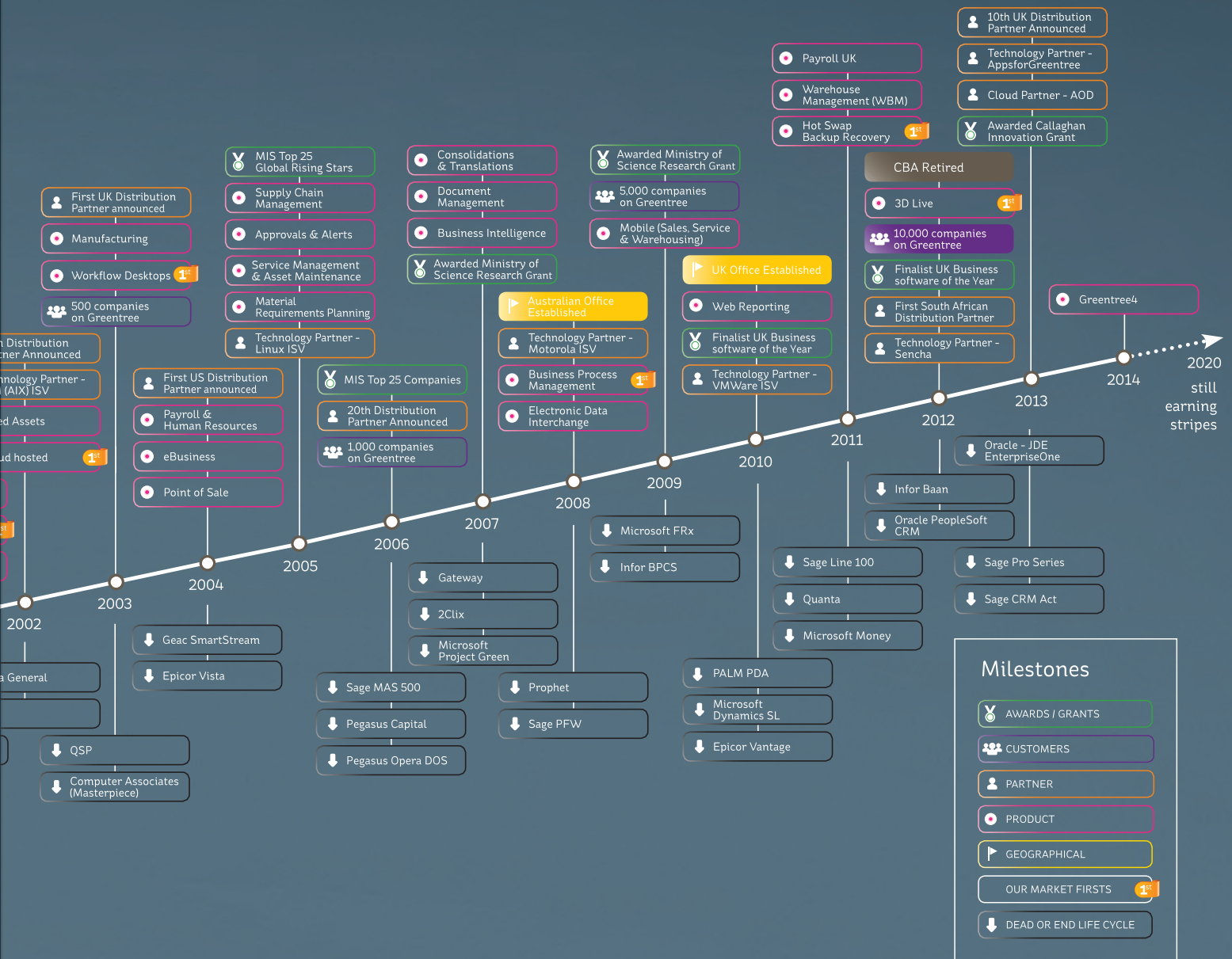
We don't lead our customers down dead-ends. We understand what's important to them: that the technology they use is the best fit and will stand the test of time. That's why Greentree keeps on delivering, and why our customer community keeps on growing.

1 30 YEARS OF EARNING OUR STRIPES

This timeline highlights some of our history: our product launches, the recognition we've received, and our geographical and partner growth.

Below the line are just a few examples of the products and companies in our arena that have not stood the test of time.







1,500 YEARS IN
TECHNOLOGY,

1,000 YEARS IN
BUSINESS SOFTWARE,

500 YEARS IN GREENTREE.

Extreme expertise is the foundation of our success, and Greentree spends a staggering 40% of its revenue on R&D each year. Between them, Greentree's innovators have thousands of years of business technology experience. They've earned their stripes due to their special talent: building ground-breaking ERP solutions that keep on delivering, year after year after year.



3

OVER 3,000 YEARS OF
BUSINESS TECHNOLOGY,

OVER 1,500 YEARS OF
GREENTREE EXPERTISE,

PLUS THOUSANDS
AND THOUSANDS OF
SUCCESSFUL ERP
IMPLEMENTATIONS.

OUR PARTNER NETWORK

Greentree's global partner community comprises strong, independent organisations who've been doing their job for decades. We call them our "rare gems". We've earned our stripes, and so have they, in spades.

Our partner network, which sells, implements and maintains Greentree for its global customer base, comprises hundreds of people, spread through Australia, New Zealand, the UK, the USA and Africa. They're not newbies; they're people with screeds of experience.

But our partners don't just understand the technology; they also understand businesses - their pressures and pains, and what makes them tick. They don't sell products; they provide solutions. In doing so, they gain special insights from their customers about their needs. In turn they pass this back to Greentree, helping us to develop even better functionality.

Our developers have 1,000 years of experience between them. If that doesn't impress you, try adding another 3,000 years for our partners! They have specialist industry expertise, and when we showed them our solutions, they said they wanted to be part of the Greentree story.

Our partners freely share their knowledge, creating a unique and mutually supportive community. Our founder, Don Bowman, was known as "a quiet achiever", and Greentree's partners are much the same. They are innovative, they solve problems, they deliver without fuss, and above all they achieve results.

"A great understanding of our business helped the Greentree partner to fit the system to our very needs. They worked with us extremely hard, putting in effort above and beyond to ensure we hit our implementation date."

European Oat Millers



"Without the Greentree partner's skills and ideas, we would not be able to do core business to the same level of efficiency we have achieved over the past year. We keep asking, 'How did they know we'd need that?' Brilliant."

Compass Housing Services



"The Greentree partner has been excellent; they ensured that the scope of work was accurately worked out and the implementation was on time and on budget. What more could you ask for!"

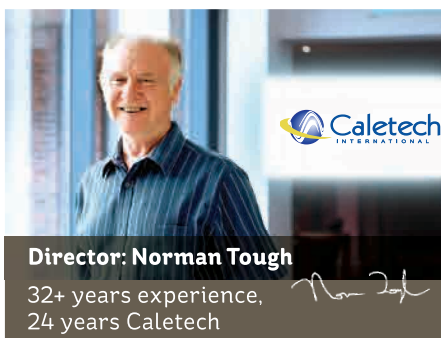
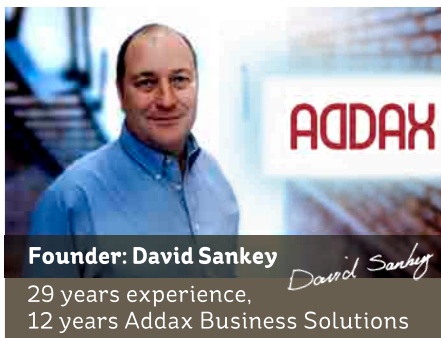
EasiYo



"With the help of the Greentree Partner, we've achieved some significant milestones. Their knowledge of Greentree has been invaluable and we're excited about continuing our journey towards achieving even greater things in the future."

Tear Fund





WHEN WE SIGNED UP WITH TO WORK FOR THE BENEFIT






Managing Director: Mark Gould
37+ years experience,
16 years GT Business Solutions



Director: Stuart Wild
42 years experience,
17 years Hoge 100



Director: Matt Brown
18 years experience,
10 years iConexx



Partner: Teresa Hooper
42 years experience,
15 years bizlinkIT



Founder: Alison Burt
32+ years experience,
14 years Kinetic Information Systems



Managing Director: Chris Miller
37 years experience,
28 years Endeavour UK

GREENTREE, WE AGREED OF ALL CUSTOMERS



CEO: Ian Garvey
23 years experience,
12 years Prerogative



Founder: Pam Kerkhof
40 years experience,
18 years Primacc



Chief Executive Officer: Trish Hall
29 years experience,
17 years Star Business Solutions



Managing Director: Chris Rasmussen
43 years experience,
16 years Synateq



Managing Director: Vlad Kozak
27 years experience,
13 years Verde Group



Founder: Joel McDonnell
29 years experience,
13 years Crestwood Associates

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TEN THOUSAND COMPANIES, TENS OF THOUSANDS OF USERS, MILLIONS OF TRANSACTIONS PER WEEK - ALL MANAGED BY GREENTREE.

Greentree delivers vital information to its users 24/7, earning its stripes every day.

Greentree systems process millions of customer transactions every week, managing databases containing tens of millions of items - food lines, mechanical parts, service jobs, contracts, sales, purchases... the list just goes on and on!

Greentree users count on their system to crunch those numbers in many different ways, from customer invoicing to management reports, payroll, inventory and much more. In addition, Greentree delivers this vital information in real-time, enabling decision-making that is not only faster, but also smarter. With Greentree's analytical capabilities, our customers can not only get an instant snapshot of what their business is doing today, but can compare performance with historical data, or project how an action is likely to impact on them in the future.

Lifevent Medical . Meyercord Revenue . Rajendra Prasad Foodtown . B2BE NZ . **Alimak Hek** . ISS Facilities Services
 . Aquatica NZ . Maria's Pasta . **EasiYo** . Hitron PNG . Gray Line . Meadow Mushrooms . Marshall Investments
 . Dunedin International Airport . The PA People . Patton Refrigeration . **RTL Roadsigns** . Lyttelton Engineering .
Air Vanuatu . Diesel Distributors . Zurich NZ Limited . Catholic Diocese of Auckland . **GS1 New Zealand** . Taikura Trust .
Butch Pet Food . Carmel College . Rockwell Construction . Community Based Support South Inc. . Liftrucks New Zealand
 . Northcoast Radiology . Stahmann Farms . Universal Homes . EcoChill . Roadways . Peregrine Wines Central Otago .
 Prime Range Meats . JR Tusting . Seaden Security . Rocky Bay . **Activated Carbon Technologies** . Andy's Earthmovers .
MediaWorks . Ewing Construction . **Concern Universal** . Evolution (Electronic Security Systems) . **Paymark** . Cognition
 Education . Interaust Foods . Border Express . **Dynea NZ and Australia** . Queensland Catholic Education Commission
 . **Paramount Services** . Adcock Refrigeration & Air Conditioning . Sewing Supplies . Gekko Systems . Fire Fighting
 Pacific . Morrison Geotechnic . Harker Underground Construction . DE Group . AIS St Helens . Medical Council
 of NZ . **Vehicle Inspection NZ (VINZ)** . Christs College Canterbury . Intermodal Terminal Services . **Incat Tasmania** .
 Technika . Gerrard Murphy Plumbing . Rothbury Group . The Davey Group . Epic Employment Services . Cord UK .
 Raven Products . **Castle Howard Estate** . RJ Hill Laboratories . **TATA** . Nitro Drilling . Sports Distributors NZ . The Derek
 Corporation . Music Ways . School Support Southland . Hill Laboratories . **Solomon Telekom** . Quadrent . Ivoclar
 Vivadent . 4 Industry Group . Kenneth Ayres . Russell Gordon Group . Griffiths Equipment . Storage Battery Systems .
 Keraplast Manufacturing . Fortress Investments . Strategic Payment Services . **Chip Ganssi Racing** . Buderim Ginger .
 Access NZ 2005 . Hand Tools Australia . **ATI** . Austral Fisheries . European Oat Millers . Fisher Funds Management .
 Prowash Australia . Hiway Stabilizers New Zealand . **The Baby Factory NZ** . Pacific Marine Batteries . Transdev Auckland
 . **Tearfund Christian Action** . Southern Cross Care . William Loud . Palfinger Australia . Publishers Association .
 Tetral Industries . Integrated Maintenance Group . Crosby Tiles . McFall Fuel . **John Hart** . **Auckland Council** .
 Hunter Industrial . Daanet . Ironbridge Gorge Museum Trust . The Bolt Barn . Integrated Automation . United
 Cleaning Services . SHC Direct . Curious Films . **Oxfam Shop** . **Carers ACT** . **MusicWorks** . Eyeworks Touchdown .
 Planet Innovation . Lutheran Education Australia . Ocean Integrated Services . Motorcorp Holdings . **Solomon Airlines**
 . NECA WA . Teco NZ . **Museum of Old and New Art (MONA)** . APESMA . Hydrosteer . Auckland Radiology Group .
 UK Highway Management Services . New Brighton Workingmens Club . Institute of Sisters of Mercy of Australia and
 Papua New Guinea (ISMAPNG) . **Ryman Healthcare** . Candis . Kerrick Industries . **Queenstown Airport** . **Hydroflow**
 . JLF Commercial . Scenic Tourism Group . Phillips Group . Southern Tapes & Packaging . C&D Productions . Yuen
 Marketing Trading . Maskell Productions . **Maori Television** . Keratec . Tourism Transport . Alvin Electronics . Bidwells
 . Obadare . Auckland Grammar School . GirlGuiding NZ . Tenderlink.com . **Metlifecare** . Infocus Management .
 IMG Group . **Lecky's Electrical & Data** . Development West Coast . Airfirst . Haydn & Rollett . **MG Rover** . Walker
 Corporation . Southern Primary Health Organisation . Atlantic Apparel . Salthouse Boatbuilders . John Goss Projects .
BGH Group . FSG Australia . The George Hotel . Smart Environmental . New Plymouth Boys High . Crown Engineering .
 Diabetes Australia – Victoria . ac.care . **Mazda** . P L Sandford . WorkVentures . **Lahood Window Furnishings** . Wharehine
 Contractors . **Vynco Industries** . Sheet Metalcraft . David Shaw . Leopard Coachlines . Neil Retirement Villages .
 KIT Industrial Trading . National Fleet Solutions . Zenith Engineering . Craigmore Sustainables NZ . Tennessee Health
 Management . Farm Services . Planit Test Management Solutions . Lutheran Community Care . SJ Displays . Viking
 Group . **Seeka** . EnviTE . Gmoto Imports (Galvin Marketing) . Pacifica Transport Group . New Zealand Wool Services
 International . Ernslaw One . Acme Office Supplies . **Connect NZ** . Boffa Miskell . Papanui Club . **Johnstons Coachlines**
 . Print Blocks . Alltrade Tools NZ . W A Stroud . School Services Auckland . Brand Brokers . **HW Richardson** . Allsigns
 International . Transnet . Pacific Hygiene . McKay Shipping . Peak Consulting . Irvine Flooring . Careflight Group .
 Sun Engineering . Carnegie Sports Marketing . Eurotec . **Winstone Pulp International** . **Walker & Hall** . Sumich
 . Lifecare Residences . **Strutt & Parker** . Switched On Property Maintenance . Catholic Archdiocese of Melbourne
 . AG Security Group . hiPP.com.au . AFS Total Fire Protection . Pacific Simulators 2010 . Dilworth Trust Board .
Toyota Technical Center Australia . K G Richardson and Sons . Vision Marketing and Distribution . Xamax Clothing
 . First Nonprofit Companies . Demi . **CentrePort** . McAuley High School . Flying Fish . Parmco . Perigon . Maser
 Communications . A S Wilcox & Sons . System Controls . Resolve Group . **Newspoll** . R L Button & Co . Parr Air
 Conditioning . Amalgamated Pest Control . **Independence Australia** . **Halifax Vogel Group** . Shanahan Management
 . Leap Australasia . Phoenix Distribution NZ . WSX Enterprise . Service Engineers . Eastern Tree Service . GEO
 Group . **Faber Castell (NZ)** . Delta Valves and Controls . TGM Group...

...10,000 companies... and counting

WHAT DO OUR CUSTOMERS SAY?



"Greentree has provided us with the right tools to manage our core business activity with lots of future capacity. It's also enabled us to improve business processes which have benefited from refinement."

Jan Downing, CFO
Palfinger Australia



"With Greentree, my staffing levels are about half of what you'd expect in an operation of this size."

Vince Muglia, Finance Manager,
National Fleet Solutions



"Our progress has been fantastic, and Greentree has been a major part of that success. It's stood the test of the company growing tenfold and it's still working admirably today."

Simon Challies, CEO,
Ryman Healthcare

BIDWELLS

"It's amazing to think there's a company like Greentree, on the other side of the world, thinking light years ahead of what businesses might need in the future."

Larry Hammond,
Associate Land & Business, Bidwells

mediaworks

"I think we've built a new level of trust with the department heads; they know that they can get the data that they need, and it gives them the ability to make better decisions."

Michelle Mullins, Finance Manager
Mediaworks (TV3)



"Greentree is one system that I didn't hear a bad word about."

Michael Irving, Finance Manager
Alimak Hek UK

Large public companies, well known brands, and growth-oriented companies of all sizes, across diverse industries have all put their faith in Greentree.



"Greentree enables us to access organisational information and meet our compliance obligations, faster and more efficiently than we ever have before. Without it, we simply couldn't attract, manage or retain the level of donor funding we have today."

Kerry Bosworth, Finance Director
Cord UK



"It has been really good working with the Greentree Partner. The support has been flexible and helpful when meeting our needs. The overall Greentree experience has been really positive."

Kim Crosher,
Manager – Accounting & Finance
Toyota Technical Centre Australia

TATA

"Greentree has made us more efficient, it's saved us time, and allowed us to service our customers in a more professional manner."

Kamal Desai, Procurement Manager
Tata Limited (UK)



"Having Greentree, with all those functions in one package, is a huge advantage for us."

Craig Pope, IT Manager
BGH Group

THEY CHOSE US OVER...



"Parmco assessed SAP Business 1, Microsoft Dynamics NAV and Propella.

Greentree was chosen for its total integration, and its flexible framework that could address the company's unique operational issues. There is no doubt in our minds that choosing Greentree was the right thing to do."

Shareen Stewart,
Finance Manager
Parmco Appliances



Before deciding on Greentree Perigon evaluated MYOB, SimPro, SAP, and Pronto whose quote was considered "horrendous".

David James said: "Everything in Greentree is transparent. With it we can see everything that our project managers in the field are doing. It's real-time, it's easy to use and you can get all the data that you want. Everything I've seen of it is just fantastic."

David James, General Manager
Perigon Pty Ltd



"Planet Innovation considered Pronto, SAP Business 1, and Microsoft Dynamics GP. Greentree got the nod for its integration and flexibility. It's very logical in terms of set-out and functionality. It can cater for our CRM and reporting needs, and be a one-stop ERP system."

Leanne Kelly, Finance Manager
Planet Innovation



"Consultant shortlisted Exact, Microsoft Dynamics NAV, JIWA and Greentree, with Greentree getting the nod for its integration and flexibility. It's now our one-stop shop for whatever we want to know."

Tony Fraser, Financial Controller
Interaust Foods Pty Ltd



"The equivalent Microsoft product would have been twice as expensive and would not have credibly delivered the integration we required."

Peter Stevens, Chief Executive, GS1 NZ



"Among the software evaluated were Access Accounts, Yardi, Sage, Greentree, Landmark and Farmplan. Greentree was the one that ticked the most boxes."

Shaun Spalding, Head of Client Finance
Strutt & Parker



"Greentree was evaluated alongside Microsoft Dynamics NAV and Microsoft Dynamics GP, plus Sage. Greentree had two distinct advantages in terms of its price and functionality, which were simply superior."

Simon Vale, General Manager
Vynco Industries



"SAP, Oracle and Sage were all considered, but were found wanting when Dynea spelled out its very specific manufacturing requirements. Greentree offered the greatest flexibility."

Brian Backhouse, General Manager,
Dynea



"Greentree was a better fit than SAP, and that decision has saved us hundreds of thousands of dollars."

David Horner, Chief Information Officer
Oxfam Australia Trading Pty Ltd



"Mazda carried out a comprehensive appraisal of their system requirements and investigated many financial software products, including Navision, Exonet, Sage Accpac and Greentree. When compared with other software solutions, Greentree offered a cost effective solution that addressed our business needs."

David Hodge, Finance Manager,
Mazda NZ



"A shortlist of five was compiled: Microsoft Dynamics GP, Pronto, SAP B1, Sage, and Greentree. Greentree was the best fit for functionality, and what really got it over the line was its multi-tiered job costing capability. Greentree is effectively unlimited."

Andrew Vogan,
Corporate Projects Manager
John Hart Pty Ltd

Many companies
preferred us to the
likes of Microsoft,
Sage, SAP and Oracle.
Why?
We'll let them explain.

5 WE WORK ONLY WITH THE **BEST**

Technology like Greentree doesn't work in a vacuum. It has to be built on sound platforms, and it has to interface with other technologies for delivery.

The Greentree of today would not have evolved without the help of fellow tech fanatics whose reputations for product stability, reliability and longevity are beyond question. And so we give a big shout out to the technologies we work with and the partners who've joined us on our journey of excellence.

Microsoft

Greentree works closely with Microsoft's technologies; Windows Server® and Desktop operating systems, Windows Mobile, and integration with Microsoft Office (Excel®, Word and Outlook®), and Microsoft Project.



AOD is a specialist Greentree Cloud services provider. Its job is to deliver mission-critical, high-performance enterprise applications in the Cloud.



Greentree is an authorised application partner with Motorola, one of the world's leading developers of mobile computing solutions.



Jade Software Corporation is a global product innovator, with a successful 30-year history developing advanced technology tools and systems, now trusted by thousands of companies in over 90 countries.

The internet has changed everything and created the demand for high-speed, extremely resilient and smart data management solutions. These demands have steered internet and Cloud providers away from old relational database technologies (e.g. SQL).

At the heart of Jade technology is its unique No SQL Object Database, a fully capable transactional database that is very fast, easy to develop, and simple to deploy. Its unique storage technology boasts advanced caching, distributed processing and natural storage of media-rich application objects. Its full crash and archival recovery capabilities also power Greentree Secure, providing point-in-time or hot switch system recovery. Importantly Jade is an open architecture and can easily mix with other technologies.

Greentree is the engine room of business and Jade provides the technology engine that enables many of Greentree's powerful and unique capabilities.

For more information on Jade, please visit:
www.jadeworld.com



Greentree IQ, powered by QlikView, is the analytical tool that enables Greentree users to dig deeply into their data and use it to make strategic decisions.

Qlik, the developer of QlikView, is recognised as a world leader in user-driven business intelligence platforms. It started out as a Challenger in Gartner's Magic Quadrant for BI back in 2010 and has been a Leader ever since. Qlik also featured in the top three of Forbes' Fast Tech list of America's fastest-growing technology companies, beside LinkedIn and Apple.

More than 30,000 customers rely on Qlik solutions to gain meaning out of information from varied sources. Qlik has offices covering more than 100 countries.



HTML5 is a core technology that supports all of today's sophisticated multimedia and also works comfortably on mobile devices.

To deliver Greentree4 on HTML5, Greentree chose leading specialist Sencha as a technology partner.

Sencha's developers live in both the desktop and mobile worlds, building browser technology that fits the ever-growing user demand for flexibility. Sencha was a winner in the 2014 SD Times 100 Award (Mobile category), listed as a Champion in Info-Tech Research Group's 2013 Mobile Enterprise Application Platforms (MEAP) Vendor Landscape report, and chosen by AlwaysOn as one of the OnMobile 2012 Top 100 winners.



WE'VE
ALREADY
DONE THE
MATHS

6 BUT WHAT DOES WE³ REALLY MEAN?

Some people just don't get it. It's not a marketing gimmick; it's a formula that we've perfected over time.

To us, We³ is the heart of Greentree. Collectively, 60% of our development is customer-led, looking to deliver those extra capabilities that businesses need today. We capture all the suggestions by all our customers and partners and when we develop new capabilities, we seek their input.

The other 40% of our development work is aimed at producing what our customers are going to need tomorrow.

"We pride ourselves on innovating ahead of the curve," says Greentree's CEO, Peter Dickinson.

When our partners signed up with Greentree, they also signed up to work together. Their shared insights and experience are another essential component of We³ that sets us apart from the competition.

**We don't think there's a working partnership like it anywhere else.
But the best way to understand it is to become part of it!**



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