

Rust Report

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

August 29, 2008

THE RUST BUCKET

Redefining PR

IN AN IDEAL WORLD target audiences always subscribe to the publications in which they obtain coverage, read our articles, understand and accept the key messages. Now the real world is a much different place. Media outlets are changing fast.

Recent research from the Pew Research Centre's Project for Excellence in Journalism highlighted how newspapers are changing on the one hand but also how the Web is opening up innovative new forms of journalism and building new bridges to readers. Answering the question about how editors considered certain topics on science and technology, 47 per cent responded "not essential" and 51 per cent said "essential". The survey was conducted across 250 newsrooms throughout the United States.

Vendors in Australia are also competing for less available space. Those that are able to obtain more than their share of this valuable real estate should have a competitive advantage. At no other time has public relations been more valuable as a sales tool than in today's challenging economic environment.

The economy has also negatively impacted corporate budgets — marcoms especially. The bare bones marketing teams are now being challenged to manage multiple projects effectively with minimal budgets and very few resources.

Although some publications are willing to publish material submitted by interested parties, they are typically being highly selective regarding the stories they publish. And because of space issues you can now be put into a long holding pattern. An important success factor is to stay in touch with all the publications to determine what subjects they are interested in at a particular time.

Most of us research online nowadays, both to find companies worthy of coverage and then to contact the people we need for company information. Many vendors could help us by making their company's site friendlier to the press by putting the PR contact and press releases where they can be easily found.

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Powerlan extends OSS reach with UK purchase

Australian ICT products and services provider Powerlan has extended its operational support systems (OSS) capabilities by acquiring a majority shareholding in English developer Omnix Software. Omnix supplies an OSS resource and workflow management tool to manage all aspects of planning, building, and operating a wireless network, explained Jon Newbery, CEO of Powerlan.

"Omnix Software's solutions and global blue chip mobile customer base create a new market opportunity for Powerlan as well as being a complementary extension to Clarity's telecoms OSS product portfolio," he explained.

"We are planning for growth in the European, Middle East, Asia/Pacific, and Latin American markets and see significant potential for growth within Clarity's established tier 1 client base in South-East Asia as well as within the global mobile groups where Omnix Software has already established its technology leadership," Newbery added.

Omnix's customers include Vodafone, Orange, O2/Telefonica, Millicom, Celtel-Zain, Orascom, and Mobilkom. The latest version of the company's OSS is soon to go live at Vodafone Ireland, Newbery said. www.powerlan.com

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INSIDER EDITION

Imarda bags big US telematics deal

Imarda, a New Zealand company with research facilities in NZ and Australia, has been awarded a \$US10 million contract to provide an advanced telematics system to a US freight services company. The contract, which involves the supply of some 12,000 telematic devices and more than 40,000 of Imarda's trailer identification tags, will enable the company to capture and provide real-time vehicle information.

"It will also significantly improve asset utilisation, compliance, and driver safety, while dramatically reducing data transmission costs," claimed Selwyn Pellett, CEO of Imarda.

Pellett noted that the trailer identification tag was developed specifically for this solution and is the world's smallest ID tag using existing power line controller (PLC) protocols. "It is not a one-size-fits-all industry. You need to show customers you are highly flexible and able to work with them to maximise their competitive advantage," he explained.

www.imardainc.com

Perth Energy switches to Gentrack

WA energy retailer Perth Energy has selected the Gentrack Velocity software as its billing and customer management application. The software includes complex billing capabilities to support accurate billing and tariff management for commercial and industrial customers, explained Cesare Tizi, Gentrack's country manager.

The software also includes customer management and prospecting tools to support delivery of a range of green energy products, he added. It will streamline and automate integration with other market participants in preparation for market contestability.

www.gentrack.com

Irish app to protect building society

Newcastle Permanent Building Society has selected compliance solutions from Irish developer Norkom Technologies to help it meet the provisions of Australia's anti-money laundering and counter terrorist financing legislation.

The building society will now be able to monitor transactions across all members and accounts to detect, investigate, manage and report suspicious and criminal behaviour, explained Bruce Quick, Norkom's director of sales for Asia/Pacific.

www.norkom.com

ComOps collects a sweet contract

Australian Fresh Confectionery (AFC), the manufacturer of The Black Opal brands, has selected an ERP package from Australian developer ComOps. The ComOps BMC software was chosen after AFC built a new manufacturing facility and will replace processes that involved a combination of paper-based and disparate software systems, explained Robert Tricovski, CEO of AFC.

www.comops.com.au

Credit union unifies comms

The New England Credit Union has big hopes of saving up to \$A100,000 a year after deploying a unified communications solution from Microsoft and Nortel under the umbrella of their Innovative Communications Alliance. Savings will be achieved through a combination of increased productivity, decreased travel time, and time-saving functionality, claimed David Cook, the credit union's CIO.

RUST BUCKET

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The press page should include links to recent and not-so-recent press releases. The news and feature reporters would also like to view a page listing the current executive team with respective titles.

I was recently searching among the mega-vendor sites and found executive names still there despite the fact that they had left the company weeks ago. Some companies had not updated their press release page since 2004. Another vendor had appointed a new sales general manager and we heard about it three months later!

The online media room's primary purpose should be to provide easily accessible data about the organisation, such as executive bios, earnings data, analyst quotes, client details, substantial new customer wins, or customer milestones. A good mix of news is desirable to showcase the complete health of the company.

In the IT business, the rules of the game are changing fast. New business models and delivery methods are revolutionising the way organisations buy technology and services. The same is true for the PR industry. What has always been a challenging part of the marketing mix for many marketers is expanding into something far more complex and powerful, like community interaction to achieve greater returns.

— Len Rust RustOz@bigpond.com.au

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BEING GREEN

DIY no way to become green

While energy cuts are becoming a top priority for many companies, too many are adopting a do-it-yourself approach, according to research undertaken for UK data centre consolidation specialist RichardsoNEyres.

"Organisations going for the informal approach can lack structure in their environmental policies and this can affect the level of success that they can achieve in reducing both energy costs and CO₂ emissions," explained Adam Kemp, a director of RichardsoNEyres.

Kemp suggested that a proper approach to improving environmental policies should involve an infrastructure review and an emissions review, and should also consider power priorities, virtualisation, consolidation, and energy ratings of new equipment. www.necomputing.com

Green Grid calls in professionals

The Green Grid — a global group that aims to promote energy efficiency in data centres and business computing environments — has joined forces with the American Society of Heating, Refrigerating, and Air-Conditioning Engineers to exchange technical information, especially involving energy efficiency.

A spokesman noted that energy use in data centres is typically large and concentrated. "As a result, issues such as sustainable design, energy-efficiency, and operating cost become critically important.

"We believe achieving greater IT energy-efficiency is a crucial step to ensuring that growing companies can control costs while enabling future expansion." www.thegreengrid.org

Fuel cells meet the data centre

Hydrogen fuel cell technology is to be brought into the data centre in a new generation of backup power solutions from US company APC. The Fuel Cell Extended Run (FCXR) product, which was developed by APC in collaboration with Hydrogenics Corporation, is claimed to produce emission-free electricity using air and stored hydrogen. www.apc.com

Overkill may hold back initiatives

A barrage of information from the main industry players may be holding back energy-saving initiatives in the Asia/Pacific region, according to a survey undertaken by Emerson Network Power. The survey, which covered South-East Asia, India, and Australia, showed 30 per cent of organisations had already implemented some form of energy strategy in their businesses but 57 had no plans in place.

"Over the past four years we've seen the gradual emergence of energy efficiency as an issue for data centre managers in the region, but only this year did the issue break into the top five areas of concern in a big way," a spokesman noted.

Aussies worth watching

A roundup of companies making waves at home and abroad

- **INTERGRAL TECHNOLOGY SOLUTIONS** provides business, educational, and technical solutions and services to medium-to-large organisations. Its clients are predominantly telecommunications companies, financial institutions, and government agencies throughout the Asia/Pacific region. Integral's Total Business Solution is underpinned by J2EE technologies. www.integral-techsolutions.com

- **HAMB SYSTEMS** supplies and supports the Hospital and Medical Benefits System (HAMBS) application and specialises in health insurance software and information technology solutions for the private health industry in Australia. The company provides application solutions, network management, technical and support services, consulting, and security services. Its staff look after 23 member funds and provide a range of software and services to meet today's health insurance IT needs. www.hams.com.au

- **INTELLIGUARD** provides perimeter security solutions for detecting and mitigating distributed denial of service (DDOS) attacks. The company's DPS series provides comprehensive DDOS protection, while the complementary Reporting Server provides reporting for historical network views of traffic flows and incidents. Intelliguard's headquarters are in Melbourne and the company has offices in Hong Kong, Beijing, and Seoul. www.intelliguardit.net

- **MANAGED VENDOR SOLUTIONS (MVS)** develops and delivers recruitment process management solutions to corporate clients both directly and via partnerships with consulting firms and major recruitment agencies. Web-based MVS solutions comprise two complementary modules covering talent management and vendor management. The MVS solutions provide organisations with online, real time reporting. www.mvsglobal.com

- **NORTECH AUSTRALIA** provides solutions for mobility and supply chain to enable an efficient flow of sales, purchases, and products between trading partners. The company's clients consist of wholesalers and suppliers, retailers and third-party logistic companies. Nortech's applications provide an end-to-end solution from the point of ordering products to ensuring the product gets delivered to the intended recipient or purchaser. www.nortech.com.au

- **AMPLIFY** is a search marketing and Web development consultancy that helps clients increase sales and brand awareness online through strategy implementation and cost-effective search campaign management. Amplify's clients include Huggies, DealsDirect, and Fairfax, in addition to leading brands in the travel, insurance and technology sectors. The company's search-friendly CMS simplifies content management and search engine optimisation. www.amplify.com.au



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DEALMAKERS

Keycorp cashes out of smartcards

Australian electronic transactions specialist Keycorp has agreed to sell its smartcards business to "an international card supplier" for \$A25.3 million. Dr Ken Carr, CEO of Keycorp, did not name the purchaser.

"This transaction demonstrates the considerable value of the traditional smartcards business in the current market, built upon by the recent acquisitions of StepNexus and MAOSCO, the vehicle for the Multos consortium, based in the United Kingdom," Carr said. (*Rust Report* April 4, p4, and May 30, p5.)

"The deal produces significant value for Keycorp and will enable the company to evaluate other opportunities in the Australian and Asian markets." www.keycorp.net

Thelma prepped to go live in US

ICSGlobal is about to impose its "medical banking network" on the US healthcare market by launching its THELMA health transaction service there.

"THELMA-US has partnered with clearing house partners MedData, SSI, and ClaimRemedi, and revenue cycle management expert RMS, to establish national connectivity to health payers such as private health insurers, employers, Medicare, and Medicaid," explained BP Fulmer, CEO of Thelma-US. "This puts Thelma-US right in the doorway of the largest health-care system in the world with a great set of products and services that are gaining significant support every month," Fuller added. www.thelma-us.com

NICTA develops AI language

Australian ICT research group NICTA has released a formal modelling language for artificial intelligence researchers and the optimisation research community. The MiniZinc language addresses the need for a common formal modelling language that can be used by mathematical programmers, operations researchers, constraint programmers, developers of genetic algorithms, and AI researchers, explained Professor Peter Stuckey, project leader of NICTA's ATOMIC constraint programming research group.

MiniZinc can be downloaded free and has also been licensed under a non-commercial share-alike licence, Stuckey said. <http://nicta.com.au/>

Telstra partners in payment trial

Telstra has joined forces with National Australia Bank and Visa to undertake a trial of a contactless mobile phone payments service. The trial, in Melbourne's Docklands area, involves 200 users and 12 merchants. Designed for payments of less than \$A35 the service requires users to download a NAB Visa credit card application to the SIM card of their Telstra mobile phones. Payments can be made by holding the phone over a participating merchant's reader.

David Thodey, Telstra's group managing director, enterprise and government, said that in future the service may be able to provide greater convenience and choice by giving customers the ability to add cards or accounts to their mobile phones when they choose. www.telstra.com

IBM boosts Ballarat investment

IBM plans to build a \$A10.8 million IT services centre at the University of Ballarat Technology Park. The centre will host ICT services, software development, support, and consulting for IBM customers in the US, Europe, and the Asia/Pacific region.

As an anchor tenant of the technology Park IBM already employs almost 820 staff there, and the new centre will create a further 300 jobs in areas such as business processing, security, call centre, and technical support, explained Peter Campbell, general manager, global technology services, for IBM A/NZ. www.ibm.com/au/

Global consultant buys ACT firm

Global business consulting group Lodestone Management Consultants has acquired Canberra-based SAP consultancy Phase III Solutions. Tim Rees, managing director of Phase III, is now a director of Lodestone.

Bradley Burt, a Lodestone partner, said the acquisition was made because Canberra needed more dedicated SAP resources and should not be treated as a satellite of Sydney or Melbourne. "Canberra, more than any other major Australian market, has suffered from a lack of industry investment in people and skills. This has meant SAP customers have had to compete for a limited supply of skilled contract resources," Burt explained. www.lodestonemc.com

Utimaco opens Aust operation

Data security company Utimaco has opened its first Australasian office in Sydney under newly recruited regional manager Colin Lim. www.utimaco.com

The business location

perfectly positioned between London and mainland Europe

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For further information, please visit www.investsoutheastengland.co.uk/aus

SEEDA SOUTH EAST ENGLAND DEVELOPMENT AGENCY

DEAL MAKERS

Continued from page 4

Vodafone finds buyer for towers

Vodafone Group has entered a sale and lease-back agreement covering 140 of its communication towers around Australia with Crown Castle (www.crowncastle.com). The deal was undertaken because it is "commercially prudent for Vodafone to outsource the ownership and management of these facilities", explained Andy Reeves, CTO for Vodafone Australia.

The deal is the most significant Australian tower purchase undertaken by Crown Castle, which has acquired more than 200 towers and rooftop interests here in the past 18 months. www.vodafone.com.au

- Vodafone is to supply People Telecom with mobile voice, e-mail, and broadband services for the next three years. In collaboration with Vodafone, People Telecom has been supplying BlackBerry Enterprise services for the past two years, noted John Stanton, CEO of People Telecom. www.peopletelecom.com.au

US group offers channel training

Interactive Intelligence, a US provider of unified business communications, has begun offering certification training in Australia for its reseller channel and customers. Training was previously offered from the company's regional HQ in Kuala Lumpur, and in training centres in the US.

"Locally-staged certification will enable Interactive Intelligence to foster stronger, more dynamic and mutually beneficial relationships with our channel partners," claimed Brendan Maree, country manager, ANZ and Pacific. <http://www3.inin.com/APAC/au/>

Open Query finds Canadian partner

Brisbane-based MySQL specialist Open Query has entered a partnership with Candian company The Pythian Group, which provides enterprise database management services.

Open Query hopes that its MySQL training and consulting business will provide a good match when combined with Pythian's remote DBA and system administration offerings that come with around the clock coverage, said Arjen Lentz, director of Open Query. www.openquery.com.au

Business Briefs

- Broadband services provider Internode believes its new NakedExtreme service has the potential to remedy many metropolitan broadband blackspots by extending ADSL reach to as much as 7.5 kilometres from an exchange. Internode has launched the service in all states except Tasmania, said managing director Simon Hackett. www.internode.on.net

- CSIRO scientists are working to develop improved satellite navigation technology for use in remote areas of Australia. Their work is focused on an integrated global navigation satellite system that will receive signals from several satellites as well as other inputs, while a second project is a transponder that will work with the receiver to communicate the location of users. www.csiro.au/news/SatelliteNavigation.html

A VIP TOLD ME

Graham Pullen

Vice president Asia/Pacific, Open Text

RUST: Please give us an overview of Open Text.

PULLEN: Established in 1991, Open Text specialises in enterprise content management (ECM). We support 46,000 customers and millions of users in 114 countries, including 650 customers across Australia and New Zealand.

Our legacy of innovation began in 1991 with the successful deployment of the world's first search engine technology for the Internet. Today, our software combines collaboration with content management, transforming information into knowledge that provides the foundation for innovation, compliance, and accelerated growth.

RUST: What are some of your recent achievements?

PULLEN: Earlier this year, we became the first supplier to achieve full compliance with the demanding Victorian Electronic Records Strategy (VERS) records management standards and we have just been awarded panel contract status by the New South Wales Government to provide an information asset management system to government departments and agencies throughout the state.

We've also grown our headcount in Australia by 25 per cent across sales, marketing, services, and alliances.

RUST: How long have you been working in IT?

PULLEN: I have worked in the IT industry for around 25 years and started out when I joined Control Data in Australia in 1995 and launched their computer integrated manufacturing business . . . it seems like yesterday! I ended up spending more than seven years there and have since worked for Vignette, Documentum, BEA, PeopleSoft, and Silicon Graphics.

RUST: Who are your major customers?

PULLEN: Our customers include both private and public sector organisations. The common thread is that they all have a need to put controls around their information. Our customers include Allens Arthur Robinson, Aurora Energy, Australia Post, Bayside City Council, BHP Billiton, Dexu Property Group, Network Ten, South East Water, and Telstra.

RUST: Where do you expect to see the company five years from now?

PULLEN: Open Text will remain committed to delivering superior records and enterprise content management solutions, so that customers will have the tools they need not only to meet challenging compliance requirements, but also to ensure consistency of retention and capture practices even as innovative new content creation tools are adopted by Web 2.0 business users.

In its review of the records management market, Gartner's 2008 MarketScope for Records Management forecast a strong five-year compound annual growth rate of 25 per cent between 2008 and 2013, pegging the market today at about \$US400 million in 2007 revenue, an increase of 30 per cent from 2006. With strong demand continuing from large enterprises, but also from government and midsize organisations over the forecast period, Open Text is ideally placed to ride this wave in overall ECM investment.

RUST e-RESEARCH

Double digit growth for servers

Worldwide server shipments for the second quarter of 2008 increased 12.2 per cent over the second quarter of 2007, while worldwide server revenue for the same period climbed 5.7 per cent, according to Gartner. Worldwide server revenue totalled \$US13.8 billion for the second quarter, as worldwide server shipments reached 2.3 million units.

"In spite of economic constraints in some markets like the United States, on a worldwide basis, servers continued to grow in the second quarter of the year," said Jeffrey Hewitt, research vice president at Gartner. "The most significant driver in the quarter continued to be an upswing in x86 server replacements that started in the first quarter. This, coupled with Web data centre build-outs and growth in emerging markets, produced solid Q2 results.

"RISC-Itanium Unix servers fell 7.9 per cent in shipments but grew 9.4 per cent in revenue, indicating that higher-end systems were the hardware platforms that drove sales in this space," Hewitt added.

IBM maintained the revenue lead in the worldwide server market for the quarter with solid increases in both its System p and System z brands offsetting some revenue declines in its other brands. This produced a year-to-year revenue increase of 11.5 per cent for the period and pushed IBM's share up 1.6 per cent. IBM's overall revenue share lead over second-place HP was 3.6 per cent for the quarter.

Dell and HP had revenue increases for the period. Fujitsu/Fujitsu Siemens and Sun both experienced revenue declines.

In server shipments, HP grew 8.7 per cent above the second quarter of 2007, and retained its worldwide server shipment lead. The share gap between it and second-placed Dell decreased 3.4 percentage points for the quarter. HP finished the quarter with a 30.2 per cent shipment share for the period. HP's growth came from its ProLiant, HP Integrity and HP NonStop brands. The company pushed its blade server shipment share upward 3.6 per cent to reach a total of 45.2 per.

Dell posted a 24.2 per cent growth for the quarter. All the remaining global vendors — Fujitsu/Fujitsu Siemens, IBM, and Sun — had shipment increases in the single digits for the period.

Worldwide: Server Vendor Shipment Estimates, 2Q08 (Units)

Company	2Q08 Shipments	2Q08 Market Share (%)	2Q07 Shipments
Hewlett-Packard	706,724	30.2	650,371
Dell	577,163	24.7	464,650
IBM	308,835	13.2	295,088
Sun Microsystems	96,510	4.1	94,969
Fujitsu/Fujitsu Siemens	61,077	2.6	59,142
Other Vendors	590,732	25.2	522,442
Total	2,341,041	100.0	2,086,662

Platform players rank for BI too

Platform vendors such as IBM and Microsoft are dominating the rankings for both product and process innovation in business intelligence software across the four key Asia/Pacific countries of Australia, Korea, India, and China, according to a recent survey by IDC.

"IDC believes that innovation mindshare will gain in significance as BI is transforming and converging with other technologies while expanding into new market segments," said Ullrich Loeffler, program manager of IDC's Australia and New Zealand software research. "In order to convert high innovation mindshare into BI adoption and market share, technology providers will need to prove that they can provide business-relevant BI solutions that ensure long-term and sustainable business value to their customers."

The relatively high mindshare of platform vendors is somewhat surprising considering that both IBM and Microsoft have a relatively short history and track record in this respective market. Nonetheless, the high innovation rating indicates that these vendors were able to expand their existing brand value from other software segments to their BI offerings. BI-module bundling with other technologies such as database and enterprise applications (CRM and ERM) may be named as one of the enablers of this brand value exploitation. Furthermore, the positive market perception can be related back to significant innovation investments these vendors have made. These include IBM's *Innovation That Matters* campaign which launched in 2006; Microsoft's *Voices for Innovation* campaign, which launched in India in December 2006; and the opening of Microsoft Innovation Centres (MICs) across Asia/Pacific.

Despite the fact that IBM and Microsoft have shown a high innovation rating, it is not reflective of the vendors' revenue-based BI market shares in the same countries. Vendors coming from a pure-play BI background such as SAS Institute, Hyperion (Oracle), Cognos (IBM), and Business Objects (SAP) remain the leading revenue performers.

"These traditional pure-play BI vendors have a mindshare disadvantage compared to their larger multinational competitors due to the relative lack of product breadth and resources strength. Having said that, these BI vendors are still very capable of improving their value propositions and communicating their innovation story to the broader market audience. Their extensive experience in BI product development coupled with expanding partnerships are being appreciated by leading adopters which references would draw others to contemplate future investments in," Ullrich added.

Social networking hits the enterprise

Networking through online communities in the consumer world has become a huge success, and now enterprises are beginning to embrace this technology. To enable such communication in a business environment, white label social networking vendors provide platforms that can be rebranded to meet the requirements of enterprises. ABI Research believes this market will be worth nearly \$1.3 billion in 2013.

RUST eRESEARCH

Continued from page 6

Potentially linking employees, customers, and other stakeholders, enterprise social networking is most commonly seen as an aid to marketing, CRM, and general information distribution.

"Social networking within and around the enterprise can deliver a number of benefits to a company, though some may be difficult to quantify," said industry analyst Zippy Aima. "For example, many networks can be searched by keyword, offering fast and easy access to company-wide pools of expertise. One vendor of these solutions targets only trade show and conference organisers. Their networks allow people attending the event to save time by learning who else is going, and setting up meetings in advance."

Setting up and running a social network is a specialised task, however, and can be costly. So most white label social networking vendors offer the technology through an SaaS (software-as-a-service) model, based on a subscription fee, which can be fairly economical for the customer. Client companies can add their own branding, look and feel, but have no other responsibilities or burdens.

"White label enterprise social networking is a very young market, but a busy one," noted Aima. "It is flooded with vendors, but most of them are only a few years old and still see annual revenues below \$5 million. Despite this market's promise, they must overcome several challenges, including lack of customer education, competition from open standards, budget constraints, and the need for feature-rich applications."

While the potential market for white label enterprise social networking is worldwide, the majority of vendors today — including HiveLive, Intridea, KickApps, Drupal, Cisco, and Mzinga — are based in North America. *The White Label Social Networking Market* discusses the opportunities in this market, and the challenges facing vendors entering it. It identifies the parameters that enterprises use when choosing a white label social network, and examines the pricing models of a number of vendors. It forecasts revenue grow through 2013.

Bright future for optical fibre

At the end of 2007, almost 29 million subscribers worldwide were connected with fibre infrastructure, according to research by Ovum. Most of the subscribers were receiving service via FTTH (fibre-to-the-home) or FTTB (fibre-to-the-Building). The two terms together are commonly called FTTP (fibre-to-the-premise).

The growth is expected to continue at a very fast pace with the number of fibre subscribers expected to grow to more than 100 million by the end of 2012.

"Today fibre broadband comprises 7.5 per cent of all broadband users and is expected to be 16 per cent of all broadband users by 2012," said Lynn Hutcheson, vice president of Ovum's communications components division. Hutcheson explained that two fundamental fibre architectures are being deployed in today's access networks: point-to-multipoint which is commonly referred to as PON (passive optical networks) and point-to-point or P2P, also referred to as active Ethernet.

PON networks have a single fibre that runs from the central office to deep in the network and usually terminates at a splitter cabinet. From the splitter cabinet short runs of fibre connect each of the homes.

In contrast, with the P2P architecture a single fibre runs all the way from the central office to the home.

For densely populated regions of the world, high rise multi-dwelling units can take advantage of resource sharing through traffic aggregation with a centralised Ethernet switch or digital subscriber line access multiplexer (DSLAM) in each building. In this case a dedicated single fibre link back to the central office makes a lot of sense. "China-India and Asia/Pacific are currently the leading regions for point-to-point access due to their large number of densely populated areas", said Hutcheson. "We expect Western Europe to catch up and surpass Asia/Pacific in the later years", he added.

"The PON market worldwide is expected to grow at a CAGR of 15 per cent between 2005 and 2012", according to Hutcheson. North America will be more aggressive in its deployment of PON networks over the forecast period, while Asia-Pacific PON deployments will remain relatively steady.

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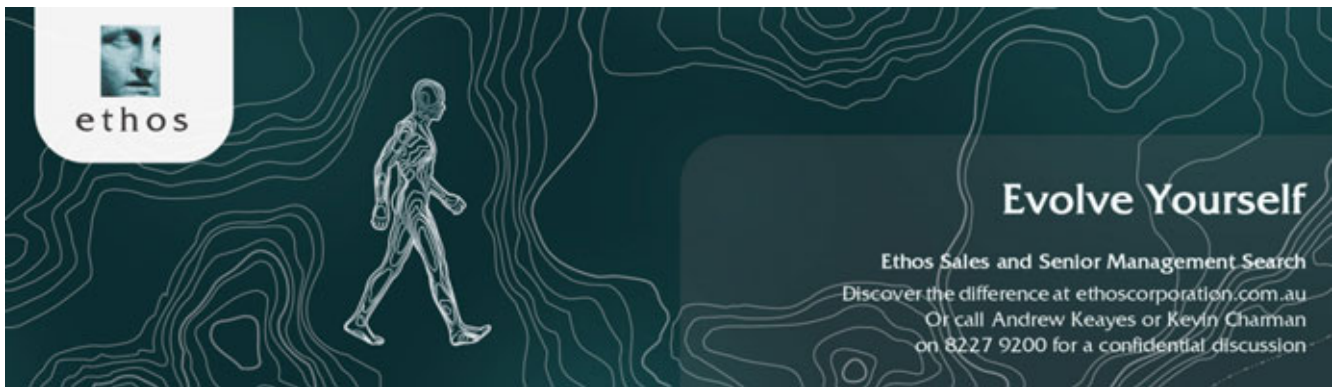
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REVOLVING DOORS

Microsoft man to head REA Group

Greg Ellis has been appointed CEO of REA Group, a replacement for Simon Baker who left the company early this month (*Rust Report*, Aug 8, p8). Georg Chmiel, who had been acting CEO, has returned to his duties as CFO.

Ellis, who was previously marketing director of Asia Online Services for Microsoft, will move into his new role on September 8. Before joining Microsoft he worked for World Directories in the Netherlands. He has also worked for Sensis and Telstra.

Duffy takes helm of Softlink

Softlink International, the Queensland developer of library and information management systems, has appointed Kim Duffy global CEO, replacing one of the company's founders Bob Dunne. Duffy was formerly CEO of Internet Security Systems and TSW International and most recently worked as a consultant.

Softlink has offices in the UK, US, and New Zealand.

McWhirter joins Salesforce.com

Steve McWhirter has joined Salesforce.com as president of Asia/Pacific operations, taking over from Stephen Russell. McWhirter was previously a vice president of Hewlett-Packard Software Asia/Pacific. He has also been vice president of Red Hat Asia/Pacific and director of APAC software sales for the IBM Software Group.

Neverfail fills regional posts

Neverfail Group — a developer of software that provides continuous availability and disaster recovery solutions — has appointed Nick Ogle regional sales director and Kieran O'Shaughnessy channel sales director. Both will be based in Australia.

Most recently Ogle was with Business Objects, and he has also worked for Veritas Software, Seer Technologies, Evolutionary Technologies International, Decision Point Applications, and Platespin.

O'Shaughnessy was previously with Sage, and has also worked for SCO Group as regional director.

Coleman joins Microster

Richard Coleman has joined ComOps' subsidiary Microster Solutions as account manager. He will be based in Sydney.

Coleman has previously worked for Verizon Business and Energis Communications in the UK, and Sonnet Enterprise Solutions in Australia.

Leigh Warren joins Gentrack board

Leigh Warren has been appointed a director of customer management software developer Gentrack. An industry veteran, Warren has held senior positions with Tandem Computers and Oracle, where he was managing director for Australia and NZ during the acquisition of PeopleSoft and Retek. He was also COO for SAP in North Asia.

Warren is now chairman and CEO of his own consulting company and serves on the boards of three companies.

News Digital appointments

Stephen Browning has been appointed director of corporate affairs at News Digital Media, and Gloria Poulakis has been promoted to general manager of carsguide.com.au.

Browning joined News Limited as manager of corporate communication in 2006 after coming to Australia in 2005 and working for Austar. In the UK he had worked as a publicist for BSkyB.

Poulakis was previously acting general manager and head of product for carsguide.com. She replaces Tony Burrett, a founder of the site, who has left the business.

Around the Traps

- David Horton has been appointed CFO of Destra Corporation. He has been CFO of Becker Group for the past eight years and has recently been assisting Destra with its review of strategy and business activities.

- Kevin Roberts has been appointed a director of Telecom NZ, replacing Patsy Reddy who is retiring after 10 years on the board. Roberts, a Kiwi, is worldwide head of Saatchi and Saatchi. He previously worked as COO of Lion Nathan in Auckland.

- David Worth, a chartered accountant, has been appointed a non-executive director of ETT, and Peter Wicks has been confirmed as non-executive chairman of the company.

- Kim Redstall has resigned from the board of ComOps.

- John Murray has been appointed NSW state director of Enterprise Connect, the body set up by the Federal Government to help SMBs. Murray has previously held senior positions at Crane Copper Tube, Greens General Foods, National Foods Juice, and the Berri Group.