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Across 186 countries, in 29 languages, to more than 150,000 daily users, you'll find Infomedia.

We're a Software as a Service (SaaS) company providing solutions to the parts and service sector of the global automotive industry. We develop leading-edge online selling software, a range of publications, research, and data analysis solutions.

Our goal is to innovate—every day—keeping ourselves invested in the technologies that position us ahead of current trends and allow us to deliver our solutions and services to our customers in the most efficient, most convenient, and most intuitive manner possible.

Since 1987, we've accomplished this goal, hiring some of the industry's brightest minds to develop and optimize a wide range of digital services to serve our international customers. We've established ourselves at the forefront of automotive aftersales system innovation, setting a lofty standard and repeatedly living up to—and surpassing—it thanks to our team of tech-driven experts who work every day to make our platforms and solutions sharper, quicker, and easier to use.



We've launched proprietary technologies for some of the world's largest automakers—such as Chrysler, Ford, General Motors, Hyundai, Kia, Mercedes-Benz, Subaru, Toyota and many others—and we've established offices and customer service centres across the globe.

Now, as always, we're looking to the future, and the prospects that lie ahead motivate us to deliver new and exciting technologies to our customers in 2016 and beyond. In an effort to expand, we're convening some of the world's craftiest software developers, architects, team leads, IT specialists, administrators, and data analysts right here in Australia, and we want to give you a glimpse of how—and why—we do what we do.

Step inside Innovation in Motion and see how Infomedia brings a Silicon Valley touch and feel to Australia, creating a culture and vision that positions itself as a global destination for the savviest minds in the world.

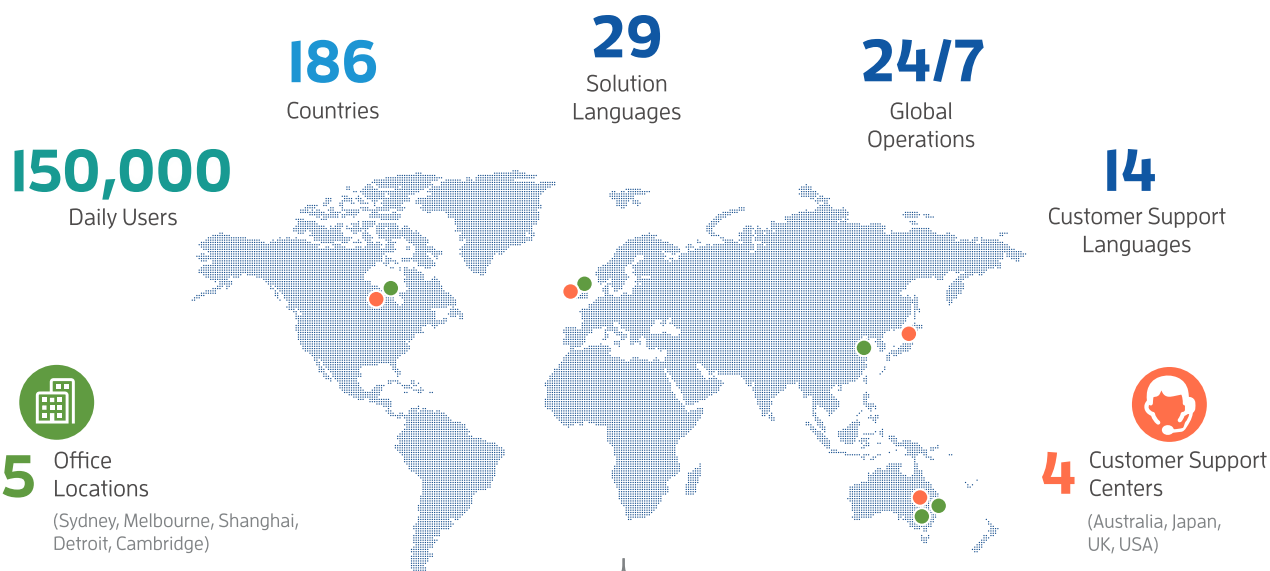


GLOBAL LEADERS IN PARTS & SERVICE SOFTWARE



Helping our automotive partners sell billions of dollars in parts and service every year.

BY THE NUMBERS



SOLUTIONS

Transparency, reliability, and accessibility are the keys to our cutting-edge solutions.



Automaker brands use Infomedia's solutions in their dealerships.

CUSTOMERS

We are constantly innovating to stay ahead of customer needs.



Meeting the needs for a smarter, more professional approach by OEMs and dealerships.





Where We Are

Headquartered in Sydney, Australia, Infomedia is a global technology company listed on the Australian Stock Exchange (ASX:IFM). Along with our Melbourne office we have a global footprint reaching the Americas, Asia Pacific, Europe, Middle East, and Africa.

Our first multi-lingual parts solution was launched in 1997 to over 17,000 Ford Europe dealerships. This represented the start of a global expansion that lead to solution launches for Toyota, Land Rover, Hyundai, and KIA. To support our growth, we opened our European office in 2004, in Cambridge, United Kingdom. This office captures the energy of a university city, defined by a strong research and development culture and serving our European customers in 14 Customer Support languages.





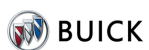
In 2007, we took this global expansion a step further, establishing our sales and support team in Plymouth, Michigan, just a short jog from the automotive capital of the world in Detroit, to serve our customers in the Americas region.

Today, Infomedia employs over 250 full-time employees. We provide global solutions with a local feel, and our team is integrated and motivated, with each and every individual committed to our vision. Never satisfied with standing still in a chaotic market, Infomedia pushes boundaries, delivering our highly localised solutions and services in new ways across new platforms and achieving remarkable results.



We believe our work—just like the people behind it—should stand out and represent something truly innovative, something that inspires our peers to reach higher and to continually search for the next great breakthrough.

Throughout our history, we've proudly developed our team members and launched in-house brands—Microcat®, Superservice™, Auto PartsBridge™, and Lubricant Recommendations™—to serve our clients by advancing their profitability and giving them intuitive technology to best service their customers.





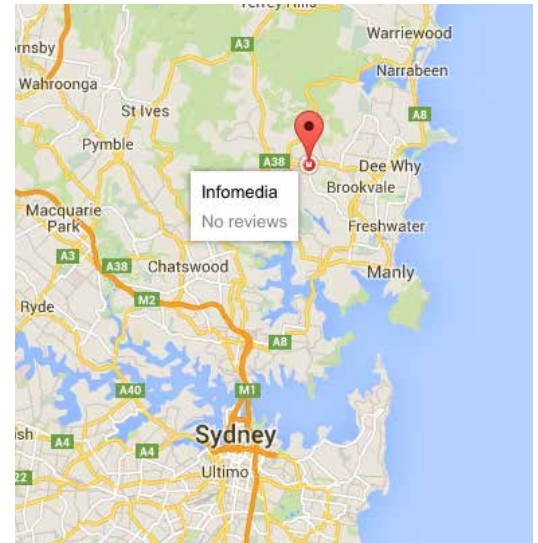
The Evolution of Infomedia

- Founded in Australia (HQ) in 1990 as a start up to help move the automotive industry away from books and microfiche to computer-based catalogue systems (Electronic Parts Catalogue – EPC).
- Developed the Microcat® brand in Australia; Ford Australia was Infomedia's first customer.
- Designed and deployed its first multilingual solution for Ford Europe dealers in 1997.
- Launched solutions for North America in 1999 to Ford dealerships in USA and Canada.
- IPO on ASX in 2000.
- Launched global solutions for Hyundai in 2001, Toyota in 2002, and KIA in 2007.
- Developed the Superservice™ brand to commercialise Service Quoting solutions in Australia.
- Established European office in 2004, located in Cambridge, UK.
- Launched the Superservice brand to European dealerships in 2005.
- Established Americas office in 2007, located in Detroit, USA.
- Launched Parts e-Commerce solutions to North American dealerships in 2009.
- First in industry to move to cloud in 2010–released Parts and Service cloud solutions globally.
- Launched the Superservice brand to USA dealerships in 2012.



Home Base

Our main headquarters—in Belrose, just a short trip from Sydney, Australia,—establishes a home base that is close to the city and to the ocean, providing our employees with an ideal destination to hone their craft and to further their work. Here, our team works daily alongside one another, creating solutions and developing newer, more efficient technologies for our clients.





Core Values

As Infomedia continues to grow in the ever-evolving global technology landscape, our core values will guide us and help us achieve our objectives.

Our Values start with 'Together'. The Infomedia family works together every day, and being part of a great team is the single most important element of what makes Infomedia such a great place to work. We can only succeed when everyone is on board and aligned in our thinking – that's what gives us the edge and makes us stronger.

The Infomedia culture is built on the following core values, and is the foundation of who we are, what we stand for and how we work.

Together we create success by:



Accelerating Performance

We're always accountable and action orientated. We take ownership and accept responsibility for delivering outcomes – we're committed to achieving great results.



Driving Innovation & Service

We aim to be cutting edge, always first and continuously seeking to evolve. We're open minded, proactive and strive for the new and different. Our technology leadership empowers our customers.



Navigating Global, Steering Local

We are 'One Infomedia' and we all share the same vision. We have a unified customer approach with local execution. We are respected, professional and available for business wherever our customers operate. Customer centricity is key to our success.



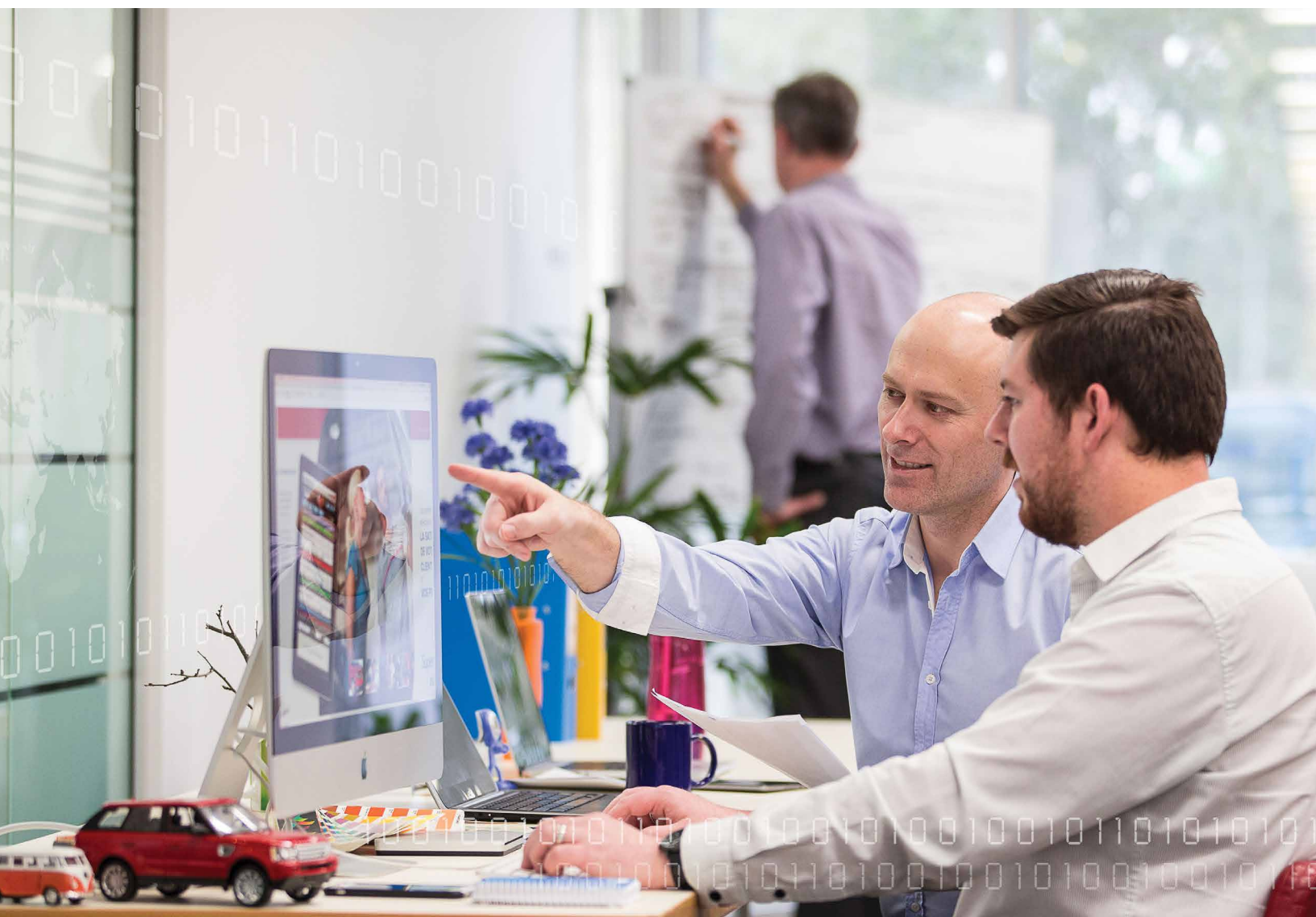
Having Fun in the Fast Lane

We balance hard work with a fun and vibrant workplace that encourages creativity and expression. We promote personal development and support each other on the journey. Our culture is open and welcoming. We encourage our people to flourish as professionals at work and as individuals outside of work.



Passion

Our team is passionate in work and in their personal lives, and we give everyone opportunities to flourish as individuals outside of work and as professionals inside the office, resulting in a corporate culture that is open and welcoming. Relationships extend beyond the office, and we constantly strive to allow employees—regardless of your role—to create a collaborative and creative working environment.





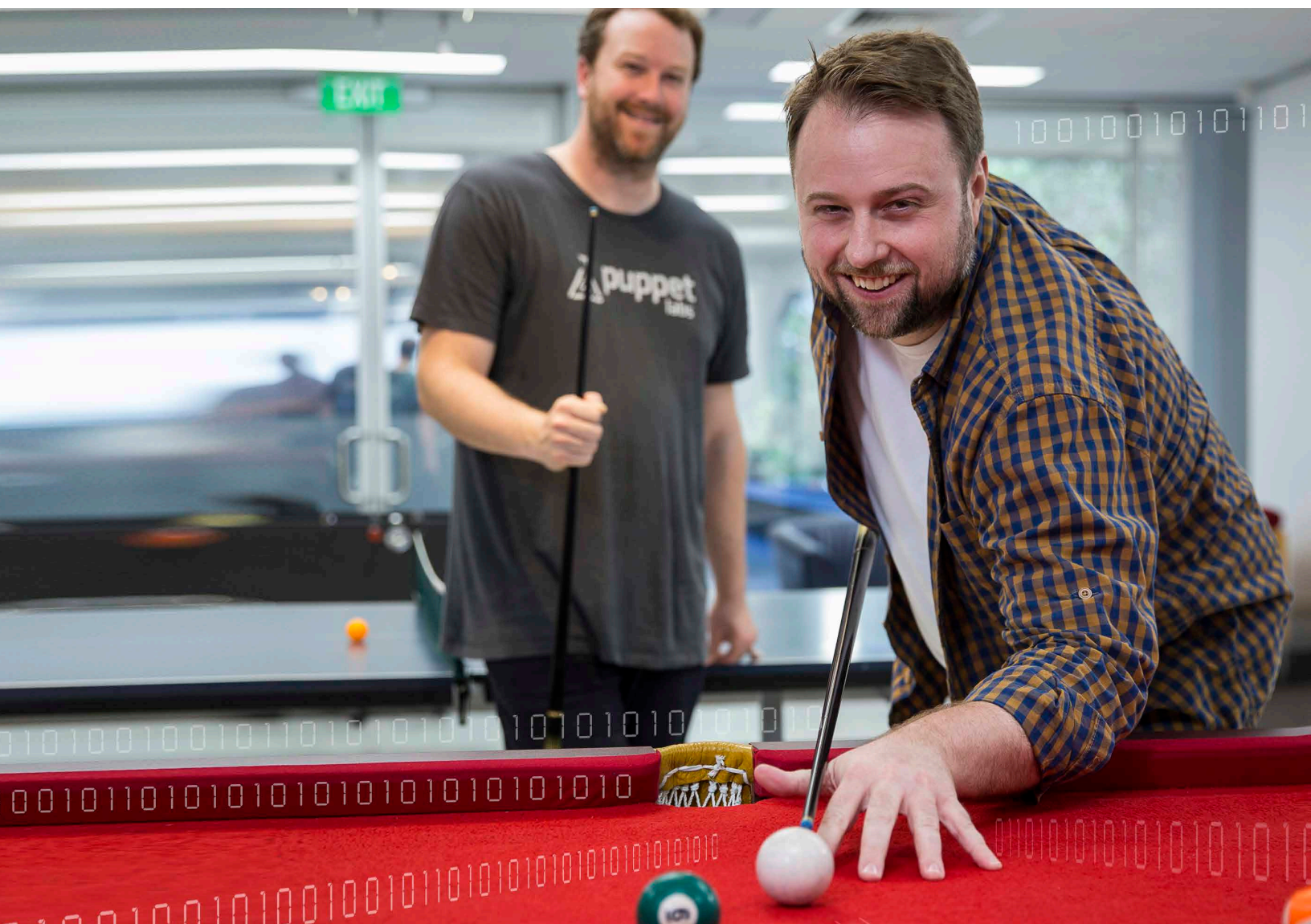
New Horizons

The automotive after-sales business is constantly evolving, and we've assembled a team of innovators, thinkers, and creative minds who refuse to accept yesterday's trend as tomorrow's solution to thrive in this fast-paced environment. Throughout our history, we've attracted forward-thinking individuals who strive to develop new ideas in new ways, collaborating to deliver fresh ideas and to generate results for our clients across the globe.



Facilitating Creativity

By providing our team with state-of-the-art facilities, regular team activities, and free will to explore new ideas alongside their peers, we cultivate a vibrant, Silicon Valley attitude rooted in history, results, and hundreds of thousands of satisfied customers. Locally, our team interacts daily, chatting and discussing their work—and their lives outside the office. Globally, our team integrates seamlessly, delivering our solutions to our expansive client base in all corners of the world.





Seizing The Moment

It's not enough to sit back and watch the tech world develop. We want to enable that evolution, allowing our experts to identify and capitalize on new opportunities within the space. We encourage our team members to pitch new ideas, to discuss lofty goals, and to think three steps ahead of the game. Together, we can forge the future.



Practical Innovation

Innovation matters because our dealership customers depend on it. Innovation matters because our employees refuse to accept anything less than extraordinary. By innovating, we make processes more efficient, technologies more intuitive, resulting in better experiences from the client to the consumer.



What We Think

There is no finish line to innovation...

...and this realm of endless possibility motivates us every day. Over the years, Infomedia has delivered many industry firsts that are now minimum expectations in Parts and Service solutions. We understand the forces that drive the retail automotive industry, and we understand what will shape the future.

From the early days of CD solution delivery, our focus on continuous improvement has kept us ahead of our competitors. We ask: "Yeah, that works, but what if...," and that "what if" became the industries' "must have." Some 20 years later—a stretch of time that's seen cloud technology become ubiquitous—dealerships still overwhelmingly elect for Infomedia's parts and service solutions as their business tool of choice.

That's innovation. That's Infomedia. The team behind our brand is committed to better, bigger, faster.





We take pride in our accomplishments, but we recognize there's always room for more. In the tech field, this drive quickly separates the wannabes from the real players.

Our culture is built upon this forward-thinking mentality, driven by innovators who want the best because they know the best could change the way the industry is run today, tomorrow, and for years to come. With creativity, technical proficiency, and a vision to create something bigger, we strive to fundamentally shift the way things are handled in our space.

This vision is made possible through the people who perpetuate it every day, in our offices across the world, handling our dealership customers and getting them the tools, the education, and the resources they need to succeed. Our team is the crossroads of talent, hard work, training, and the desire to do more, resulting in a special group of individuals who, like the Apples, the Facebooks, and the Googles before them, believe they're only one little tweak, one small observation away from making a breakthrough.

And we appreciate that outlook, giving them the environment, the salary, and the benefits they deserve. We want our employees to develop outside of the office as much as they do inside the Infomedia walls, understanding the importance of enjoying what they do and why they do it. We host company outings regularly, and we're always available to chat, whether it be about a project or just to catch up.





Global Perks



Recognition

We believe your hard work deserves to be recognized. We provide length of service awards and performance-based gifts for employees showcasing exceptional consistency, creativity, and demeanour inside and outside the office.



Development

Looking to grow your skills? We encourage, facilitate and provide training to help you get out and learn more about your field, helping you hone the skills and tools you'll need to succeed.



Food For Thought

Who doesn't love food, and who doesn't love hanging out with friends over a meal? At Infomedia, we provide fruit bowls in communal lunch rooms, company-sponsored monthly lunches, and regular BBQs to promote healthy, happy minds (and bellies).





Health Perks

The health of our employees matters to us, and we take the necessary steps to ensure they show up to work chipper and feeling great. We offer work health/safety initiatives and yearly flu injections to reinforce and promote your physical health.



Onsite Parking

There's no need to deal with stressful city parking, and there's no reason to walk a block or more to the office after parking. Infomedia provides convenient onsite parking for its employees, eliminating a major cause of stress for city workers.



Regular Massages

We understand the stresses of working in this field, particularly when you're constantly pushing innovation and striving to stay ahead of the game. That's why we provide regular massages for our employees.



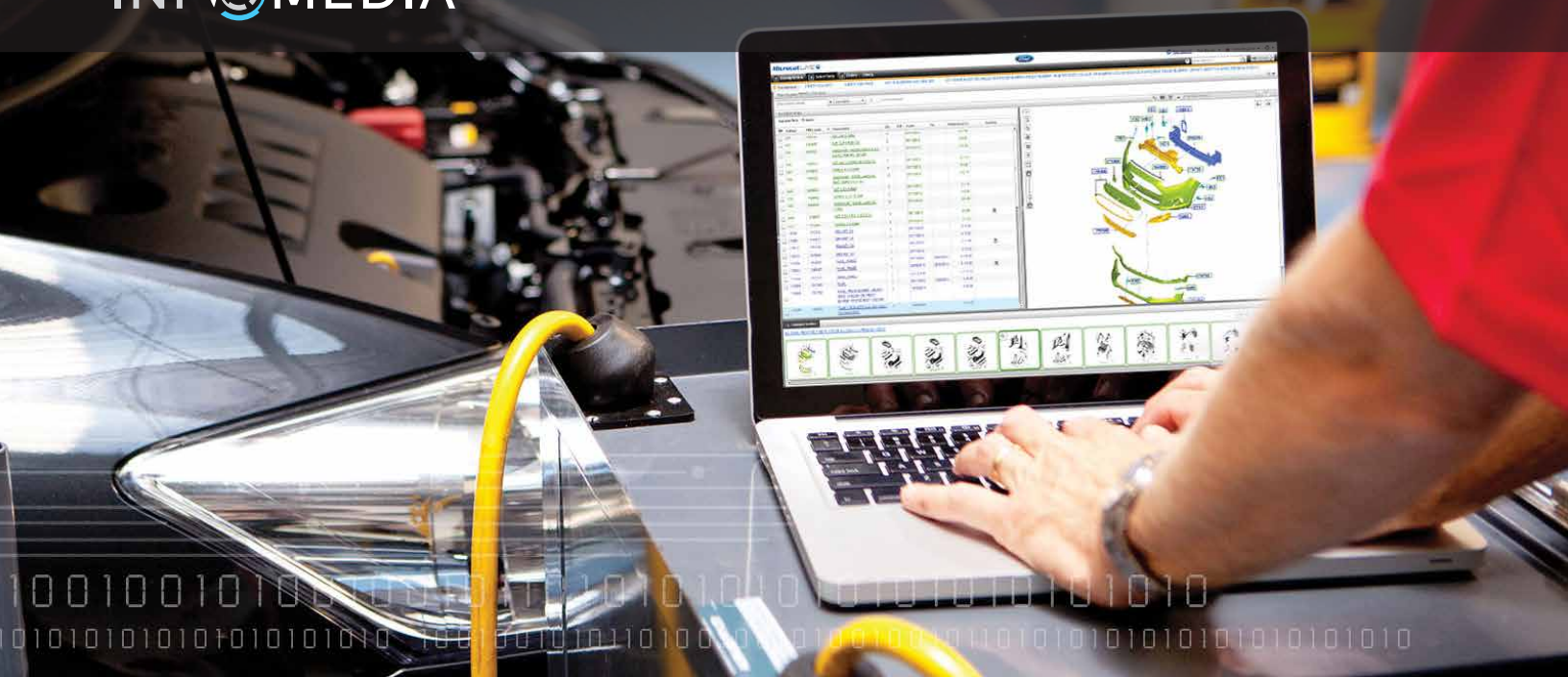
Social Events

Mingle with co-workers, discover a new hobby, and enjoy yourself with our social events. From bowling to movie nights and more, our social events help bring our team together outside of the office for a night of fun and relaxation. Our Annual Harmony Day brings our global staff together to celebrate our cultural diversity, and our end of year party is an event you don't want to miss!

Just as we innovate with our products and services, we believe in an innovative approach to the corporate culture. Innovation doesn't have to feel like work, and at Infomedia we take every step possible to ensure we meet that objective for our team. Our culture is oftentimes described as "vibrant" and "welcoming" by employees, and it's a distinction we take great pleasure in cultivating and extending to everyone—from the new recruit to the 25-year expert. One of our leading company values is: Having fun in the fast lane!

We achieve this by seeing how far we can push the boundaries in our space. We achieve this by innovating.





Parts & Service

In the United States alone, dealership service and parts sales represents an \$80 billion industry, much of which is directly attributable to maintenance visits.

With 77 percent of customer visits maintenance-related, then, it becomes imperative that a dealership's service be quick and efficient, encouraging the customer to feel at ease and welcome back at any time.

Our Microcat® and Superservice™ solution platforms help build this trust, improving customer relationships while boosting performance and profits. Together, these platforms provide clients with faster, more efficient customer service than ever, resulting in positive experiences from both sides of the counter.





Brand Promise

Every Infomedia solution comes with our promise.

When choosing Infomedia, our customers are choosing consistent, intuitive, professional, and modern solutions that drive sales and improve customer relationships. We empower digital transformation by striving to innovate, to create, and to deliver the world's most efficient and future-facing solutions to each of our more than 150,000 users across the globe.

Backed by our expert team of developers, architects, and IT specialists, our solutions offer full interoperability, freedom of movement, and a built-in sales psychology, resulting in more sales, enhanced customer relationships, and faster brand acceptance and growth.

Our products are built globally and experienced locally, allowing different customers from different cultures and backgrounds, carrying different expectations, to receive the same user experience every time they choose an Infomedia-equipped retailer.



For our dealership users, Infomedia means unbridled access to the latest technology, insights, trends, and analysis in a format they can easily leverage for business growth.

For vehicle owners, Infomedia means they have a say in their customer experience from start to finish, involving them in the buying process and giving them the tools and education they need to feel wanted, appreciated, and welcome back to the dealership.

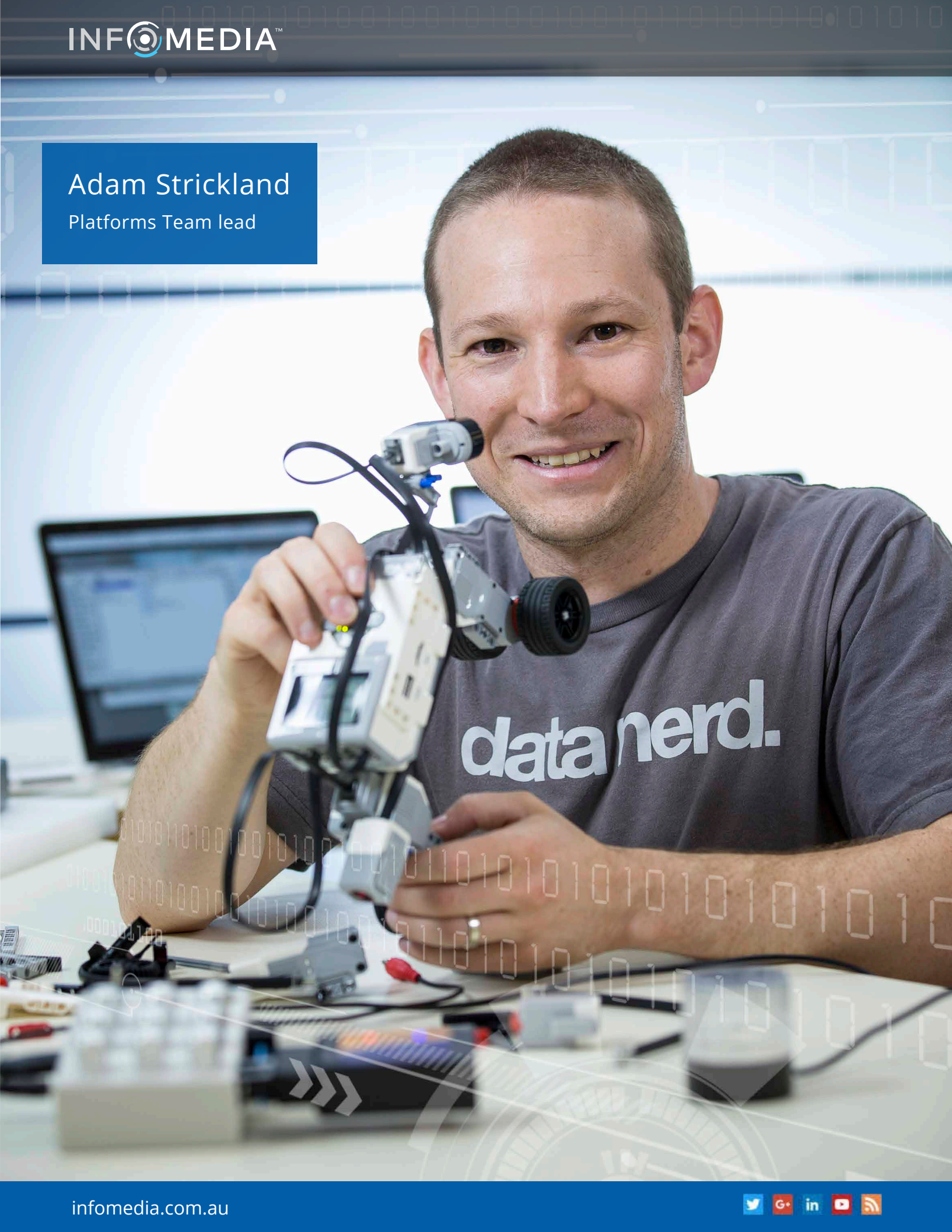
We achieve these goals by providing a vibrant workplace for the world's brightest minds to grow and flourish, creating a culture that extends into the work we create.

Our solutions represent the culmination of over 25 years of innovation—and we always keep our vision trained on the future.

Committed to innovation and obsessed with unveiling the prospects of the future—that's Infomedia.



Adam Strickland
Platforms Team lead



Meet The Team

Adam Strickland / Platforms Team lead

The potential to work with top global brands drew me to Infomedia.

The company's commitment to being on the forefront of technology and innovation kept me there.

I grew up in Sydney, and I eventually heard about a small Australian company working in the automotive industry. The things I heard were intriguing, and I was immediately drawn in. This is somewhere I could make a difference. I was thoroughly impressed when I learned they worked with companies such as Ford, Toyota, and GM, and my interest only continued to grow as I met the team and the people behind their innovations.

I was originally hired to fix bugs, but I soon moved into developing new features before being promoted to tech lead. I continued to progress, eventually landing a position as team lead, then architect, and finally head of architecture and platforms.

Infomedia provided a place for me to learn and to grow. When I first came to Infomedia, I had a little over five years of experience in software development under my belt. Infomedia facilitated my professional growth by providing me with the tools and mentorship that I needed to be able to take on the type of position I'm in now.



"Infomedia provided a place for me to learn and to grow."

Currently, my attention is given to looking for the next big thing. We're looking to invent new products and technologies, the things that are going to make this company great, even greater than what it is now. These new products may not even be in the automotive industry. We're literally dreaming up new ideas every day – there was even mention of creating fluorescent frogs at one point! Whatever

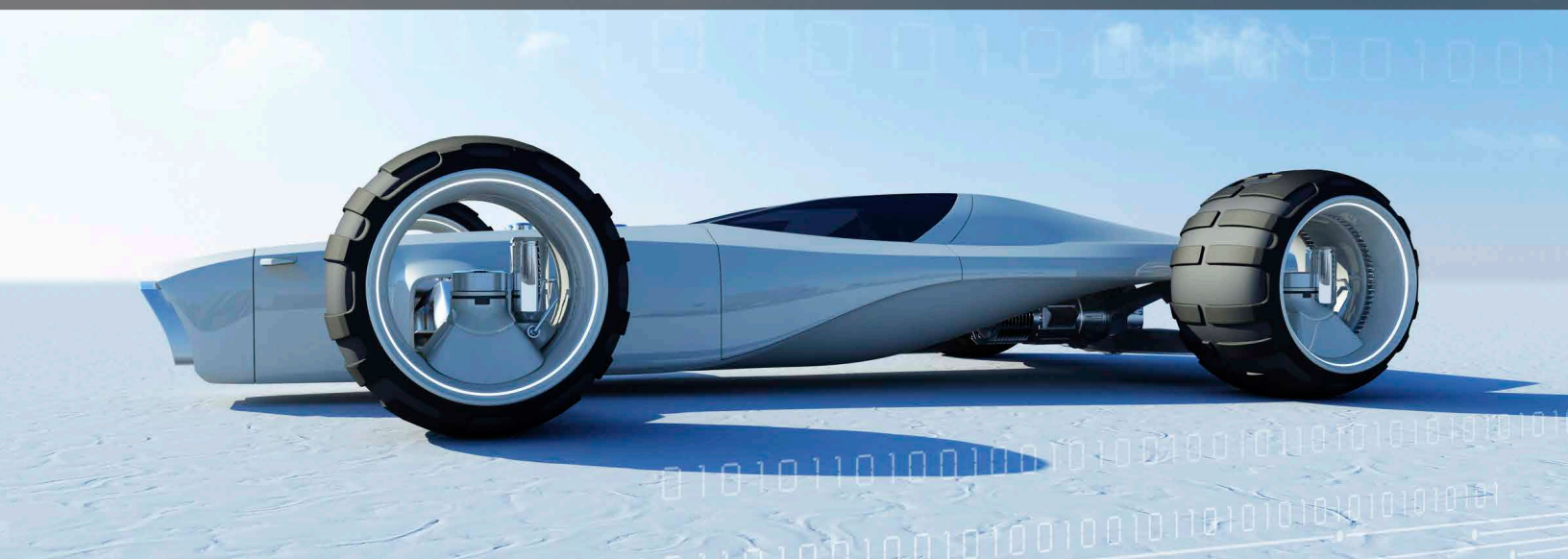


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it may be, let's build it, and let's make it awesome. That's our vision. That's our goal. Heading up a team that shares this mentality is truly inspiring to me as a professional and as a creative mind.

We're small enough that we can be agile and quickly change. If you have a new idea that's great, not only are we eager to hear it, but we could have it in the hands of potentially hundreds of thousands of people just a few weeks later.

We're also big enough to make a tangible difference in the world. It's always great to hear stories from customers using our products in almost every part of the world – sometimes we even get to travel there – and we get work with cool organisations like Tesla!

Infomedia offers a small-town feel with international implications, and that makes us special. I know the software I'm working on is actually used, not by just a few people, but by hundreds of thousands of people every day, and that's what sets this position and this company apart.



"I'm Adam Strickland, and if you're someone who's eager to work on the bleeding edge, if you're innovative and creative, then come work with the Infomedia team. You won't be disappointed."



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Jeep

Nicolas Fogg

Director of Global IT
& Development



Meet The Team

Nicolas Fogg / Director of Global IT & Development

Interesting IT careers are available outside Silicon Valley, and Infomedia is proof.

With a background in software development, I came to Infomedia well-experienced in corporate IT projects, such as Enterprise Resource Planning (ERP) implementations and CRM implementations. I knew how things worked in this field, generally speaking, and I was comfortable in this environment.

Then Infomedia flipped my expectations upside down.

Infomedia's size alone is quite interesting to me because we are big enough that we have significant resources but still small enough that it's not a massive bureaucracy and every person has a very small, well-defined role. **There's real opportunity for a person who wants to develop** to get exposure to new things and assist the business in all the different ways that we constantly need help, meaning there's constantly room for growth and expansion.

We are also one of the few publicly listed Australian Software as a Service (SaaS) companies that exports to almost every country in the world, serving customers in 186 countries. For an IT professional, this makes day-to-day life significantly more interesting than doing corporate IT, implementing yet another CRM system for a business whose primary focus is something else and who sees IT as a cost figure rather than an enabler, or, in Infomedia's case, the reason for the existence of the company.

At Infomedia, we're constantly searching for the next great solution, the next big idea that can maximize efficiency and expedite delivery for our automaker and dealership customers. That's exciting.



**"Infomedia
flipped my
expectations
upside down."**

HUMMER


HYUNDAI


INFINITI

ISUZU


JAGUAR

Jeep


KIA



We're innovating on a daily basis, and our commitment to research and development positions us as forward-thinkers in our space. In my role as leader of the development team, I happily set this example, encouraging employees to get out and flex their brains whenever and wherever possible—be that on non-work-related R&D or project-driven innovation where agile development is the key to successful delivery. I want to create a culture of creativity, where everybody is free to voice opinions, to try new things, and to experiment with just how far they can—and can't—push the bar while still generating real-world results.

We offer continuous training and mentoring to all of our team members, and we promote engagement in the wider business outside of the development sphere. Understanding our customer's business is vital to delivering the most relevant solutions.

Infomedia consistently turns toward its crystal ball, predicting where user interface paradigms and business process will be in an effort to stay ahead of the curve. In the SaaS space, this is vital. That's why our team works hard to deliver the smoothest, newest, most cutting-edge solutions for our clients across the globe.

Our services are always fresh, because the people behind them are always living in the future.



"I'm Nicolas Fogg, and Infomedia redefined the boundaries of Silicon Valley, showing me that a little slice of Australia looks a whole lot like the tech mecca of California if you're looking in the right place."



Lakshmi Selvaraj

Application Developer



Meet The Team

Lakshmi Selvaraj | Application Developer

I developed a future with Infomedia.

Before joining the Infomedia team, I spent my whole life in my birth country of India. Growing up, I was driven and heavily focused on my studies. I always believed I needed to further my education and develop my skills to someday land a job and begin my career.

I never thought that journey would take me to Australia.

With a Bachelor's degree in Computer Science and Engineering, I gained my experience in the industry throughout and after college, eventually landing positions with Hewlett-Packard and Honeywell. There, I applied my knowledge and worked to improve and expand their existing technologies, but something was missing.

I never felt like I was connecting with the client or making a difference. I never saw the results of my hard work, my time, or my effort. I knew I was working—I clocked in and out every day, and I received a pay cheque—but I wasn't sure if anyone else recognised or valued what I was doing.

All of that changed when I found Infomedia.

After flying east to pursue an opening for an Application Developer, I found something fresh and new. The city and landscape itself was beautiful and expansive. There's space and freedoms not found in



"I found real humans working on real projects for real people, delivering real results."





India, and I immediately appreciated my new home. Even better though, I found real humans working on real projects for real people, delivering real results.

From the first meeting with the Human Resources department, I was put at ease. I'd never been out of India, and now I was a stranger in a strange land, hoping this opening was everything I wanted it to be. They promised I would work on the newest technologies across the latest-and-greatest platforms. They said they invest in their staff, giving them the tools and resources they need to succeed in the technological jungle that is the world of app development, and they do.

"Infomedia encourages creativity and innovation"

As a Senior Java Developer, I've contributed to hot projects and I've worked alongside exceptional minds throughout my two and a half years at Infomedia. I work regularly in Java and AngularJS, writing apps that help the automotive industry deliver services faster, better, and more efficiently.

Infomedia encourages creativity and innovation, and this is reflected in the work we produce. We're constantly learning and growing, staying on top of the latest trends to execute tasks and to enable our clients to do their work better than ever.

At HP and Honeywell, I would work on existing products, tweaking codes, fixing bugs, or adding new features. Working alongside hundreds of thousands of employees, I was one of many. I was replaceable.





With Infomedia, I'm developing apps from scratch, and I'm constantly engaging with others who are doing the same. I'm a key cog in the wheel, a vital component to the team. We know each other. We go bowling, we go to the movies, we chat over barbecues, extending our relationships out of the office and creating a team dynamic that pushes us all to strive for more—together.

For any Developer, it's fulfilling to work on the most intriguing and advanced projects of the day, and at Infomedia, you get this fulfilment and so much more. You join a team, you make friends, you raise the bar, and you work towards a future—one you're helping to create.

"...creating a team dynamic that pushes us all to strive for more—together."



"I'm Lakshmi Selvaraj, and there's no way around it: boarding that plane to Australia really did change my life."





Join Us At Infomedia

In our pursuit of innovation and breakthrough technologies, we're constantly engaging other thought leaders and creative minds throughout the world.

Join our conversations. Follow us on Twitter **@InfomediaLtd**, on LinkedIn **at Infomedia Ltd**, on YouTube **@superservicesolution**, or visit us online at **<http://infomedia.com.au/>**.

Let's Innovate—Together.

Learn how Infomedia can continue to push boundaries and deliver the most efficient, intuitive, and forward-thinking solutions for automotive retailers and their customers.

