

60 seconds with...

Michael Burke, *Managing Director, Purpose Software*



Where do you see the next big opportunity?

As resellers continue to diversify, acquire and grow their business, I believe the biggest opportunity for Purpose Software will come from being the first to market with a SAP Business One-based ERP solution that incorporates all sales, service, accounting and reporting functionality.

FORZA offers a single platform approach that eliminates the integration issues associated with traditional business management software, provides greater visibility and control across the business and makes it easy to address new, profitable markets such as cloud services, managed services, security and more.

What would make your day job easier?

Less traffic on the road!

What's the best bit of business advice you've been given?

Work with people you trust and respect.

If you had had a crystal ball, would you have done anything differently?

Not necessarily different, just faster, maybe bolder.

Describe your most embarrassing moment.

Driving into the back of a Bentley at a roundabout ... and discovering it was driven by a client.

What's currently having the greatest impact on your business?

The decision to add FORZA, a third product to our portfolio, whilst continuing to invest in the ongoing development of our established CBS and 2serv software solutions is enabling us to better meet customer needs, both today and in the future.



What was your first job?

Paper-boy. First job after University was as a software developer.

What would be your dream job?

Travel journalist.

Fine dining and good wine, or curry and a pint?

Both please, but if you twist my arm, curry and a pint.

Money's not an issue, what's your perfect car... and where would you like to drive it?

McLaren 570GT – on the roads that Top Gear get to drive on.

Favourite holiday destination.

Greek Islands.

How do you like to spend your spare time?

With my family, watching sport, playing golf, dinner with friends.

