



GT3, it's not a car...

After four years of development business software specialist Greentree has unveiled its latest version - GT3.

Greentree marketing manager Paul French says GT3 is much more than just a version release.

"It's not just a static release as Greentree is pushing ahead with continuous product developments. GT3 creates a platform for business process management and mobile applications, both of which will be progressively rolled out," he says.

French says Greentree works closely with its customers and partners and continuously canvases customer wish lists. "These aren't just based on the big ticket business drivers but also on day to day functionality. I think Greentree's level of collaboration with its partners is unique. We work very closely with them, especially Jade, and this approach has undoubtedly

benefited the development of GT3."

Although Greentree has been proven across a broad range of industries, French says it is diversifying to suit complex markets.

"We're able to respond to vertical market drivers very quickly so our partners are progressing into education, professional services and manufacturing. Similarly the size profile of the typical Greentree client is widening as the solution proves scalable, so both small and large users find it suitable."

French says Greentree has pioneered a continuous deployment methodology, providing the latest functionality without customers having to wait or pay for the next upgrade release.

"That's what GT3 is all about really, a celebration of all the good stuff and the opportunity to

communicate the way Greentree continually strives to add business value."

French says this gives customers solutions and advantages they wouldn't get elsewhere.

