Mark Homer from the University of Warwick Science Park's Blythe Valley Innovation Centre with Terri McGill from TrueERP

Global software firm TrueERP has expand into the UK and chosen to launch its headquarters in the West Midlands.

The business software distributor has opened its UK office at the university of Warwick's Blythe Valley Innovation Centre near Solihull.

The firm delivers products and services for business, including production, sales, purchasing, accounting, distributing, Point of Sale, supply chain and human resources.

Launched in Australia in 1994, the firm saw strong growth across the Australasia region and USA, before taking on the rest of the world.

It now operates in more than 14 countries across the world, servicing over 6,000 customers and is looking to increase its market share in the UK and Europe.

Terri McGill, UK project manager at TrueERP, said: "Over the last 18 months the company has increased its customer base in the UK and the opening of a new office was the natural next stage of the growth plan.

"All of our software programmes link together, which we find businesses need more and more, as opposed to using multiple providers.

"Our client base in the UK stretches across multiple sectors, including manufacturing where we've seen big growth.

"We have a targeted growth strategy to significantly grow now we've opened the UK base and will see us recruiting software specialists to support this expansion."

Mark Homer, centre manager at the University of Warwick Science Park's Blythe Valley Innovation Centre, added: "The Innovation Centre has long been a perfect site for global businesses to establish UK headquarters, or likewise to grow existing operations.

"We're delighted to welcome TrueERP as the latest business to join us at the centre. The company has a strong track record of success and has big plans to significantly grow its share of the UK market and we look forward to supporting the team in its expansion plans."

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Terri McGill