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Hi-Tech and Impatex form strategic alliance

The leading freight forwarding and Customs software suppliers in the UK and Australia have formed a strategic alliance to cooperate in marketing and product development.

Hi-Tech Freight Solutions of Australia and Impatex Computer Systems of the UK have both reached strong positions in their respective domestic markets, and have identified the importance of international expansion to achieve further growth. The companies have now agreed to share market intelligence and marketing resources, and explore potential system synergies and the expansion of their collective product offerings.

“We are both very strong players in our own markets, and this means the best opportunities now lie in international expansion,” says Impatex MD Peter Day. “We are also conscious of the fact that global customs procedures are likely to become more and more standardised over time, while freight forwarding is becoming increasingly dominated by multi-national operators who will eventually seek a single system to cover their entire global network.

“To break into multiple markets would require heavy capital investment and the establishment of a much larger support function. An alternative is to form a strong alliance with like-minded companies in other continents. That is what we are doing with Hi-Tech.”

Adds Hi-Tech founder and MD Douglas Meuross: “We see many similarities between ourselves and Impatex. We both have quality products which are leaders in their own countries, and we both believe in innovation, constant product development and strong support.”

He concludes: “We feel very enthusiastic about the exciting opportunities created by two dynamic companies like Impatex and Hi-Tech working so closely together towards common goals.”

Hi-Tech was established in 1997, and has some 220 customers throughout Australia and New Zealand for its Cyberfreight product, which includes modules for Customs, Freight, Warehouse, Transport, Sales & Marketing, Accounting and other functions. The company is



Software Designed to Deliver

preparing to expand into Asia, exploiting the advantage of staff originating from Singapore and China, who possess local knowledge and ready-made communication capabilities.

Impatex has provided UK Customs software for almost 30 years. Its Customs Manager suite is used by freight agents of all sizes including 14 of the UK top 20, and clears 50% of all UK airfreight imports and exports. Impatex recently acquired NetFreight - a full-featured, internet-based freight forwarding program that can be accessed by agent users and their customers 24/7. NetFreight does not require costly local area networking, and provides the added security of offsite data storage for instant disaster recovery. It is now fully-integrated with Customs Manager.

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