



## Media Release

**15 December 2020**

### **Award winning Australian IT platform gets a “makeover”**

On 21 September 2020 Flowbiz Pty Ltd and related entities was sold to Werkflo Group.

Since acquisition Werkflo Group has undertaken a restructure with a new company branding to “**Werkflo.**” The Flowbiz brand will remain as a product offering given it is well known for workflow and automation solutions to its users.

Since completion of the acquisition, the Werkflo software platform system has been undergoing a redesign and upgrade to cater for out of the box software solutions that move it towards annuity style product offerings.

The Werkflo Group will continue to include customisation solutions and technical support.

Group CEO, David Grey, stated *“over the coming months we will roll out a number of new products which some will have disruptive characteristics. We are excited to broaden out our sales opportunities. Werkflo continues to service its existing customers but it is important that we differentiate the IaaS platform (Integrated Platform as a Service) opportunities we can bring to the table for new customers in Australia and offshore.”*

### **Background**

Werkflo specialises and develops a sophisticated digital software platform to transform business by seamlessly integrating data and adding workflow automation to help your business activities. Some call us an iPaaS platform (Integrated Platform as a Service) that not only takes your data and compiles the way you want it but also processes it to meet your needs. This saves time, money, and increasing efficiencies and provides connectivity to the workforce back to business activities. We do this as well as delivering a range of leading software products across discrete sectors we know.