

## **Online software developers kick off busy year with new client announcements**

Leading online software development company, Deadline, has kicked off the new year with a handful of new clients and many soon to be launched projects.

Deadline, which creates custom online software for a variety of businesses, has recently signed several new clients including T&R Pastoral, Hamilton Holden and Eyre Iron.

T&R Pastoral appointed Deadline to develop an online portal to purchase cattle from stock yards. The age-old, traditional and manual process will be automated to streamline purchasing, greatly improving efficiency and sales turn-around times.

Another client, Hamilton Holden has engaged Deadline to create a mobile web app - the first of its kind in South Australia - for customers to check out services as well as browse new and used cars from anywhere, using their preferred mobile device.

After creating a brand for newly formed joint venture management company, Eyre Iron, Deadline also produced its website to provide community based information such as upcoming events and consultation sessions.

Deadline Managing Director, Sean Heylen, said custom design ensures each project is unique and can meet the diverse situations and needs of each client.

“The breadth of our client work shows that Deadline has the capability to design a solution to suit a variety of client needs,” Managing Director, Sean Heylen said.

“The key to what we do is help businesses improve efficiencies or help to streamline processes or tasks. You can do anything online, but, not everything is profitable, so our job is to come up with creative ideas that will deliver a strong return on investment.”

In addition to signing new clients, Deadline will soon launch a number of new projects including, The Style Set, an online shop for exclusive and coveted designer clothes. As well as an online trading portal for long standing client, Total Quality Certification Services International (TQCSI) that will allow international quality certified companies to trade with other certified companies via a worldwide portal.

While Deadline has had a busy start to the year with a range of new clients and diverse projects, it has also continued working with its major, long standing clients including Prescott Securities and Community CPS Australia credit union, both of which have both worked with the Deadline for more than a decade.

### **ABOUT DEADLINE**

Deadline was established in 1996 and is one of South Australia’s leading online software development companies. Creating custom online business solutions, Deadline helps its clients do business online and create their own unique online space. For more information visit [www.deadline.net.au](http://www.deadline.net.au)

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