Objective

ASX ANNOUNCEMENT

19 September 2014

AMP SELECTS OBJECTIVE TO STREAMLINE THE PRODUCTION OF BUSINESS CRITICAL DOCUMENTS

Objective Corporation (ASX:OCL) today announced that AMP has selected Objective Enterprise Content Creation (ECC) to create and manage their product disclosure statements (PDS) and related content.

Objective ECC reduces the time, effort and costs associated with creating, reviewing, approving and publishing PDS, offer documents, IBR and related material for organisations in banking, insurance and financial services.

Tony Walls, CEO of Objective Corporation said, "We are delighted that AMP has selected Objective Enterprise Content Creation to streamline the development and management of their PDS portfolio."

ABOUT OBJECTIVE ENTERPRISE CONTENT CREATION (ECC)

Objective ECC can be used to easily create beautiful, publish-ready product disclosure documents, prospectuses, investment guides, annual or performance reports, statements of advice, policy and procedure libraries, tenders, bids, proposals, enterprise wide reports, legal agreements, planning documents and more.

With Objective ECC, internal and external contributors can collaboratively author the same document at the same time without the risk and quality problems traditionally associated with tracking changes and merging content from multiple authors and documents. This saves time, provides traceability, reduces errors and the necessity of rework when information changes.

Objective ECC actively guides the user through the content creation and review process, notifying them when actions or reviews are required. Document owners can revert back to any previous version, view changes that have been made, understand who made and approved the changes, and identify the time and date when the changes were implemented. Print or web ready documents are created with one click through predefined templates that ensure an organisation's brand is maintained.

Tony Walls said, "Objective ECC's single-source approach to content creation removes the risk of unapproved wording, saves significant time and rework, and enables changes to be made right up to the final publishing deadline. This enables banking, insurance and financial services organisations to transform the way they produce and manage their PDS, regulatory reports and related prospectus documents."

ABOUT OBJECTIVE CORPORATION

Objective Corporation (ASX:OCL) is an established leader and specialist provider of content, collaboration and process management solutions for the public sector and regulated industries. Its solutions empower effectiveness, efficiency and transparency, helping organisations deliver better customer outcomes at a lower cost.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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