

Capability Profile in brief

Providing digital asset management solutions to business, industry, and government throughout Australia & Asia-Pacific for over 20 years.

DataBasics primary business is digital asset management software and services – DAM helps our customers increase operational efficiency, build brand equity and improve returns on marketing investments by managing their digital assets. We operate in Australia, New Zealand, China (PRC), SE Asia, Thailand, and India.

DataBasics is the exclusive distributor of Canto Cumulus in Australia and New Zealand, and last five year's winner Platinum Partner for Cumulus and Flight DAM sales in our region.

We are a compact team of professional services consultants and product specialists. We maintain direct communications with customers to ensure we put their needs first, leading to acclaimed quality and professionalism. DataBasics draws from a wealth of industry knowledge and formal Canto certification to back our product offerings with extensive technical and sales support.

Ongoing day-to-day support is handled by our Australia-based CustomerCare team with PremiumCare and Managed Services offerings for greater levels of care.

Certification and Registrations

QUEENSLAND

- GITC compliant and QAssure


NEW SOUTH WALES

- ICT eServices Scheme suppliers lists

VICTORIA

- Victorian Government's Ariba eServices register

All DataBasics services consultants are Canto Certified Implementation Specialists (CIS).

 Certified Distributor
Platinum CCD



DataBasics DAM team implements the software and delivers the services from initial requirements gathering to training and official handover – working closely with our customers to achieve great results.

We ensure their valuable digital assets are preserved and enriched through better practices in management and delivery.

We deliver solutions to all

Our business has developed from the delivery of shrink-wrapped software with minimal services through to enterprise-scale solution planning, implementation, and extensive services. Our product range includes cloud and SaaS solutions, hybrid deployments, and integrations with CMS and application suites like Adobe and Office systems.

Recent clients include

- **Spotlight Retail Group**
- **Western Australian Museum**
- **John Holland**
- **Royal Botanic Gardens Victoria**
- **Randwick City Council**
- **History SA**
- **Auckland Transport**

Our credentials



Canto's leading distributor in the Asia/Pacific region



We have achieved Canto's Certified Platinum Distributor status 6 years in a row



We have completed major projects on time and within budget



We have grown our business in step with increased demand from the marketplace



Key personnel

Ricky Patten
Director

Lou Nessis
General Manager

John Lang
Technical Services