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DATUM INTERNATIONAL LIMITED

(PLUS-quoted (DATP))

ANNOUNCEMENT RE: LAUNCH OF KNOWLEGDEWORKER SAAS SOLUTION

The Directors of Datum International are pleased to announce the successful launch of the KnowledgeWorker Enterprise Content Management (ECM) Software as a Service (SaaS) offering.

The initial product launch has been made with the sponsorship of the Hertfordshire Chamber of Commerce and the Westmead Business Group and has been well received by their members and customers.

It became apparent to the board during 2008 that the market for computer software was moving in the direction of the “cloud computing” paradigm whereby software is used and paid for on a “pay-as-you-go” basis with customer data stored securely “in the cloud”. This model allows small and medium sized businesses (SME) and even individuals to enjoy global access to their applications and data without having to build or maintain an expensive IT infrastructure. The system will also prove attractive to departments within larger corporate organisations that need a collaborative solution perhaps on a project by project basis.

In the current economic climate in which capital expenditure budgets are constrained, there are clear advantages for customers in accessing KnowledgeWorker on a low cost rental basis, enabling a rapid return on investment through the efficiencies that KnowledgeWorker can deliver to any organisation.

Butler Group, a leading provider of Information Technology research, analysis, and advice recently said of KnowledgeWorker in their ECM Technology Audit Report “Datum International is a company that stands out amongst its competitors, as it combines content management with contact relationship management to create a hybrid product that allows organisations to manage relationships with contacts or customers as well as managing their unstructured information, which is typically used during interactions with customers.”

Over the past six months, substantial investment has been made in this new delivery platform for KnowledgeWorker to enable its availability on a fully automated secure and reliable internet based service. Datum has partnered with Rackspace plc, the UK’s premier hosting company to provide a hosting service that incorporates the highest levels of security and the capability for software disaster recovery.

The KnowledgeWorker SaaS platform is in itself a new product which we intend to sell or rent to other IT service providers as a means of generating revenues from a growing world-wide market. The platform can run unattended and allows prospective customers to sign up at any time, literally 24 X 7, 365 days a year without human intervention. The platform provides management reports of new customer sign ups and allows central administration and support of customer systems.

Datum's market research suggests that there is a large potential market amongst small and medium sized companies to acquire a sophisticated and comprehensive ECM infrastructure on a cost effective basis. According to Gartner, the annual cost to own and manage traditional on premise software applications can be up to four times the initial purchase price. This is due to a company's need to acquire and maintain the resources to support an in-house software deployment. Software-as-a-Service (SaaS) eliminates many of these costs.

The Directors believe that Datum is among the first International ECM vendor to bring such a product to the market and expect to make further announcements shortly concerning additional sponsors and partners.

Meanwhile, interested parties can register for a free 30 day trial via Datum's web site www.datumplc.com. Alternatively call on 01438-347110 or email us at info@datumplc.com to establish a return on investment (ROI) based on subscription model for a modern internet ECM solution.

About Datum International

Datum International is the author of the Enterprise Content Management (ECM) solution KnowledgeWorker®. KnowledgeWorker® is sold and supported internationally through a growing network of Distributors, OEM's and Reseller partners. KnowledgeWorker® creates competitive advantage by enabling Employees, Customers and Suppliers to Collaborate on Information and to participate in managed and audited Business Processes. KnowledgeWorker® empowers organisations to make sense of un-structured data and to deploy the information directly into their "front office" and "back office" processes. The system comprises of a fully integrated suite of modules for Document Management (DMS), Scanning, Business Process Management (BPM), Collaboration, Enterprise Search and "on-the-fly" Publishing to Web Sites, Intranets and Portals.