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# Axiom Business Systems focuses its key product on the US

A Melbourne-based company has proved that geography does not have to stand in the way of being a successful exporter. Early in 2001, Axiom Business Systems launched its comprehensive range of software technology to the USA, opening up huge potential given the US population of 280 million people.

The company provides software technology solutions to managers in the funeral home and cemetery industry. Its software addresses managing financial and accounting information, record keeping and property mapping services. In the last three years, Axiom's business solution for cemeteries has grown to be recognised in the top three brands across its USA market.

Axiom Business Systems was established 21 years ago when its focus was entirely on installing accounting packages for the first 13 years of operation. It was not until Axiom installed its software package into a large funeral home business that they began working in this industry.

Axiom's business continued on this direction after working with an Adelaide-based cemetery to produce a record-keeping module system. As a result, Axiom created the Touch Screen Kiosk, a program that allows people to locate the burial or crematorium lot of their deceased loved ones at the touch of a button on the information kiosk. Furthermore this information can be searched on the web.

Charon's Cemetery program is built on ACCPAC'S globally renowned accounting package and offers a seamless integration between the two software packages. This integration feature gives the company a terrific competitive edge as most companies can only offer one of the product features.

Anne Field, one of the company's founding directors (together with her husband John), said Axiom had achieved global recognition for its quality and expertise in technology developments, and is now taking serious enquiries from as far as South Africa and the United Kingdom.

"We have seen a significant increase in sales, which will support further research and development into the expansion of our products," Ms Field said.

"The nature of our niche market requires us to take our product to a mass market, which ensured the exporting of our product was high on the agenda."



Key export achievements include successfully implementing state-of-the-art technology solutions in California, Illinois, Ohio and Georgia. In addition, Axiom has formed a strategic alliance with a significant industry supplier in Atlanta to consolidate its position in the Northern American confraternity of cemetery managers.

"Our most recent contract has been in Cincinnati in the United States," Ms Field said.

Marketing was the key strategy for the company's entry into exporting. Axiom attended international trade exhibits of the leading associations of cemeteries and funeral home managers.

Axiom has received Austrade assistance through the Export Market Development Grants (EMDG) scheme, which has provided partial reimbursement of export promotional costs.

Ms Field said the greatest challenge Axiom had faced during its export early days was overcoming the perception of 'the geographical impossibility' in dealing with a company from Australia.

"Internet Technology, personal service (including working in the USA time zone, as well as the local one), and a willingness to travel anywhere have helped us achieve this," she said.

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