

Press release  
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## GeoOp joins MYOB's add-on community

Mobile workforce software company GeoOp (GEO) has joined the list of add-ons that support leading accountancy software firm MYOB.

This means that now GEO appears in MYOB's Add-On Centre, pushing it in front of the hundreds of thousands of businesses across New Zealand and Australia that use the award-winning cloud accounting software.

MYOB's add-on community is a great way its customers to easily find integrated software solutions to solve their business "pain points". Add-ons include software across a range of industries and categories including banking, business intelligence and inventory management. It's MYOB's successful application programming interface (API) that allows third-party developers like GeoOp take advantage of this cloud accounting data.

GEO's chief executive Anna Cicognani says the company's ultimate goal is to become a certified add-on in MYOB's ecosystem.

"This is a great development for GEO and a great opportunity for our customers," Dr Cicognani says. "We are happy to be associated with MYOB's long history of producing excellent software, and we're confident MYOB's mobile workforce customers will take this opportunity to see what GEO can offer them."

James Scollay, General Manager of SME Solutions, MYOB says: "It's absolutely vital to us that small businesses get access to the latest advances in technology, in key areas like mobile and automated business intelligence. We're always on the search for add-ons that focus on the needs of small businesses and we're thrilled to have GeoOp as part of our strong Add-on community. We believe their addition will really help our clients on their journey to success."

### **For more information, please contact:**

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### **About GeoOp**

GeoOp ([geoop.com](http://geoop.com)), aka GEO, is a publicly listed New Zealand-based software company that offers complete mobile workforce management to businesses all over the world. It's neatly wrapped into a low-cost, easy-to-use service with premium support. GEO supports businesses in their journey to be more productive and find time for more important things, providing intuitive software for devices that are already in the hands of field workers.

### **About MYOB**

MYOB Group Ltd (ASX: MYO) is a leading cloud-based business management solutions provider. It makes business life easier for approximately 1.2 million businesses across Australia and New Zealand by simplifying accounting, payroll, tax, practice management, CRM, job costing, inventory and more. MYOB provides ongoing support via many client service channels including a network of over 40,000 accountants, bookkeepers and other consultants.