
ASX Announcement

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Places for People Group Creates a Safe Home for its Content with Objective Corporation

Following significant growth and success, leading housing organisation invests in document and records management

Places for People Group has selected an Enterprise Content Management (ECM) solution from Objective Corporation, to enable it to deliver excellent customer support and services, improve internal processes and give local offices immediate access to the information they need.

One of the UK's leading housing and urban regeneration specialists and a not for dividend organisation, Places for People manages over 52,000 homes across the UK, including properties for sale and rent, through 10 subsidiary companies. It employs 1600 people across offices in London, Preston and York plus 25 local sites.

Following a period of successful and speedy growth, in addition to a number of acquisitions, Places for People found itself with multiple IT and records management systems and a number of different databases, which it was not able to integrate not to mention a vast quantity of physical paper. To ensure that documents and records are filed effectively and can be accessed easily from any site to support customer and partner services, Places for People selected Objective's ECM solution.

Tony Hayes, Head of Information Management and Technology at Places for People said: "We looked at a number of ECM providers solutions but Objective stood out as the best all round solution for a number of key business reasons. Objective enables us to consolidate our information effectively using one platform, cutting IT costs at a stroke and making the management of our information very straightforward. The solution itself is very resilient and scalable, critical to an organisation growing at the rate we are, and it is accessible to all our staff at each office, which is key to the success of our projects."

Gary Fisher, CEO Europe, Objective Corporation said: "Places for People is a forward thinking, innovative organisation and takes its responsibilities to its customers and the neighbourhoods under its care very seriously. Key to responding to queries or concerns from

Objective Corporation

Objective Corporation (ASX:OCL) develops, markets, tailors and supports its own Enterprise Content Management (ECM) software solutions. Working with large, information intensive organisations including government departments and top 1000 corporations, Objective Corporation has established itself as one of the leaders in the ECM market, where its solutions have been consistent winners against international competition. Its solutions are open and integrate with existing applications and infrastructure, delivering clear outcomes and a measurable return on the client's investment.

www.objective.com

The logo for Objective Corporation, featuring the word "Objective" in a bold, sans-serif font. The letters "i", "v", and "e" in "Objective" are stylized with horizontal lines passing through them.

partners or customers is fast, reliable and secure access to records and information relevant to the specific case in question. Objective enables Places for People employees to have the information they need at their fingertips quickly, even if it is historical data or they are not located anywhere near the project geographically.”

“Objective provides us with a future proof solution, through its web content management for example, and it is very easy to use – making the change of system less of an issue for our staff while giving them the tools and information they need. We have also found a partner in Objective Corporation who holds to the same ideals as we do and will be able to support us as our business continues to change and develop,” Hayes concludes.

Objective will be rolled out across all Places for People sites and will interface with SX3’s iWorld housing management system to deliver an effective and tailored management system.

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About Places for People Group

The focus of the Group is to improve existing neighbourhoods and create new ones. Our aim is to provide well designed mixed tenure areas which offer a range of homes for rent and sale, as well as high quality childcare facilities, job and learning opportunities and access to financial services.

We deliver these services through our 10 subsidiary companies – six housing associations, a company which provides homes for market rent, one which builds homes for sale and a company which specialises in creating community facilities, and childcare facilities.

For more information on People for Places Group, visit
<http://www.placesforpeople.co.uk/>

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The logo for Objective Corporation, featuring the word "Objective" in a bold, sans-serif font. The letters "i", "v", and "e" are stylized with horizontal lines passing through them. The logo is set against a dark, textured rectangular background.