



## **Micromine Positioned for Future Industry Development**

**PERTH – 30 July 2009** - Micromine, the leading provider of innovative software solutions and services to the mining and exploration industry, continues to reinforce its position as a leader in the future development of software in the mining and exploration industry.

As discussed in the August 2009 edition of “The Australian Mining Review” (page 66 – Software development moving miners into the future), Chief Executive Officer, Peter Rossdeutscher summed up the requirements of Australian mining companies as “quality, innovation, service and a global presence.”

“They are continuously looking for tools that assist them in making better, faster and more informed decisions at a business level, along with proven solutions systems that enable those decisions to be converted into results.”

Commenting on the impact of the recent resources booms, and the subsequent shortage of qualified staff, Mr Rossdeutscher explained how this has lead mining companies to look into alternate ways to develop their operations.

“They discovered that mining more profitably no longer meant just buying more trucks, but leveraging process improvement coupled with technology enhanced systems and tools.”

Mr Rossdeutscher commented on the effect the changing economic climate has had on the software industry, and his belief that recent downturns were not enough to significantly affect technology innovation. He also pointed out the economic downturn has highlighted the need for innovation amongst mining companies, as well as a renewed need to constantly evolve.

“It raised the awareness for productivity-enhancing or cost-reducing tools to help balance fluctuating minerals prices,” he explained. “We have seen significant mining organisations place projects on hold and pull funding from others completely. Impacts such as these will result in short-term slowing in advancements which, if past trends can be trusted to repeat, will drive greater, faster and more radical change and improvement in the medium to long term.”

With regards to the future of the mining software industry, Mr Rossdeutscher said it would comprise four key elements: tighter integration of the exploration and mining value chain, greater vertical integration from the corporate to the truck, greater visibility and more control with faster responses, and less data providing more quality information.

“The future of the industry is simple,” he said. “Companies need to continue to innovate to provide better, faster and more effective tools to clients to enable them to react..... to changing demands, environments and constraints.”

Mr Rossdeutscher was also firm in his belief that there is no end point to the industry.

“Mining is a simple concept that exists within an incredibly complicated environment with untold variables. It will therefore continue to stimulate the development of business and software engineering solutions that enhance mining results.”

- ENDS -

### **About Micromine**

With a client on every continent and 70% of sales derived from overseas markets, Micromine is the leader in providing innovative software solutions and services to the mining and exploration industry.

Established in Western Australia in 1986, Micromine services an international client base delivering solutions that manage and monitor every step in the mining life cycle.

Micromine currently has 13 fully owned and operated offices located in the world's major mining and exploration countries and is in the process of further expansion. Company offices are located in Australia, Brazil, Canada, China, India, Indonesia, Kazakhstan, Mongolia, Russia, South Africa, Turkey, Ukraine, United Kingdom and United States of America.

### **For more information, please contact:**

Honor Dowling

Marketing Manager – Corporate

+61 8 9423 9000

[hdowling@micromine.com](mailto:hdowling@micromine.com)