

Rust Report

News and views of the action in Australasia's IT sector this week

April 6, 2007

THE RUST BUCKET

Extra! Extra! Read all about it

Phishing, blogs, scams, wikis, spam, identity theft — we get used to living with the Internet, and as we become ever more super-media-savvy and, yes, sometimes cynical, we have to make our own judgments very quickly about how far we can trust anything we read.

E-mail newsletters are growing in popularity. Why? Because people know that offering value to their customers in this form of information is the best way to initiate, develop, and solidify relationships.

Start-ups and large national vendors are now crying out for new media communications and public relations (PR) companies are anxious to offer their services. However, very few of them have the domain expertise in-house to work in the new media world of blogging and other online conversations. Things have changed, but we also know that culture changes slowly.

For most businesses, PR starts and ends with a press release, leading if they're lucky to a buried mention in a publication. The companies that have mastered the art of leveraging their media and PR activity consider the initial publicity platform as a base for their other marketing communications programs. The list of possibilities and opportunities in PR is almost endless, covering everything and everyone from customers to employees to investors to partners.

The rise of the Internet has also inspired companies of all sizes to develop international marketing strategies and to implement PR outside the local corridors.

From the beginning, technology marketers have enjoyed a love affair with PR. According to popular wisdom, PR gets a buzz going, it generates sales leads, it helps small companies compete on shoestring budgets. In turn, the industry's passion for publicity has given ICT spinmeisters serious celebrity status.

Today, though, we have a glut of PR companies, loads of unread news releases, and a shortage of talent and experience. Worse the collapse of PR quality has begun to alienate much of the press and analyst community — the so-called industry influencers who provide media visibility and help build vendors' reputations.

In this era of 1:1 marketing, PR people are pitching all media on the same angle. And they aren't preparing their clients for this situation.

Interacting with customers, media, and the analysts like never before has opened up opportunities for value creation in new ways. The primary audience is no longer a handful of people. Audiences are people with Internet connections and access to search engines, newsletters, blogs, and RSS readers.

— Len Rust RustOz@bigpond.com.au

Simulators steer new US orders to Adacel

Diversified technology group Adacel has received further US orders for its air traffic control tower simulators from the US Federal Aviation Administration and the US Marine Corps. Each of the deals includes the provision of support services.

The FAA contract requires the provision of an additional tower simulator at an airport in Phoenix, Arizona, along with an associated training system. The FAA already uses 14 of Adacel's simulators.

For the Marines, Adacel will supply two simulators to be used at bases in Japan and the US, as well as an additional database for use in the US. "The latest order brings total Marine Corps procurement to nine MaxSim simulators and associated databases," a spokesman said. www.adacel.com

IT&e breaks into a US bank

Sydney-headquartered software developer IT&e has been selected to provide its Razor risk management solution to "a major North American financial institution". The package will be used by the group risk management division of the US bank, which cannot be named because the deal is still subject to final contracting. "IT&e and the bank are now engaged in formal contract discussions," explained James Maranis, CEO of IT&e.

"Razor will be implemented to address the client's global trading credit and market risk management requirements subject to finalisation of this contract." www.ite-fs.com

Hyro cracks Thai banking market

US compliance systems supplier Baker Hill has selected Australian digital services company Hyro to provide technology services in Thailand and the US. www.hyro.com

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INSIDER EDITION

Ingram Micro scores for an Aussie

Technology distributor Ingram Micro has negotiated its first sale of an integrated CRM system developed by Australian company Coordimax. The software was implemented by reseller ASI Solutions (www.asi.com.au) for Contract Resources, a supplier of specialist industrial and mechanical services to refineries and petrochemical plants. Contract Resources bought 10 user licences of Coordinax's CRM solution, and ASI worked with Ingram Micro to complete the sale, and manage the installation and set-up of the system, explained Illia Sotiropoulos, South Australian state manager of ASI.

Coordimax entered its distribution agreement with Ingram Micro early this year (*Rust Report*, Feb 2, p4). www.coordimax.com

ComOps wins retail services deal

Australian services company ComOps has been selected to provide a range of IT services to Steinhoff Asia/Pacific, which trades under the brand names of Freedom, Snooze, and Bay Leather Republic.

The deal calls for the integration of Steinhoff's point-of-sale management system with ComOps' distribution, financial, and reporting systems, and an outsourcing contract covering Steinhoff's IT development and services functions, said Richard Bradley, managing director of ComOps.

The newly developed POS system, to be known as Uniborne, will become a ComOps product that will be marketed for retail applications worldwide with an option to deploy the system using ComOps' software-as-a-service facilities, Bradley explained. www.comops.com.au

Vodafone rolls out Zylotech security

Vodafone has completed a pilot assessment of security and surveillance systems from Australian developer Zylotech (*Rust Report*, Mar 2, p5) and has begun the roll-out of Zylotech's secure virtual surveillance (SVS) system at 25 remote Vodafone facilities. The original deal was negotiated by Zylotech reseller Diebold.

"The SVS system combines third-party centralised access control systems with distributed processing, which is fundamental to the architecture of the overall system in order to accommodate the diverse security needs of Vodafone," explained Bernard Jones, manager of personnel and physical security at Vodafone. www.zylotech.com.au

Aussie puts focus on recruitment

Melbourne-based company NGA.NET has been selected to provide an e-recruitment and talent management system to the Australian subsidiary of spectacle frame-maker Luxottica. The system will streamline Luxottica's existing recruitment programs, enabling them to be used to manage the recruitment processes and requirements for all roles in the company, including retail outlets and shared services centres, explained Mike Giuffrida, CEO of NGA.NET.

"As a large and growing organisation in a highly competitive field, Luxottica recognises the war for talent and the fact that the skills shortage will lead to significant changes to the way in which organisations recruit," Giuffrida said. www.nga.net

Property group buys locally

Queensland property developer Marx Property Group has gone live with an ERP application from Australian developer Power Solutions Australia. The Ledgerworks Property Developer system will provide a single repository for project planning and management information for all of Marx Group's developments and investments, explained Chris Kelly, business development manager of Powyr Solutions.

Marx has also implemented the Ledgerworks Development Feasibility module to facilitate effective investment planning, Kelly added. www.powyr.com

Aussies put UK punters in the know

Media & Gaming, a Sydney company that provides software for the media and gaming sectors, has been selected to provide its iReact mobile interactive and community gaming platform for British TV channel At The Races (ATR). The software will be used to allow viewers of the dedicated horse-racing channel to interact with programming and presenters in real time via SMS, WAP and the Internet, explained Nicholas Plowman, CEO of Media & Gaming.

The new service will allow ATR viewers to enter tipping competitions, quizzes, and prize draws. They will also have access to their own user accounts and will be able to participate in managed loyalty programs. "The iReact platform is one of the first products in the world that offers such comprehensive interactivity wirelessly," Plowman added. www.mediaandgaming.com

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Telstra updates rail system comms

Telstra has been awarded an \$A85 million contract to upgrade communications systems for the Australian Rail Track Corporation. The deal will lead to the use of Telstra's Next G mobile network as a replacement for nine separate communications systems across 10,000 kilometres of tracks stretching across Australia.

Once completed, the network will allow controllers and personnel on all trains to communicate across the entire network from Brisbane to Perth, as well as the Hunter Valley coal network, explained David Marchant, CEO of ARTC. In addition the new network will give train controllers real time GPS fixes on the position of any train wherever it may be on the network. www.telstra.com.au

Nortel stretches PowerTel's reach

Australian telco PowerTel has deployed an ultra-high-speed optical network from Nortel to boost the speed of its national network. The 400G-bit/sec long-haul and metro solution will consolidate PowerTel's east coast infrastructure between Melbourne, Canberra, Sydney, and Brisbane, claimed Paul Broad, managing director of PowerTel. www.powertel.com.au

— Orders & Installations —

- BHP Billiton has awarded Computer Sciences Corporation a two-year extension of its applications services contract. The new deal is valued at more than \$A100 million. Under the terms of the contract CSC will continue to support and deploy BHP Billiton's global ERP and enterprise content management systems as well as a range of legacy applications.
- Australian ISP EFTel has been named as an approved supplier of whole-of-government Internet services to the Victorian Government. Optus and two other suppliers are also on the panel, which covers services like e-mail, traffic management reporting, service protection, and content filtering. <http://w3.eftel.com>
- Queensland's Ipswich City Council has awarded Capgemini a contract to provide consulting services in a \$A15 million transformation project. Capgemini will work with Kronis, Exor, and Obsidium to implement a solution based on Oracle's e-Business Suite.
- Australian agri-business Elders has selected MapInfo's AnySite location intelligence system for use in providing telco services to rural and remote areas.

Aussies worth watching

A roundup of companies making waves at home and abroad

- **MYNETFONE (ASX: MNF)** is a provider of VoIP and IP convergent services. The company delivers a range of voice, data, and convergent solutions to a number of market segments, including SOHO, SMB, wholesalers, and residential users in Australia and New Zealand. MyNetFone's services are available from selected retail outlets and computer stores and from the company's Web site. www.mynetfone.com
- **PLUTONIC ZOO** provides IT conflict management services as impartial mediators to software vendors and corporate users. The company provides technical, commercial, project management, and interpersonal communication advice on a practical level to avoid or to resolve conflicts. The services are designed to restore trust between the parties, highlight expectation management issues and maximise the chance that projects will succeed. www.plutoniczoo.com.au
- **MOONWALK SOFTWARE** enables files to move as self-propelled objects throughout a LAN in response to simple rules such as "copy", "move", and "integrate". Moonwalk was created to migrate Novell NetWare files across tiers of storage. The company now has certifications, development agreements, or official partnerships with EMC, Hewlett-Packard, Microsoft, Novell, and Sun. The company has offices in the US and the UK. www.moonwalk.com
- **LOCATRIX COMMUNICATIONS** provides mobile social networking solutions for deployment by network operators, and location-based services to corporate customers and application solution providers. The company's Uandme solution was recently deployed in Australia by Telstra Mobile. www.locatrix.com
- **SOFTECTION's** digital asset protection technology has been deployed to protect data and stop the growing problems of internal information leakage, theft, fraud, or mishandling of confidential information. Softtection's clients consist mainly of Australia's top 100 corporations with a growing number of Asian customers. www.softtection.com
- **CCGIT** provides business process consulting in IT systems, telecommunications, change management and data networking. The use of best-fit applications, hardware, and tools improves management decision-making and enhances organisations' performance, assists diagnosis and resolution of embedded problems, and supports growth. www.ccgkit.com.au



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DEAL MAKERS

Bullant given yet another incarnation

Bullant, one of the spectacular Australian riders on the dot-com roller-coaster, has been revived by SensorConnect, a company involved in real time data collection that has its HQ in San Francisco and a research facility in Sydney. In its latest guise Bullant is being touted as a system that can improve Internet transaction performance hugely. "This patent-pending technology platform will out-run any mainstream simple data processing system, like RFID, to the tune of tens to hundreds of times in most cases," claimed Dr Paul Scully-Power the former astronaut who was recently appointed executive chairman of SensorConnect (*Rust Report*, Mar 213, p8).

Joe Ward, CEO of SensorConnect shareholder TodayCorp, said immediate plans for the technology include finding a partner in the financial services sector who is able to "test the market impact of the platform as well as introducing an equity investor to globalise the company".

A paper on the SensorConnect platform was presented to the IEEE conference on RFID at the end of March, Ward said. www.sensorconnect.com

Mikoh cashes up for US push

Australian technology developer Mikoh has placed 2.1 million shares at 35 cents to sophisticated investors in order to help the company deliver contracts it has already won, and to raise the company's profile by helping to "communicate its successes".

"The company plans to employ additional personnel in the US over the balance of 2007 both to respond to opportunities being presented and to proactively develop markets for the company's technology," explained Matt Bloomfield, managing director of Mikoh. www.mikoh.com

PayGlobal marketing crosses Ditch

Australasian people management solutions company PayGlobal has moved its marketing department from the New Zealand city of Christchurch to Sydney, where the company already has a number of high-profile customers.

"Our plan is to show that our further commitment to the Australian market, to support current clients and channel partners, will increase our ability to react to the constantly changing environment," explained Stefano Masiello, the company's recently appointed marketing manager for Australia and NZ. www.payglobal.com

Aussie consultant expands in NZ

Australian company Altis Consulting, which specialises in information management and data warehousing, has opened a second office in New Zealand. The new office in Wellington has a staff of eight and will complement the operations of the existing office in Auckland. Altis now has a payroll of 19 in NZ and counts among its clients Telecom NZ, the NZ Department of Labour, Genesis Energy, NZ Police, Metrowater, and Vodafone, explained John Hoffman, general manager of Altis Consulting. www.altis.com.au

Swedes forge new Aussie alliance

Swedish software developer IBS, which provides SCM solutions for a variety of vertical market segments, has formed an alliance with Auto-IT, an Australian developer of car dealer management systems. Under the terms of the deal the two companies will jointly market their combined systems as a full complement of IT solutions for the automotive and allied industries, claimed Ken Fife, CEO of Auto-IT.

"IBS and Auto-IT have non-competing products and this alliance will enable us to integrate our products and services to enable us to participate in business opportunities previously unavailable to either company," Fife added. www.auto-it.com.au

IBS made a splash in 2005 when it acquired Australian automotive software developer IDS Enterprise Systems (*Rust Report*, May 12 2005, p1).

Fairfax invests in real estate partner

Domain.com.au, the real estate component of the Fairfax digital network, has invested in its commercial partner Commerce Australia, developer of the MyDesktop agent solutions system. MyDesktop incorporates sales and listings management, CRM, financial systems, communications, reporting, and Web site design elements. It has about 530 users in Australia and NZ.

"It had become obvious to us that the best way to grow and enhance MyDesktop was through the involvement of a partner who can bring value-adding systems and resources," explained Scott Wulff, managing director of Commerce Australia. www.desktop.com.au

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DEAL MAKERS
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Telstra bloodies watchdog's nose

Telstra has won a round in its long-running fight with the Australian Competition and Consumer Commission. The points victory came this week when the Federal Court ruled that the ACCC had acted illegally in issuing a competition notice to the telco in April 2006. The notice was eventually withdrawn in March (*Rust Report*, Mar 9, p5).

As a result of this week's ruling that the ACCC had not treated Telstra fairly, the telco went on the attack, calling for the ACCC's powers to be overhauled so it could no longer undertake "bureaucratic bullying".

"The government should recognise the lesson from this judgment and the ACCC should adhere to its obligations to afford procedural fairness in the exercise of its duties," claimed Dr Tony Warren, Telstra's director of regulatory affairs.

— BUSINESS BRIEFS —

- Beonic, a South Australian developer of retail intelligence systems, has entered a three-year distribution agreement with the direct alarm supplies division of Hills Electronic Security and Entertainment Group, part of Hills Industries. Under the terms of the deal Hills will offer Beonic's Traffic Pro people-counting system to its business partners in Australia and NZ. www.beonic.com
- Ziova, an Australian home electronics manufacturer, is seeking an Australasian distributor for its network media players. With such a distributor appointed the company will be able to focus on exports to North America and Europe, said Raaj Menon, managing director of Ziova. www.ziova.com
- Minitab, a US developer of statistical analysis and process improvement software, has opened an office in Sydney. The Australian subsidiary is the third the company has formed, following the launch of offices in the UK and France, explained Elias Alam, general manager of the new subsidiary. www.minitab.com.au
- Sententia, the IT arm of Allen & Buckeridge, has been appointed a reseller of e-mail archiving and recovery systems from US company Mimosa. www.sententia.com.au
- LookSmart the Internet search engine with its roots in Australia and its shares on both NASDAQ and the ASX, plans to delist from the Australian market early in July.

BY ASSOCIATION

Silver lining in skills shortage

AS THE SKILLS SQUEEZE continues, technology companies are leading the charge to help employees find a better work/life balance.

Results from AIIA's thirty-ninth *Survey of Salaries and Remuneration Packaging in the Australian ICT Industry* reveal modest average salary increases of 5.0 per cent over the last 12 months. Forecasts for salary increase budgets in the coming financial year also remain steady, averaging 4.2 per cent.

The findings are based on the salaries and benefits information of more than 31,000 individual employees in 200 job roles.

Given the continuing tight employment market, these marginal increases indicate that ICT employers are finding creative ways to attract and retain employees, and to keep their salary budgets in check.

Many ICT companies are increasingly focusing their attention on reviewing and enhancing their entire employee value proposition, for example, rather than pumping extra funds into salary increases.

In a tight labour market soft benefits such as wellness programs, rewards and recognition, child care, and parental leave options can be the difference between keeping and losing an employee. Parental leave policies, in particular, have again been under the spotlight for review — especially the number of weeks of paid leave, staggered parental leave payments, return to work policies, and child care assistance schemes.

The ICT industry is ahead of the game in terms of offering flexible working conditions. ICT companies are maximising the benefits of the technology they helped to create by offering women flexible working arrangements through teleworking.

Employee wellness programs have also gained in popularity among ICT organisations as an alternative to greater levels of salary spending. Wellness programs often include the provision of onsite health and fitness programs, yoga classes, bowls filled with fruit, onsite health checks, and health education seminars.

While employers are reviewing their employee value propositions to ensure employee retention, survey results also show that the average base salary increase over the past year was 5.4 per cent — 2.1 per cent higher than the current inflation figure of 3.3 per cent.

The message is simple: if you're contemplating a career in ICT, you'll be joining an industry that is enjoying 'real' salary increases and benefits far beyond a healthy pay packet.

Sheryle Moon is chief executive officer of the Australian Information Industry Association
www.aiaa.com.au

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FORWARD thinking 

RUST e-RESEARCH

Managed networks on the increase

The adoption of managed network services (MNS) will increase over the next two years among large, globally focused businesses, reports In-Stat. An In-Stat survey of IT and network managers in companies of more than 1000 employees showed that most globally-focused firms perform network functions in-house. Out-tasking will soon gain acceptance, however, due to increased network complexity and convergence.

"In two years, nearly 40 per cent of survey respondents in the areas of PBX/phone system management and telecom expense management indicate that these functions will be out-tasked," said Jeff Jernigan, In-Stat analyst. "Within two years, MNS adoption rates will roughly double for security, storage, and hosting, with nearly one-third of respondents indicating these functions will be out-tasked."

Recent research by In-Stat found that:

- The need to access state-of-the-art technology is a main MNS adoption driver for global firms.
- 84 per cent of global firms that are MNS adopters are more likely to buy additional services as future complexity increases.

Internet proves a boon for insurers

The proportion of online consumers accessing insurance information online is up nine percentage points in the past six months and more than 20 percentage points in the past two years, much greater than the growth experienced in the more mature online markets of overall Internet usage or Internet banking, according to ACNielsen. Almost half (47 per cent) of Internet users have accessed insurance information online in the past six months, according to the ACNielsen report.

ACNielsen's recently released Insurance Report compiled the views of approximately 20,000 regular Internet users on their insurance preferences, online behaviours and attitudes, and research methods for motor and home insurance.

"Consumers are becoming increasingly competent with the Internet, and are now going online in bigger numbers than ever before to research goods and services before they buy," said Glenn Wealands, director, financial services at ACNielsen. "And this trend is definitely going to continue in the insurance sector – in the next 12 months 16 per cent of consumers say they will purchase or renew their policies online for the first time."

For those consumers who had used the Internet for insurance purposes in the last six months the most commonly cited uses were comparing products and prices (79 per cent), obtaining a quote (67 per cent) and paying for a policy renewal (54 per cent). More than half (52 per cent) stated they had purchased an insurance policy online in the past 12 months.

Internet users who went online for insurance were more inclined to shop around than those who used more traditional methods. Consumers who sourced motor insurance quotes over the Internet at last renewal were likely to source around three quotes, compared to those respondents who obtained quotes over the telephone, who averaged just two quotes.

The survey findings also showed that those respondents who bought their motor policy over the Internet were nearly twice as likely to shop around at next renewal (33 per cent stating very likely) compared to those who bought the policy over the telephone (18 per cent stating very likely).

Office printing costs not understood

More than 70 per cent of Australian organisations do not completely understand their office printing costs, according to a study conducted by IDC and sponsored by Fuji Xerox Global Services. Estimates put print costs at between one per cent and three per cent of a typical company's turnover. This means the opportunity to significantly recoup print costs is becoming more of a focus for organisations.

The study showed Australian organisations typically treat printing as a commodity. Purchasing decisions tend to be based on the initial up-front hardware costs rather than ongoing running and related management costs.

Jens Butler, an IDC analyst, said: "When it came to market adoption, the study found that pricing's influence, although still the highest ranked factor in decision making, is reducing when choosing a service provider. Additional service components that are wrapped up in the offering have far more weight in the decision-making process. In the survey, IDC found, in addition to reducing costs, improved reliability, greater efficiency/productivity and a reduction in the administrative burden overall were some of the key influencing factors."

RUST e-RESEARCH continued on page 7 >>

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RUST e-RESEARCH

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Asia/Pac still shows mobile growth

Asia/Pacific remains one of the few high-growth mobile markets in the world. Apart from the vast subscriber base, much of this growth is driven by drastically reduced calling rates, declines in handset prices, and the expansion of network infrastructure in the emerging markets of India and Indonesia.

As at June 2006, India had overtaken Japan as the second largest mobile services market in Asia/Pacific in terms of subscribers, after China. In fact, with 142.7 million subscribers in 2006 and a mobile penetration rate of only 13 per cent, the market in India still remains largely untapped.

Analysis from Frost & Sullivan's *Asia Pacific Mobile Communications Outlook 2007* revealed that the market — covering 13 major Asia-Pacific economies — grew at a compound annual growth rate (CAGR) of 24 per cent between 2002 and 2006, reaching a subscriber base of 0.95 billion in 2006. At a mobile penetration rate of 30.9 per cent in 2006, the Asia/Pacific mobile subscriber base is estimated to reach 1.14 billion by end-2007, driven by the robust growth in emerging markets.

"Of the expected 190 million net subscriber additions in 2007, 90.8 per cent is likely to stem from the emerging markets," an analyst explained.

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A VIP told me

Mark Rainbird

Managing director of AWA

RUST: Many of us know the name AWA — can you give us some of the highlights from its past

RAINBIRD: The company traces its origins to 1909 when Australasian Wireless Limited [AWL] was established by Telefunken to market the new technology of wireless in this part of the world. Wireless at the time was revolutionising communications in much the same way that the Internet is now. The Telefunken and Marconi operations in Australia were merged in 1913 to form Amalgamated Wireless Australasia or AWA.

From there AWA grew into a technology conglomerate. The Australian government was a major shareholder and Billy Hughes — sometime World War I Prime Minister — was a long term director. The government link was severed when the company's telecommunications operations were nationalised after World War II to form OTC, ultimately part of Telstra.

By the late 1980s the company had gone the way of many conglomerates and had diversified into a lot of businesses where it probably did not belong. Ultimately the "old" AWA was stripped down to its gaming and wagering operations and taken over by Jupiters, which in turn was taken over by Tabcorp. In late 2004 the "new" AWA was born when it was acquired back from Tabcorp.

RUST: And AWA today?

RAINBIRD: AWA today is again an independent Australian-owned company.

In our initial 12 months we focused on transitioning all the staff, major customers, and partners and we invested in new facilities in Sydney, Melbourne, Adelaide, and Perth and recently in Brisbane. The second year AWA focused on rebuilding the customer base and in 2006 we secured a number of major new contracts.

We focus on the restoration and deployment of technology. Years ago we would have described this as break/fix, but the reality is that we are as much a logistics company as anything these days, providing asset management and reverse logistics support to our OEM vendor and industry clients.

To date all of our customers have been large blue ribbon organisations. We are, however, working on a new project. In March 2006, we acquired Telefix, a service company that focused on supporting home entertainment technologies. We are using this as the leverage to create a franchise network to provide technology services to home and small business customers.

RUST: Who are AWA's customers these days?

RAINBIRD: We focus on OEM vendor support — this is about half of our business — and also on working with industry partners to provide technical and logistics backup for outsourcing, integration, and specialist in-house requirements.

Interestingly those are the people who pay the bills. The AWA business is actually built on a multi-customer model. While we engage with our clients the reality is that the vast bulk of our activities are actually directed at their customers — the end-users of the technology.

RUST: What does the future hold for AWA?

RAINBIRD: Today's AWA team is conscious and respectful of the proud history of the company. When we established the new AWA we started with a five year plan for growth and I am happy to report that we are well ahead of our schedule.



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REVOLVING DOORS

NCR names regional vice president

Scott Sobel has joined NCR from Motorola to take the position of vice president of business development and government affairs for Asia. He will be based in Singapore.

Sobel joined Motorola late in 2006 when it acquired Symbol Technologies, where he had established the company's service provider channel. Sobel was also a founder of Net2Phone, responsible for Internet telephony partnerships with AOL, MSN, and Yahoo!.

Pettitt takes sales role at Teradata

Noel Pettitt has been appointed Teradata's general manager of sales for Australia and NZ. He moved into the role from NCR, where he had spent four years, most recently as general manager of worldwide customer service for Asia/Pacific.

Pettitt has also worked for Sun Microsystems, Thin Technologies, eSecure, and Bullant.

Mooter Media on lookout for CEO

Mooter Media, an Australian B2B developer specialising in advertising solutions, has appointed Paul Siminsky interim CEO following the decision of John Diddams to step down. Diddams will remain a director and consultant to the company.

Siminsky was previously CFO and vice president of product development at Mooter. Chris Golis, chairman of the company, said the move realigned the skills and experience of each of the men with the current requirements of Mooter. www.mootermedia.com

● Dr Mathew McDougall has resigned from Mooter Media and its board. He had been COO since 2005 — before the company listed on the ASX — and had been responsible for setting up the company's office in Beijing and its Chinese network.

New head for Polycom Down Under

James Anderson, the managing director of Polycom's Australia and NZ operation since mid-2004, has departed suddenly with no forwarding address. He has been replaced by Michael Chetner, who was previously the director of the company's sales operations in the Asia/Pacific region. He has also worked for BHP Billiton in Australia and England, and for Vodafone in London.

Orleow to drive channels for Sage

Steve Orleow has been appointed partner development manager for Sage Software Australia. A South African, Orleow trained as an accountant and has run his own venture capital company.

Another content player comes to Oz

Ektron, a US developer of Web content management systems, has opened an Australian office in Sydney and appointed Marius Coomans regional managing director for Australia and NZ. Coomans ran digital media company Firmware Group for almost 20 years before leading Powerlan subsidiary Converter Technology. He has also worked for Wormald Data Systems.

Desbrow heads sales at Lawson

Enterprise applications developer Lawson Software has appointed Ian Desbrow director of solutions sales for Australia and NZ. He previously worked for Oracle, PeopleSoft, JD Edwards, and Mincom.

Ex-analyst heads sales at Dow Jones

Mark Hollands, a former industry analyst and journalist, has been appointed director of sales for the Asia/Pacific region for the content technology solutions unit of Dow Jones' enterprise media group. He will be responsible for sales of the Dow Jones Newswires, Dow Jones Client Solutions, and Factiva.

— Around the traps —

● Dr Chris Doran has been appointed CTO of Industree, a group of companies providing a variety of services to the mining sector. Doran has worked for Maptek, El-Equip Inc, and for Mine Radio Systems in Canada. He has been working closely with Advanced Mining Technologies since its acquisition by Industree last year.

● Rob Clarke has replaced Stephen Porges as chairman of Australian digital services company Hyro. Clarke is well known within the advertising industry after his time as CEO of Leo Burnett in Australia and NZ in the late 1990s. He has also been closely involved with professional rugby in Australia.

● Broadband wireless services provider Access Providers has appointed Malcolm Everitt CFO. He has been involved in the telecommunications and IT industries since the early 1990s.

● Steven Van Es has been appointed financial controller of Australian communications equipment manufacturer NetComm. He was most recently with Ruralco.

● An item last week about Peter Kazacos' new role misspelt the name of the company he now chairs. The Australian start-up is Intelledox. We apologise for any confusion we may have caused.