



DCA Press Release – Auckland City Council

Database Consultants Australia (DCA) today announces its success in winning the Auckland City Council tender to supply DCA's industry leading infringement issuing and management product, Pinpoint.

MELBOURNE, April 30, 2004 — Market leaders in infringement issuing technology, DCA have been selected by Auckland City Council to provide their state-of-the-art handheld enforcement technology.

“Auckland City initiated a lengthy and rigorous evaluation in determining which Infringement Capturing and Issuing provider would meet their enforcement officer needs” said Sandy Del Papa, Director of Civic Compliance for DCA. Auckland City issues the greatest number of infringements in Australasia nearing 500,000 infringements per annum. “Auckland City Council chose DCA as they offer a sound solution tailored to our organisation’s business, and their technology has been proven as successful by some of Australia’s largest councils” said Chris Geerlings, Auckland City’s Parking Services Manager.

The incorporation of DCA’s Pinpoint Personal Digital Assistant (PDA) solution to Auckland City’s Civic Compliance will present officers with lightweight portable units that provide flexible infringement issuing. The solution manages all infringement categories including Parking, Warnings, Animal and By-Laws. It also supports the collection of digital evidence in the form of voice recording and photograph. No longer are these tools only used for infringement issuing. PDA’s are now multipurpose and can support many other value-added initiatives, such as Asset Defect Notices.

Having won every major compliance contract tendered in Australasia over the last eighteen months, this announcement adds to DCA’s dominant market share. DCA now have as clients some of the largest Civic Compliance organisations in Australasia, including City of Melbourne, Auckland City Council and Brisbane City Council. Today, DCA is Australasia’s market leader in PDA enforcement technology supplying many local authorities and councils.

About Database Consultants Australia - www.data.com.au/pinpoint/pinpoint.htm

Database Consultants Australia (DCA) is a data management company with 90 staff in Melbourne, Sydney and Thailand. DCA specialise in delivering innovative data management solutions, mobile computing and software solutions. Their client base encompasses many business sectors, representing both private enterprise and government/community organisations domestically and internationally. These sectors include financial services, government, retail, media, information services, telecommunications, healthcare and technology industries.

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