
Dairy Farmers Selects Data[#]3 For Major Infrastructure Upgrade



SYDNEY – 20 January, 2003 - Dairy Farmers, Australia's largest fresh dairy manufacturer, has appointed Data[#]3 Limited, an Australian IT solutions company, as its business partner for a major hardware upgrade to Dairy Farmers' production environment. The hardware and services deal includes an IBM eServer iSeries 890 mainframe, the second system of its kind in Australia, along with other hardware from the IBM eServer range. Data[#]3 will provide the implementation services for the project.

Dairy Farmers and Data[#]3 have a long standing business partnership and the deal is based on the proven track record between the two organisations, which have worked closely to design a solution that would satisfy Dairy Farmers' needs, both now and into the future.

The decision by Dairy Farmers to upgrade its production environment came as a result of its recent successful implementation of SAP R/3. Dairy Farmers was looking to build on its ERP platform and to implement other SAP modules that would facilitate supply chain management and data warehousing functionality. Having successfully run SAP on the IBM eServer iSeries, Dairy Farmers made the decision to utilise IBM as the server platform for additional modules and functionality.

Commenting on the project, Tony Talbot, Dairy Farmers Group Information Services and Solutions Manager, said that Data[#]3 has been a business partner of Dairy Farmers for many years and we were impressed by the level of service and support they have always provided.

"Given Data[#]3 is a certified and experienced IBM partner it made sense for us to continue our relationship with a business partner who could provide not just the hardware, but also the implementation services."

According to John Grant, Chief Executive Officer, Data[#]3 Limited, the appointment is a great win for Data[#]3. "This reinforces the strength of our enterprise infrastructure team and our technology

consulting services. It is also testament to the long term relationships that we build with our customers.”

Data#3 will commence implementation of the new hardware at Dairy Farmers facilities in Sydney this month.

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About Dairy Farmers Group

The Dairy Farmers Group is Australia’s largest fresh dairy business and is the business name of Australian Co-operative Foods Limited. Dairy Farmers is a co-operative, proudly 100% Australian owned and was first established in New South Wales in 1900. Dairy Farmers has revenues of \$1.26 billion per annum, employs 2,600 people and has around 4,500 farmer members. Dairy Farmers manufactures milk and dairy products including with such well known and market leading brands as: *Dairy Farmers*, *Lite White*, *Farmers’ Best*, *Shape*, *Coon* cheese, *Moove* and *Oak*. *Ski*, *Cracker Barrel* and *Danone* are produced under licence.

About Data#3 Limited

Since listing in 1997, Data#3 has evolved from a Queensland oriented IT Solutions Company to one of national significance. In its first year of listing, Data#3 revenues were \$69 million and staff numbered 250. This year revenues were \$172 million and 380 staff served customers from Data#3 offices in Brisbane, Sydney, Melbourne, Canberra and Gladstone.

As an IT Solutions Company, Data#3 seeks to provide value for its customers from their IT investment by providing expertise in:

- business solutions delivered through application software
- the design, implementation and management of reliable technology infrastructure
- cost effective procurement of IT hardware and software products, and
- sourcing the right IT people

Applying this expertise in its broadest sense provides a total solution to our customers’ business and technology needs.

Our customers cover a wide range of industries including banking and finance, mining, tourism and leisure, legal, healthcare, manufacturing, distribution, government and utilities and are located throughout Australia and into Asia and China.

For more information visit www.data3.com.au

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