



**VALIDITY**  
G r o u p

## Media Release

---

**VALIDITY Group signs agreement as APJ region exclusive distributor of Amacus.**

**Melbourne, Australia. November 1, 2013.**

VALIDITY Group announced today the signing of its distributor agreement with Innovative Information Inc to exclusively represent it's Amacus B2B sales auto-analytics solution for the Asia Pacific region. "This truly remarkable solution is outstanding in the development of sales organisations everywhere," said Chris Tandridge, CEO of VALIDITY Group. "We are all very excited about this solution and the tremendous benefits that it will deliver for our customers."

The Amacus solution is specific in its design and intent – Accelerating Revenue Growth.

Professional sports teams are already using analytics to re-think the keys to performance and to out-perform expectations. It is constantly evolving in sophistication and impact on sports the world over. That same logic and approach is now being applied to sales with Amacus with truly outstanding results.

In its role as regional distributor, VALIDITY will be working with client companies to drive higher sales performance with auto-analytics and related sales coaching to their sales managers and sales teams. These exciting developments in sales performance are delivering all kinds of powerful performance improvements.

VALIDITY will provide senior business leaders with insights into how analytics, done correctly, can reduce revenue uncertainties + accelerate revenue growth by making the keys to top performance clearer for all to see.

For further information on Amacus or any of the VALIDITY solutions, email [info@validitygroup.net](mailto:info@validitygroup.net).

### **About VALIDITY Group**

Enabling your People, your Sales and your Business – VALIDITY Group is focused on enabling and developing people, sales organisations and businesses to succeed and achieve their full potential. Our three pillars of Enablement solutions are clearly positioned into three focused elements. Each element is distinctly different and yet intrinsically connected.

VALIDITY Group's local office phone numbers are:

KL +60 3 2169 7058    HK +852 3101 7099    Singapore +65 6818 6138

Regional Head Office (Melbourne): +61 3 9653 9551 | [info@validitygroup.net](mailto:info@validitygroup.net)