

March 17, 2008

Tower Systems hands Jewellers control over software direction

MELBOURNE – March 17, 2009 — Jeweller software company Tower Systems is giving jewellers who use its retail management software control over the future direction of the software.

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

This unprecedented transparency is an opportunity for jewellers to control the direction of software which is crucial to their businesses and further demonstrates the leadership of Tower Systems to its community of 350 Jewellers.

“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 jewellers and others visiting the Tower website, including competitors, can see a summary of the change requests.

Tower Systems serves in excess of 350 jewellers with Australian developed Windows based retail management, stock control and marketing.

A regular at industry trade shows, Tower has released new software for jewellers this year which incorporates many jeweller suggestions.

Jewellers 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 be made the best software for jewellers as it will genuinely serve the needs as requested by a broad community of jewellers.

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 jewellers more say in development.

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

www.towersystems.com.au.

Tower Systems is a member of the JAA.