

# SOFTWARE SOLUTIONS

## NEW ZEALAND DELIVERS SPECIALIST TECHNOLOGY

As technology becomes a critical factor in more and more industries, demand for specialist products and services is rising. Multinationals are seeking cost effective ways to satisfy this demand, particularly within the small-to-medium size enterprise market.

New Zealand's software industry can deliver cost competitive solutions because of its size and dynamics. The industry has a strong culture of innovation and problem solving. It uses new thinking and pragmatically mixes technologies and disciplines to create bold solutions. Smaller teams mean faster than average development times and lower costs. New Zealand's excellent infrastructure and demographics also make it ideal for market testing.

## COST EFFECTIVE INNOVATION

New Zealand's software industry has particular strengths in health care technology, transport and logistics, and primary industries. We're also delivering world-leading specialist applications to the security, defence, virtual reality and entertainment industries.

New Zealand's expertise in health software has enabled us to capture specialist markets around the world. For example, we are major software suppliers to the UK dental market and the US market for wheelchairs and mobility scooters. New Zealand has had a highly deregulated economy for nearly two decades, meaning our companies have well developed applications. These include the world's first online National Health Index, which now contains nine years of records of practitioner consultations.

Building on New Zealand's excellence in primary industries, our software companies have created ground-breaking applications that bring efficiencies in forestry, fisheries and agriculture. We have created a fully automated meat boning process, and software that will alert truck drivers when grain levels need replenishing. We are also the largest supplier of GPS tracking software for fisheries surveillance.

New Zealand's remote location and rugged terrain has encouraged innovative software development in transport and logistics. These innovations include improvements in refrigerated transport, and the creation of 3-D visualisation systems for aircraft manufacturers and trucking companies.

To find out how you can access New Zealand's ingenuity and design in software development, contact Investment New Zealand, the investment promotion agency of the New Zealand government. Investment New Zealand understands the software industry and has extensive networks within it, allowing us to identify and facilitate investment opportunities relevant to you.

A DIVISION OF NEW ZEALAND TRADE AND ENTERPRISE

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