

Rust Report

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

April 27, 2007

THE RUST BUCKET

Merger mania

MERGERS AND ACQUISITIONS in the ICT world have developed into a common strategy for companies to achieve operational expansion and profit growth. Although acquisitions can sometimes happen through hostile takeovers, most mergers occur through a consensus.

But even with both parties in agreement many mergers have failed to enhance market share significantly. Recent research has also shown that the productivity of newly-merged organisations can fall by as much as 50 per cent in the first three months after a merger. And according to KPMG only 34 per cent of mergers and acquisitions actually enhance the value of the acquirer's business, suggesting that the majority of transactions fail to achieve the business objectives in the long run!

According to IDC, the enterprise applications market experienced continuous consolidation as M&A activities reached a new milestone of 550 deals with an aggregated value of at least \$US74 billion between 2004 and 2006. Deal volumes are likely to increase in the near-term yet already the consolidation has ushered in a new set of mega-ERP vendors as well as some vertical-industry powerhouses.

The industry consolidation has also redrawn the competitive landscape by transforming some relatively unknown overseas players into permanent fixtures with loads of dollars in recurring revenues as well as — in some cases — thousands of customers.

Today the magic word in the language of M&A is synergy. But like many mantras its precise meaning is muddled by usage. Literally synergy means the working together of the companies to produce an effort greater than the parties' individual efforts.

The mega-vendors will continue to scoop up weaker rivals as customers — who are working with tighter budgets — opt to buy only from the large and known vendors. Buyers are also looking carefully at the balance sheets of their prospective vendors — and well they should.

It seems likely that the rich will get richer but a few of the best-of-breed vendors could buck the tide and their success could make them acquisition targets themselves. Other best-of-breed players will survive because of their ability to innovate and their specialised focus and expertise.

But we can expect the whole ICT market to look substantially different 24 months from now. Costs of sales are rising — the pipelines need to be expanded to generate equivalent revenue — while the average deal size is falling. Vendors with substantial R&D budgets will put development pressure on their less well-heeled point solution competitors. They will also invest in vertical application capabilities and derive more revenue from services like consulting and implementation.

— Len Rust RustOz@bigpond.com.au

India beckons Aussie Web tools developer

Netcat.biz, a Sydney-based developer of content management applications, plans to make an impact on the vast Indian market through an alliance it has negotiated with One-Associates Technologies, a Pune-based group that helps young companies take products to market (www.one-associates.com). Under the terms of the agreement with Netcat.biz, One-Associates will market the Netcat Web content management suite to its clients in the education and government markets, explained Bruce Wren, CEO of Netcat.

"This agreement has the potential to double the size of our business very quickly," Wren claimed. "One-Associates has a strong focus in the booming Indian education market where there are 17,000 higher education institutes serving more than 10 million students. The regional government market alone is an untapped market for Web content management with 35 states and 49 central government departments," he added.

Wren stressed that Netcat.biz will continue to use Australian developers in Australia to enhance its software. www.netcat.biz.

Malay infrastructure role for e-pay

e-pay Asia — an ASX-listed provider of electronic payment solutions that was once known as SkyNetGlobal — has been selected to help the Malaysian Government develop IT and digital communication infrastructures in rural areas of the country.

The Malaysian Ministry of Electricity, Water and Communication has selected e-pay Asia's Malaysian subsidiary as a technology partner for the roll-out of 250 community service and knowledge centres in the first phase of the project, which is scheduled to be completed by October 2007. A further 250 centres are planned for completion by mid-2008. www.epay-asia.com

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INSIDER EDITION

US contracts keep rolling for Adacel

Australian technology developer Adacel has received additional orders from Lockheed Martin to provide equipment for use in programs being undertaken by the US Federal Aviation Administration to modernise air traffic control. The projects will support technologies that will allow controllers to manage a projected three-fold increase in US airspace capacity by 2025, a spokesman explained.

The latest contracts, valued at \$A4.9 million, follow contract extensions that were awarded to Adacel in January (*Rust Report*, Jan 19, p2). www.adacel.com

Aust tech secures NSW Parliament

Sydney-based network security specialist Earthwave has been selected to help with the management of network security at the NSW Parliament. The Parliament of NSW has deployed Cisco advanced security technology at each of the 94 electorate offices, as well as within the core and edge of its network, explained Carlo Minassian, managing director of Earthwave.

"With Earthwave the Parliament of NSW gains access to powerful event correlation, pattern, and interactive discovery tools combined with the visibility we provide through our MSS Client Portal, service level agreements, and security engineers," Minassian added. "This translates to mitigation of risk and optimisation of resources at Parliament." www.earthwave.com.au

Health network attracts developers

Practice management software developers Medilink Solutions and Medical Frontiers have signed up as users of ICSGlobal's THELMA health transaction exchange.

Medilink intends to use THELMA to deliver medical claims to Medicare and the health funds from its Medilink xp software. "By using THELMA we are providing our customers with a convenient, user-friendly way of submitting claims electronically plus saving ourselves a significant amount of time and cost in maintaining and supporting the link," said Neville Mander, general manager of Medilink.

Medical Frontiers will similarly link its software — The Specialist — to THELMA for access to Medicare and health funds. The developer has completed testing and is ready to roll out the joint service to its customers. www.thelma.com.au

Avand signs up new Tassie councils

Queensland software developer Avand — once known as Advanced Data Integration — has been awarded contracts to supply its DataWorks content management system to the Circular Head and Glenorchy Councils in Tasmania. The software almost has a stranglehold on the state's local government sector, with 11 of 29 council's using DataWorks, claimed Chris Gorry, CEO of Avand.

"DataWorks stores complete and up-to-date records of all files, giving organisations control over their content and the confidence that these will meet industry compliance regulation," Gorry said. www.avand.com.au

Tripoint wins funeral group's renewal

Australian IT services provider Tripoint Corporation has renewed a managed services contract with the InvoCare funeral services company. Tripoint began providing services to InvoCare in 1998.

Under the terms of the latest deal Tripoint will continue to manage InvoCare's core business applications, and will also take on more than 40 Wintel servers in a number of data centres, explained Ian Woollett, CEO of Tripoint. www.tripoint.com.au

Zylotech scores mining monitoring

Video security specialist Zylotech has been selected to provide remote monitoring equipment to a large mining group, which was not named by the company but is believed to be BHP Billiton Mitsubishi Alliance — BMA.

The order was placed by Videotronics, a systems integrator based in Mackay, and the equipment will be used to "protect, guide and provide wide-area monitoring" for mobile mining equipment throughout the Mackay region, explained Nicholas Sikiotis, CEO of Zylotech. www.zylotech.com.au

Hyro delivers for pizza seller

Fluoro, a creative agency owned by Hyro — an Internet and new media developer — has been selected to provide digital services to Domino's Pizza Enterprises. The deal covers electronic commerce and online advertising, explained Megan Hales, Hyro's director of strategy and creative. She added that Domino's is well placed to leverage the convergence of marketing and technology. www.hyro.com

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INSIDER EDITION

Continued from page 2

Employment group goes thin

The Ingeus employment agency is using Wyse Technology's thin clients to expedite the rate at which it can open new offices around Australia. The company has installed more than 800 of the devices with no direct field support, explained Luiz de Almeida, head of IT&T services for Ingeus.

"Our purchasers can ask us to set up a new office to service unemployed people in towns anywhere across Australia. Sometimes the lead time for IT set-up at a new site can be only a number of days. We just have to feed in the network, attach Wyse, and the office is open for business," de Almeida said. www.wyse.com.au

- IT services company Datacom has implemented Wyse thin clients in its call centre business unit. "A trial showed us that thin clients were ideal instead of PCs. We were able to set up a new account for 100 seats within a few days," explained Tim Leehy, systems manager at Datacom Connect.

Feds' transformation takes shape

A consortium of service providers led by IBM has completed the first phase of a technology-led business transformation program being undertaken for the Federal Department of Immigration and Citizenship. The first phase of the Systems for People project included changes to the operations of compliance and case management services in the department.

Systems for People is claimed to be the largest business transformation program under way in the public service in Australia. It is expected that with the first stage completed, further releases will take place every three months.

— Orders & Installations —

- Australian developer Hansen Technologies has been awarded a contract to supply its HUB billing solution to AGL ahead of the energy company's entry to the Queensland market. Hansen has supported AGL since 1997. www.hsntech.com
- UXC's development group, Dytech Solutions, is to design and deploy an interactive communications facility for a systems modernisation being undertaken by the Federal Department of Health and Ageing's Pharmaceutical Benefits Division. www.uxc.com.au
- Commander is one of three companies selected on a panel of suppliers of distributed computing support services to the South Australian Government. The company had previously been included on a panel of desktop computer suppliers. www.commander.com

Aussies worth watching**A roundup of companies making waves at home and abroad**

- **VIVED GROUP** specialises in branding, digital media, and application development. The company has delivered in excess of 1200 projects to more than 450 clients throughout Australia and internationally. Recent major account acquisitions include Rio Tinto Group, PBL, WA State Government, Cash Converters, AIM (WA) and Betts Group. www.vividgroup.com.au

- **NEXTGEN GAMING** is the largest independent developer of games servicing the global market for gambling entertainment. The company develops games for both the land-based market and the virtual market, and its games are tailored for cultures with a high propensity to gamble and with a high adoption of new technology. NextGen's clients include gambling businesses in Europe, North America, and the Asia/Pacific region. www.nextgengaming.com

- **AIE TECHNOLOGIES** offers hosting services that effectively take ownership of clients' IT systems. AIE provides managed online backup and restore services using carrier-grade data centre facilities. Services range from basic Web site hosting to hosted applications, on-demand systems, and carrier-grade data centre facilities. www.aietechnology.com

- **IMEDIAT COMMUNICATIONS** provides collaborative services to resource-based and related companies throughout Australia. IMEDIAT helps clients find scalable tools and platforms to meet the changing workflow and volume requirements using enterprise level solutions and platforms. The company can assist with online events wherever the participants are physically located. www.imediat.com.au

- **e-CHANNEL** is a full service search-engine marketing provider with expertise in search engine optimisation and pay-per-click advertising. The company works with many sites, large and small around Australia and overseas, and its clients include Melbourne IT, Australian Associated Press (AAP), Octopus Travel, Australian Art Prints, Wotif, and Integrated Research. www.e-channel.com.au

- **SEERTECH SOLUTIONS** provides business process outsourcing and software-as-a-service solutions, and is a certified partner for the implementation, hosting, and support of the Oracle iLearning solution. Seertech's platform has been designed to deliver cost-effective and flexible learning solutions. Clients include Optus and Wind River in the US. Seertech has opened an office in the US, where it generated about 70 per cent of its revenue last year. www.seertechsolutions.com

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FORWARD thinking



DEAL MAKERS

US group to commercialise Aust tech

US company Patriot Antenna Systems USA (www.sepatriot.com) has been awarded the right to commercialise an innovative antenna technology developed in Sydney by the CSIRO. The deal went to Patriot because it is regarded as a leader in lowering industry production costs.

The MultiBeam Antenna is able to access a large number of geostationary satellites with a single reflector instead of requiring one dish per satellite as with previous antennas. "It is also the first antenna of its type to provide two-way communications to commercial satellite operators," claimed Dr Trevor Bird, chief scientist at the CSIRO ICT centre. The technology has been proven at two earth station sites in Europe, Bird added. International interest in the technology is already high and further deployments in the US, India, and Asia are expected within 12 months, Bird said. www.csiro.au

Ipernica prevails over Nortel

Australian technology commercialisation specialist Ipernica (formerly QPSX) has been successful in its US patent infringement case against Nortel Networks. The company announced this week that the jury in the case had decided that Nortel had infringed Ipernica's stat mux patent and that the patent claims were valid. Ipernica was awarded damages of about \$US28 million. The trial judge will consider the findings before delivering a final judgment.

Graham Griffiths, managing director of Ipernica, said the company was "very pleased" with the jury's verdict.

Ipernica recently settled similar cases against Juniper Networks, Cisco Systems, and Alcatel Lucent (*Rust Report*, Apr 13, p4). www.ipernica.com

Kiwis get green light for PowerTel

Shareholders in PowerTel — an ASX-listed provider of data, voice, and Internet services — have voted in favour of a takeover bid by Telecom New Zealand. The deal is almost certain to proceed even though it still requires the approval of the Federal Court of Australia. "We anticipate the deal with Telecom NZ will be completed early next month," noted Paul Broad, managing director of PowerTel.

It is expected that PowerTel will be combined with AAPT — Telecom NZ's troubled Australian subsidiary — with Broad at the helm. www.powertel.com.au

Clarity sets sights on A/P region

Clarity, the Australian developer of operational support systems for the telecommunications sector, has set the stage for an expansion in the Asia/Pacific region by opening an office in Singapore. The new facility will provide support and services for Clarity's customers and partners, explained Dr Ian Campbell, executive chairman of Clarity.

"We are proactively expanding our operations in Asia in anticipation of continued growth in the marketplace," Campbell claimed. The company has won four new customers in the region in the past 12 months. www.clarity.com

Hitwise snapped up by Experian

Experian, an information solutions company that is listed on the London Stock Exchange, has acquired Internet marketing specialist Hitwise for about \$A240 million. Hitwise, which was set up in Australia in 1997 by Adrian Giles and Andrew Barlow, helps clients monitor Web site performance and target online advertising effectively.

"Hitwise, which is a rapidly growing, successful business, brings new, unique data to Experian and complements the existing data, tools, and expertise that we already offer to clients in other areas, such as research services and e-mail distribution," claimed Don Robert, CEO of Experian. www.hitwise.com

Integrator backs Fair Isaac entry

Australian company Independent Systems Integrators has been selected as the preferred systems integrator for the Blaze Advisor rules-based insurance industry software from US company Fair Isaac.

James Righetti, ISI's chief of operations, said Australian insurance companies were showing strong interest in rules-based solutions. "Australian companies are often accused of lagging behind their US peers, but we are working with some insurance companies that are right up there with the leaders," Righetti said. www.isi.com.au

Mobi gains \$5m for aggregation

Fortrend Securities has given mobile services provider Mobi access to \$A5 million to fund a VoIP aggregation and acquisitions program. www.mobipowered.com

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DEAL MAKERS

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Oakton buys solutions business

Australian business systems developer Oakton has agreed to buy consulting and solutions business Acumen Alliance (www.acumen.com.au). The attraction for Oakton was Acumen's strength in the Federal Government marketplace, explained Paul Holyoake, executive chairman of Oakton.

"This will be the seventh acquisition Oakton has made since listing in 2000 and is the most strategic in terms of scale and the establishment of our Canberra presence," Holyoake said. www.oakton.com.au

— BUSINESS BRIEFS —

- Indian services provider Satyam Computer Services has opened a 150-seat development centre in North Sydney to serve as a regional solutions hub. The company already has development centres in the Sydney CBD and in Melbourne.
- Motion Computing, a US specialist in mobile computing and wireless communications, has appointed WA company J Mills Distribution as the second Australian wholesaler of its slate tablet PCs. www.jmills.com.au
- ANZ Banking Group has lifted its stake in E*Trade Australia above 50 per cent after IWL sold its entire holding in an on-market sale.
- QuikTrak Networks has withdrawn its offer to acquire the business of Zylotech. Instead, QuikTrak will become a reseller of Zylotech products in South Africa and China.
- PBL Media has offered to buy the media assets of SP Telemedia, including NBN Television.
- Data-inCrypt, a subsidiary of Synergy Equities, has entered an agreement through which Victorian accounting firm Clements Dunne & Bell will be able to offer the Data-inCrypt online backup and recovery service to its clients. www.data-incrypt.com
- New Zealand IT distributor Express Data has been appointed a distributor for Wyse Technology.
- Interactive marketing specialist BlueFreeway has agreed to acquire three digital design agencies — Digicon of Queensland; JSA Digital, which has offices in Queensland and Melbourne; and Internet Business Corporation of WA. www.bluefreeway.com

COMMS BITS**Anti-Telstra forces lift their attacks**

Forces opposed to Telstra and its broadband plans became more vocal during the week as the Federal Government appeared to be preparing to make some sort of announcement.

The G9 Consortium kicked off the week by lodging a draft special access undertaking with the Australian Competition and Consumer Commission for its fibre-to-the-node network proposal. The planned network would initially reach some four million households and businesses before being extended to heavily populated regional centres.

The Tell the Truth Telstra (T4) group then called on the Federal Government to hold an investigation into Telstra's claims of a \$A500 million regional deficit. "The Tell the Truth Telstra campaign believes there is strong evidence to believe that this might be yet another Telstra myth," a spokesman explained. www.tellthetruthtelstra.com.au

But it's business as usual for Telstra

While its competitors were trying to gain attention to their causes, Telstra continued its merry way with a few announcements of its own.

The carrier launched a national IP network that it claimed is the largest fully integrated wireline and wireless national IP network in the world. CEO Sol Trujillo said Telstra had invested \$A1.5 billion in the Telstra Next IP network so far. It will enable unified communications with a single, simple interface across all devices, Trujillo claimed. www.telstra.com.au

- National Australia Bank has awarded Telstra a five-year contract extension worth more than \$A600 million for managed voice, data, and professional services.

— Comms Briefs —

- Loyalty marketing company Pinpoint has selected NSC Enterprise Solutions to upgrade its communications infrastructure to include Avaya IP telephony. www.nsc.net.au
- SA broadband services provider Internode has launched its NodePhone2 second generation VoIP service. www.internode.on.net
- BigAir Group and Star-Tech Communications have joined forces to provide broadband wireless services at the accommodation villages of three Australian universities — Macquarie, RMIT, and Griffith.



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RUST e-RESEARCH

IT is a vital key to BPO success

Organisations that outsource business processes, such as HR or finance and accounting, fully realise the inextricable, critical role information technology and enterprise software applications play in their outsourcing success, according to the results of a market assessment by EquaTerra. The researcher's second annual market study also found that business process outsourcing (BPO) buyers felt the IT capabilities of external service providers were vital to BPO success, and that buyers had a strong proclivity for leveraging the applications from enterprise software vendors that possess a clear BPO vision.

"Study respondents ranked IT at 4.2 on a scale of one to five as being key to BPO success. This clearly demonstrated that BPO buyers fully recognised what EquaTerra has advocated since its inception — that IT and BPO cannot and do not operate as islands", said Stan Lepeak, EquaTerra's managing director of research author of the study.

"Further underscoring buyers' understanding of this fact is the overwhelming number of study respondents who noted the IT solutions and capabilities offered by BPO service providers were also key to BPO success."

Lepeak concluded, "Given the importance of IT, organisations engaged in or pursuing BPO must ensure they have the skills and take the time to adequately assess their IT options when it comes to BPO. This involves understanding both the capabilities of their existing enterprise software environment in supporting BPO efforts and the technical capabilities of their strategic IT vendors."

"Buyers must also assess and understand candidate BPO providers' IT application system capabilities as well as their individual ability to support the buyer's strategic IT vendor platform and systems. Embedding IT requirements, needs, capabilities and key representatives from the IT group into BPO teams from the start will improve the likelihood of success.

"And finally, organisations undertaking BPO must strive to leverage existing investments and technologies not only from a cost standpoint but also to maintain comfort levels and familiarity with IT applications and systems used in the past."

US consumers prefer WiMAX

In a head-to-head comparison, respondents to a US consumer survey indicated a significant preference for WiMAX over cellular data and Wi-Fi services, according to In-Stat. This finding came from a survey conducted earlier this year with more than 1200 respondents. The respondents were asked a series of questions regarding their interest in various wireless broadband services, with each service description based on what is currently or will soon be available.

"While much of the WiMAX industry's focus has been on ultra-mobile devices, which still remain a few years away, these findings show there are real opportunities for WiMAX based on what it can deliver today" said Daryl Schoolar, an In-Stat analyst. "WiMAX's ability to support nomadic services with laptop cards and USB devices will become a reality this year. Combining that nomadic ability, with its fixed capabilities will give WiMAX service providers a way to differentiate their broadband services from what is currently available."

Google sets its sights on dominance

Google is set to earn \$US6.3 billion in net US online ad revenues in 2007 at a time when total US online ad revenues are forecast to reach \$19.5 billion. Many economists define a monopoly as a company that controls 25 per cent or more of a given industry. With the announcement of its DoubleClick purchase, has the monopoly player just sealed the deal on control of the market?

Before the DoubleClick announcement, Google's position of strength had already prompted *BusinessWeek* to ask "Is Google Too Powerful?" in its cover story on the April 9, 2007 edition.

There is no doubt that Google has sought to grow its revenues and defend its position of strength. However, the DoubleClick purchase is not solely about buying display advertising revenue. The long-term play about acquiring deeper relationships with large publishers and advertisers.

Google has relationships with hundreds of thousands of online advertisers, from top corporations to a slew of mid-size and small companies. DoubleClick has relationships with thousands of large Web publishers. Together, Google and DoubleClick will create a robust one-stop shop for all types of online advertising purchases.

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RUST e-RESEARCH

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Benefits to flow from RFID standards

A recent EPCglobal pilot project using active RFID tags has highlighted the importance of common standards in maximising the benefits RFID can bring to port operations. The project tagged seaborne shipping containers travelling between Hong Kong and Japan to provide real-time tracking information to EPC Information Services (EPCIS), a draft EPCglobal standard enabling trading partners to communicate in a common computer language on objects moving throughout the supply chain.

Research director Michael Liard of ABI Research said: "Container tracking can deliver supply chain management benefits — both cost reductions and revenue increases — that may add up to thousands of dollars per container. Smaller inventory, fast transportation and routing troubleshooting, lower insurance, greater efficiency, and heightened security are all demonstrable advantages that RFID tracking can provide."

The benefits seem clear, but many vendors and end-users believe that the prerequisites for greater RFID adoption are a common nomenclature for RFID data, and a standard framework for the way in which that information is shared via open standards.

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BY ASSOCIATION

ICT Skills Crisis — Are we prepared to deal with it?

By Kumar Parakala and Catherine Jaktman*

AS THE PROFESSIONAL ASSOCIATION for the ICT sector, the ACS understands better than most the critical role of skilled people in delivering the ICT products and services Australia needs for its future growth.

So increasing reports of widespread skills shortages caused by increased employer demand, fewer graduates, baby-boomer retirements, and a lack of women in ICT, are creating renewed focus on ways to increase the available pool of skilled professionals.

Amongst employers, the Federal Government is reportedly finding it hardest to fill positions, forcing the delay of major projects, which is why it has taken the creative approach of announcing \$A4 million in funding for new ICT apprenticeships to encourage more young people into the industry.

Other measures that need to be explored include making ICT studies more accessible (such as through the ACS Foundation), encouraging more women into the ICT workforce, building bridges to enable people to cross over from other professions, and keeping mature age professionals working longer.

These strategies will contribute to a long-term solution, but they will not be sufficient to meet the short term demand for ICT professionals.

More and more employers are choosing to attend international recruitment fairs as a way of attracting the people they need.

The reality is that unless we can find enough skilled people to fill current and projected vacancies, key technology projects will stall and important innovations will fail to happen, impeding the productivity gains on which our economic prosperity depends.

Training and re-skilling programs must play an important role in addressing the current shortfall, while skilled migration is also attracting wider attention.

With the skills shortage now being more widely felt, it's time to consider offering permanent migration to skilled professionals who can demonstrate a level of experience and who want to make a long-term commitment to Australia.

While tighter restrictions on English capabilities are welcome, the ACS is concerned that we have traditionally made it too difficult for people to migrate here permanently, forcing many to come in on short-term visas.

This does not mean abandoning any requirement that skills be objectively and rigorously assessed, especially given the abuses that have occurred in recent years.

ICT professionals play an active role in all industries and we must ensure that our skills and professions remain cost-effective and competitive, or else work and businesses will move offshore. ICT skills are mandatory to sustain and develop a strong service economy, both domestically and within the international arena.

**Kumar Parakala and Catherine Jaktman are both vice presidents of the Australian Computer Society www.acs.org.au. Kumar is COO of KPMG's Global IT Advisory while Catherine is director of consulting for Gartner Asia Pacific.*



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REVOLVING DOORS

Veteran heads Mitrais' health push

Nick Ruddock has been appointed vice president of the medical information systems division of Mitrais, an Australian-controlled technology company operating from Bali. Prior to joining Mitrais Ruddock held senior positions in a number of multinational companies, including Mincom, Boeing Australia, and NRX Global. He has also operated his own business.

Ruddock will be based in Bali and will focus on marketing Mitrais medical products K-MS and ml-Health in Asia. "Regional demands on medical service providers are predicted to increase dramatically in volume and the degree of sophistication," Ruddock said. "We're going to assist our customers to meet those challenges with cost-effective information solutions."

Clearswift expands to meet demand

Online content security specialist Clearswift has expanded its technical and customer teams to meet what it describes as strong growth in demand for sophisticated but easy-to-use e-mail security appliances.

Julia Trubbianelli has been appointed enterprise security architect for messaging and Internet content. She was previously with Clearswift in the UK.

Ed Sawkins has been promoted to technical account manager with a focus on the banking, finance, and government sectors. He has been with the company for two years.

Ed Rolf has joined Clearswift as enterprise account manager. With a career spanning more than 13 years in the industry Rolf has worked for BCA and Intel Australia.

McKew joins Premier services group

Anthony McKew has been appointed professional services group manager at Australian business solutions provider Premier Technologies. His career spans more than 20 years in Australia, New Zealand, and the UK.

Prior to joining Premier McKew was CTO at SecurePay. He has also worked for Loyalty Magic and Admiral Computing.

Kenna heads sales at Legion

Tony Kenna has been appointed national sales director of digital communications specialist Legion Interactive with responsibility for sales and account service teams in Sydney, Melbourne, and Brisbane. Kenna previously worked at MCn, the advertising and sales arm of Foxtel. He also spent seven years working for Austereo.

Bill Caelli wins industry honour

Australian Professor Bill Caelli has become the first recipient ever of a fellowship from (ISC)², the world's certifying body for information security professionals www.isc2.org.

"I am honoured to have received this fellowship and I look forward to working with (ISC)², who have certified more than 50,000 information security professionals in more than 120 countries," Caelli said.

"Certifying ICT security workers ensures that they adhere to and meet a certain standard of professionalism. Thus the work of (ISC)² is crucial to the success of ICT projects globally and I look forward to continuing to raise awareness of the need for certification of ICT security professionals both nationally and internationally."

TXT4 appoints A/NZ operations chief

TXT4, a mobile technology company that has offices in Europe and Australia, has imported Peter St Amour as operations director for Australia and NZ. He will be based in Sydney. St Amour was previously manager of the company's customer service team in Europe, prior to which he worked for Ogilvy and Mather Advertising.

— Around the traps —

● Richard Freudenstein has been appointed chairman of the REA Group, which is made up of realestate.com.au and its subsidiaries. He is CEO of News Digital Media and has in the past been COO of British Sky Broadcasting. Freudenstein takes over from John McGrath who has stepped down because of the growth of his real estate business. McGrath will remain on the board.

● Bill Votsaris has been appointed executive director of Hyro following the company's acquisition of Synergy Software Holdings. At the same time, Victor Aghtan has been appointed a non-executive director. Both men are involved with Tanion, which bought a controlling interest in Synergy Plus in 2002.

● Iain Dunstan, founder and group CEO of Bravura Solutions, has joined the board of Australian software transformation services provider Quipoz.

● Peter O'Connell has resigned from the board of Commander after being appointed a senior executive in the corporate finance division of Babcock & Brown Group.

● Dr Andrew Unterweger resigned from the board of Zylotech this week after QuikTrak Networks withdrew its offer to acquire the business of Zylotech.