

## Monica Flood passes the baton after 28 years

*Dublin, Ireland 5 January '09:* Olas<sup>IT</sup> today announced that founding director Monica Flood has retired. Sales Manager, Ruairi Boland, has been appointed to the position of MD.

For 28 years, along with fellow director Louise Church, Monica and her team build this software training and development company with a focus on User Performance and IT Productivity. In 2007, London based User Performance specialist Assima plc acquired Olas<sup>IT</sup>, and Olas<sup>IT</sup> now markets Assima's training software for large scale ERP deployments alongside its training and development services.

Ruairi Boland joined Olas<sup>IT</sup> in 2008, bringing 20 years international experience in IT consulting, IT Management, and business change programmes. He received his bachelor's degree in Electronics Engineering from DCU in 1989 and his Diploma in Financial Management from ACCA in 2003. Ruairi has worked with local names such as Cap Gemini Ireland, Version 1 Consulting, Sun Microsystems Ireland, and international telcos including Euphony Communications, Iaxis, Digiplex and Vigilize software.

This history of Olas<sup>IT</sup> dates back to 1981. With the emergence of the PC and desktop technology Monica Flood identified a need for services to business in the use of this technology. She established MF Computer Services Limited, and together with her partner Louise Church provided IT training and consulting to the corporate sector.

Further developments came in 1985 when a Software Development division was set up to complement the existing consulting business. Over the next 20 years the company continued to develop and formed a partnership with SAP in 2000 to become the SAP Training Centre in Ireland and sole provider of SAP curriculum courses in this market.

The expansion of the business also brought about a name change to Olas<sup>IT</sup> and new corporate branding. We continue to develop new services and alliances in Training, Software development and IT Consulting.

### About Assima Ireland

When major organisations invest in large-scale applications such as ERP, CRM, or core banking platforms, Assima Ireland provides them with unique "system cloning" tools that improve user performance. This enables the business to perform and compete more effectively, and delivers a measurable return-on-investment. Assima's other cloning tools have revolutionised the localisation of computer applications into Irish and other languages because they localise externally, without needing access to the source code.



Founded in Dublin in 1981 Assima Ireland employs over a dozen professionals at its IT Development & User Performance Centre in Stillorgan, County Dublin. It also provides ERP training, Microsoft training, and bespoke IT training services under the OlasIT brand. Headquartered in London, its parent, Assima plc, employs 150 professionals worldwide. It has filed several patents for its unique “system cloning” technology, and its software tools cover the entire development life-cycle, including localisation.

Further information: see [www.assima.ie](http://www.assima.ie), [www.assima.net](http://www.assima.net), or call Ruairi Boland, on (01)279 0025.