

OPTURION



ORCODA <> **optimise
everything**
OPERATIONAL EFFICIENCY SPECIALISTS

ORCODA is a publicly listed company (ASX:ODA) and one of Australia's leading logistics solution providers for the healthcare, transportation, distribution and resource sectors. It combines software, management expertise and contracting services to provide a one-stop shop opportunity for its clients and internal businesses.

Simplifying complex supply chains and solving business problems is ORCODA's core business. It works with its clients to give them access to information and unprecedented levels of visibility so they can digitally transform to make the best business decisions the first time and every time.

Opturion has been working with ORCODA for over ten years in a close partnership whereby Opturion provides its optimisation platform and integration services. This has enabled ORCODA to create and market software products with embedded optimisation capability. As one of Opturion's first partners, ORCODA had first mover advantage and enabled Opturion to quickly develop its technology to serve the needs of transport customers and partners providing software to the transport sector. In particular, Opturion developed integration and error reporting capabilities that are vital for partners who are not necessarily optimisation experts. Having said that, ORCODA's team has developed a deep understanding of the capabilities of optimisation and the potential benefits.

ORCODA has developed software products with optimisation in two key areas: freight transport and logistics and community transport. Customers include SGS Logistics, Northline Transport and TransitCare.

Outcomes

The partnership with Opturion has enabled ORCODA to develop software products for the transport, logistics and community transport sectors. These products have underpinned significant company growth with increased revenue and profits. For example, in the last five years, ORCODA's revenue has increased more than five fold.

Quote

Geoff Jamieson, Managing Director of Orcoda said, "The renewal of the licence agreement, in the context of a highly competitive market, is reflective of the confidence by the brands in each other and indicative of the aligned and exciting growth strategies of each company. The new teaming agreement allows Orcoda and Opturion to come together to assist larger clients with our unequalled optimisation solutions. This closer business relationship will help win tenders for large projects in the resources sector, particularly in relation to roster optimisation which is critical to the transportation and management of large workforces. Moving forward, we expect to see major deals in the healthcare and transport sectors as well."