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**FOR IMMEDIATE RELEASE**

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**Fusion5 adds scale with Optimum.consulting acquisition**

**1 October – Sydney, Australia.** In the wake of its recent acquisitions of IntegrationWorks and GoCloud, Australasian business solutions company Fusion5 has announced the purchase of Optimum.consulting.

Optimum.consulting, an Australian Microsoft partner specialising in Dynamics 365 and Power Apps, has significant expertise in the retail and eCommerce, manufacturing, and wholesale sectors. Formed in 2022, the business has close to 60 staff and an impressive portfolio of customers.

“The acquisition of Optimum.consulting presents significant benefits to both businesses and our respective and shared customers. It’s a win-win for everyone,” says Sven Martin, Chief Executive of Fusion5. “We have considerable Microsoft capability and a wide range of transformation, advisory, integration, and CIS (cloud, infrastructure, and security) skills that will complement Optimum’s offerings. Their areas of deep expertise will enable us to go to market with an added focus on vertical markets like manufacturing, e-commerce and retail.

“Bringing Optimum on board rounds out our Microsoft offerings and strengthens our commerce and retail industry experience. It reinforces that we are a local partner who can scale to take on transformation projects of any size.”

Fusion5’s string of recent acquisitions supports the business’s strategy to become a scaled systems integrator. “We are focused on growth across the board – from building a significant AI (artificial intelligence) team to investing heavily in our data, infrastructure, security and integration practices, to bringing in deep industry capabilities which can be applied throughout the business,” says Martin.

Matthew Lingard, Chief Executive of Optimum.consulting, says the acquisition presents significant opportunities for its employees and customers. “Optimum and Fusion5 are closely aligned in terms of our culture, entrepreneurial spirit, and passion for what we do. We both believe in delivering meaningful outcomes to our customers using the best possible people and technologies. The benefits to everyone – from our team to our customers – have made the decision to join forces easy.”

Optimum Consulting officially becomes part of Fusion5 on 1 October 2024.

**About Fusion5**
As a systems integrator, Fusion5 offers a full range of digital transformation business solutions, applications, consulting services, cloud, and managed services, as well as first-class support and training. Its expertise covers all key functional business areas, including Enterprise Resource Planning, Customer Relationship, HR/Payroll Management, AI, Data & Analytics, Integration, Corporate Performance Management, Digital Enablement, Cloud, Infrastructure, and IT Managed Services.

Fusion5 has over 1,200 customers in multiple countries and is recognised as a leading partner for a range of global technologies, including Microsoft, NetSuite, Oracle, ServiceNow, Workday, and IBM.