



Media Release - 8th February 2018 **A Joint Focus on Service and Outcomes**

Two Ballarat ICT companies have joined forces to offer a broad range of IT and Internet products and services in the region. 15-year-old Lateral Plains and new IT company Eureka ICT, have teamed up in a joint venture that sees their combined products and services offerings available across both companies.

Lateral Plains CEO, Luke Fong outlined the company's focus and vision for 2018 and beyond. "Whilst we are relatively small in numbers of personnel Lateral Plains has been able to punch above its weight with smart and effective relationships with major IT companies such as Interactive in Melbourne. As a result, we have expanded rapidly into both local and other regional and metro markets. It became obvious the need to scale effectively and efficiently to the client base, so we can grow our niches into other sectors"

"Given the relationship we have with Eureka ICT and the common identity of purpose and client focus, it made sense for both companies to come together and work as part of a bigger team."

CEO and founder of Eureka ICT Tevita Topui re-enforced Mr Fong's views. "Lateral Plains has been well established in this region for some time. Whilst Eureka ICT is a relatively new venture, our team has a lot of complimentary expertise and knowledge. Both teams are highly client focused and teaming up effectively means that both companies have bigger teams available to their clients and a broader product and service base".

Lateral Plains has a long-established reputation for datacentre and cloud-based services as well as Internet connectivity and managed corporate IT services. The company also has a specialty in housing cloud-based practice management systems for medical specialists across the country.

Eureka ICT specializes in IT support services, hardware management and monitoring, email hosting and has both Apple and Microsoft certifications, whilst also being an authorized Apple reseller. Tevita and his team feel that this venture will also assist to maintain and grow their current global contracts with such clients as Pearson VUE, Cliftons & Jim's Fencing Australia & New Zealand.

Founding director of Lateral Plains, George Fong, indicated that this was a very important step in the evolution of both companies. "The technology sector is fast moving and very dynamic. Both companies have effectively evolved the way we support clients and our teams are much younger and agile now. It's important for our clients to be right on the cutting edge and we now have an expanded team of enthusiastic but client focused personnel who are driven to stay ahead of the technology loop."

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