

MESSAGEmanager Continues Global Expansion into World's Leading IP Fax Markets



Building on its strategy to capitalise upon revenue growth opportunities by expanding into new markets, MESSAGEmanager Solutions today announced **MESSAGEmanager Asia open for business**.

The Fax Server market in Asia is growing faster than the rest of the world and, according to a recent Davidson Consulting report, that trend is set to continue. It will grow at a 25.1% CAGR from \$49 million in 2008 to \$160 million in 2014.

“MESSAGEmanager is one of the top five IP Fax vendors in the world and already enjoys over 60% AsiaPac market share. It simply made sense for us to formalise our presence in Asia as we believe the market has enormous growth potential and is ready to be tapped” says Ivor Livingston, CEO of MESSAGEmanager Solutions.

“Our entrance into this new market significantly expands our reach and also allows us to better serve our customers” continues Livingston.

To head up Asian operations **Bruce Fowler** has joined the MESSAGEmanager team. Based in Hong Kong, Bruce comes to MESSAGEmanager well qualified with over 22 years of senior management experience in the IT industry and an intimate knowledge of computer based fax technology and markets. Bruce's local knowledge and skills will no doubt prove vital to the success of this market.

This significant expansion further solidifies MESSAGEmanager's position as a world leading IP Fax vendor.