

PRESS RELEASE

C3 Business Solutions honoured twice in 2011 Australian Business Awards for C3 Integrity

C3 Integrity™ Winner of the 2011 Australian Business Award for Product Innovation and Winner of the 2011 Australian Business Award for Best E-Business Product

Melbourne, 22 July 2011 – [C3 Business Solutions](http://www.c3businessolutions.com) has been recognised among Australia's most innovative organisations, with its [C3 Integrity™](#) product winning the [Australian Business Award](#) for both Product Innovation and Best E-Business Product in the 2011 awards.

Now in its sixth year, the Australian Business Awards program recognises organisations that demonstrate the core values of business excellence, product excellence, corporate responsibility, sustainability and commercial success in their respective industries. A total of 103 recipients were honoured from the 928 organisations that participated in the 2011 Awards.

C3 Business Solutions identified a gap in the market to launch the C3 Integrity tool in 2010 following sponsorship from the Australian Government for R&D. C3 Integrity is a pre-packaged data collection software tool that enables customers to quickly retrieve critical information from multiple sources, in various formats.

With the Australian Business Award for Product Innovation, C3 Integrity has been recognised as a product that introduces a new idea, method, technology, process or application of commercial significance and benefit to the marketplace.

The Australian Business Award for Best E-Business Product recognises C3 Integrity as a product that improves business processes, increases individual productivity and overall organisational efficiency.

Commenting on the double win, Cameron Wall, managing partner at C3 Business Solutions, said: "These awards recognise the strength of C3 Integrity, a product which was developed to meet the challenges faced by Australian businesses. It's a great thrill to be rewarded for our commitment to R&D within business intelligence and information management."

C3 Integrity enables customers to unlock data from non-traditional sources which, in turn, helps them to make better business decisions. It delivers accurate consistent real-time data at less cost than customised systems. It can be set up easily and run by the business without requiring IT expertise, and information can be shared throughout the organisation quickly and easily.

Tara Johnston, program director of the Australian Business Awards, said the standard of entries for 2011 was a testament to the strength and resilience of the Australian economy: "Australian businesses continue to adapt business processes, invest in product development and develop dynamic e-business initiatives that increase productivity and quality standards for all. The Australian Business Awards provide a welcome opportunity for organisations committed to business and product excellence to receive recognition throughout their respective industries for driving positive business outcomes," said Johnston.



This latest recognition adds to the slew of awards received by C3 Business Solutions recently, including Gartner's 'Cool vendors in data management and integration 2011', *BRW's* Best Places to Work 2011, the AIIA iAward 2010, ranking 25 on *BRW's* 2010 Fast Starters list, and placing 23 on *Smart Company's* Smart50 2010.

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About C3 Business Solutions

C3 Business Solutions is an award winning Australian Business Intelligence and Information Management company that delivers measurable business improvements for its clients. Remaining vendor independent, C3's experienced consultants work across the whole organisation considering any issues or challenges before a business intelligence solution is implemented.

A profitable and growing independent company, C3 Business Solutions was ranked 25 on *BRW's* 2010 Fast Starters list, placed 23 on *Smart Company's* Smart50 2010, and named in Gartner's report 'Cool vendors in data management and integration 2011'.

About the Australian Business Awards

The Awards commenced in 2005 and are open to all private, public and non-profit sector organisations operating in Australia. This includes multi-national subsidiaries, government departments, agencies or bodies, franchisors and non-government organisations.

The mission of the Australian Business Awards is:

To conduct an annual awards program with regional recognition and global significance;

To recognise and honour corporate and product excellence;

To continuously develop a dynamic and rigorous framework of assessment;

To ensure that the assessment process is fair and objective, free of bias or influence; and

To provide a viable world-class initiative that is technologically advanced for consumers and the business community

Details regarding the Awards program can be obtained at www.businessawards.com.au

For further information or to organise an interview with C3 Business Solutions, please contact:

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