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G. BROS MOVES TO STRATEGIC DATAWORKS

- G. Bros moves from Dreamtech to Strategic Dataworks to take advantage of a user-friendly functionality from imminent deployment of MATRIX -

10 March 2009: Strategic DataWorks, the London-based ship broking software specialist, announces that G. Bros Maritime S.A., the Greek ship management firm, has implemented its ship messaging software *Message Store* and *Voyage Calculator*, replacing a software solution from Strategic Dataworks' competitors Dreamtech. The implementation is in anticipation of purchasing MATRIX – Strategic Dataworks' advanced collaborative messaging and ship broking software platform, which is currently nearing completion of trials with a further leading Greek ship broker.

G. Bros was previously using Microsoft Outlook, and then Compass NG from Dreamtech, and now have decided to migrate to *Message Store* from Strategic DataWorks. Jimmy Athanasopoulos, Group Controller at G. Bros, comments, "Our main aim was to enhance our communication systems with robust shipping-oriented software. Now when we are mobile, messages can be forwarded to our Blackberries, meaning we can mitigate against delays and act promptly.

Athanasopoulos continues, "The most important element of our business is efficient communication with our principals and our ships, so Strategic DataWorks' fast messaging system represents a massive strength in our business operations."

G. Bros has purchased a licence of Message Store for every employee and an additional licence for Voyage Calculator which will be hosted at G. Bros' own offices in Piraeus.

G. Bros was particularly keen to be on Strategic DataWorks' client roster ahead of the deployment of MATRIX – its advanced collaborative messaging and ship broking software platform – as on rolling out, the company is giving priority to its install base.

Athanasopoulos comments, "We saw a demonstration of MATRIX and the user interface is very similar to MS Outlook, making it extremely accessible and quick to pick up. In terms of functionality, its unique shipping-orientated features will allow us to manage our messages, contacts and vessel data and generate accurate, timely

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reports, all within a single system. We are very keen to see MATRIX rolled out across our company, and the contract we have signed includes the switchover.”

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About Strategic DataWorks

Strategic DataWorks have led the market in high volume messaging and ship broking software for more than 25 years. Their solutions are used by ship brokers across the globe, who rely on the integrated systems to maintain their competitive edge.

Strategic DataWorks develop communications and broking software that enable their clients to respond and react quickly and collaboratively to trading information. Advanced workflow and improved collaborative communication are the fundamental principles behind the product development strategy. Their expertise comes from proactively working with their global client base to understand what drives their business and what challenges them. They use this knowledge to deliver technically advanced and enabled workflow tools for brokers, which enables them to collaborate, optimise personal and business productivity and motivate trade.

Strategic DataWorks is the trading name of SD Software Developers Ltd, and has offices in London, Athens, Singapore and New York.

For more information, please visit www.strategicdataworks.co.uk

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