

MMV Assists Synetek to Secure Global Technology Deal

Melbourne, 24 June 2011

Australian cloud software innovator, Synetek Systems, today announced that it has signed a multi-year technology licensing agreement to provide email archiving, continuity and eDiscovery services to cloud services provider, Reflexion Networks out of Boston, Mass, United States.

The establishment of this partnership was made by Synetek Systems with the direct support of Multimedia Victoria and its Trade Fairs Grants Program.

MailRevive is a proprietary cloud technology designed and built in Victoria and is now supporting nearly a thousand customers globally.

Providing a simple protocol and interfacing MailRevive delivers ISPs, hosting companies and other cloud vendors with the ability to deploy email compliance, continuity and eDiscovery services within minutes and without capital investment.

“In seeking International market opportunities for our company the support of the Victorian Government through its MMV Trade Fairs Grants program has been crucial”, Synetek CEO Lee Trevena said.

“As a small Victorian based business who is a leading innovator of cloud applications we compete in a global technology marketplace.”

“Being able to visit and exhibit at International Trade Shows is crucial in this market and also the most cost efficient way for creating sales and partnership opportunities, especially in the US.”

“Without the support of Multimedia Victoria Trade Fairs Grants we never would have been able to undertake these export marketing initiatives. At our first International Trade Fair we met and presented to a partner who we have now signed a multi-million dollar licensing agreement.”

“At following Trade Shows we were able to network and co-exhibit to further develop this and other technology and sales partnerships.”

“The securing of this latest licensing agreement, the company’s largest to date, highlights the strength of ICT innovation in Victoria and what can be achieved when Governments are able to support business to drive export initiatives, investment and employment”, CEO Lee Trevena commented.

Synetek Systems is a leading innovator and provider of cloud applications for business including www.leaseeagle.com and www.mailrevive.com

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