

Rust Report

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

December 11, 2009

THE RUST BUCKET

Lively year ahead

THE CURRENT information and telecommunications technology revolution has made us all wonder how anybody survived without mobile phones and e-mail. In today's marketplace we have a gazillion innovative competitors all vying for customers' attention, but value comes as much from incremental improvements to the status quo as from breakthroughs in developing market spaces that didn't exist in the past and from changing the game that's being played.

In crowded markets, where competitors are everywhere and customers are overwhelmed with choices, the most important strategy issue is uniqueness. In today's hyper-competitive global economy infusing one's company with a clear, compelling cutting edge strategic direction is critical.

Technology companies are generally divided into two camps: those that are recovering and those that are still losing ground. Rarely have the fortunes of technology companies appeared to differ so widely. The patterns of haves and have-nots are repeated across all industry sectors.

As the economy struggles to recover its momentum, vendors and users are left with two choices: entrench or innovate. IT operations are slowly being viewed as the business enabler and enlightened organisations have realised that IT is an investment, not just an expense. Some observers even claim that it is becoming the single most important factor in determining the winners and losers of today's highly competitive world.

But that creates a challenge for our policy-makers in understanding how this alleged enabling effect operates for economic and social development, and then devising appropriate strategies to optimise it within society. We need to devise new ways to measure IT's impact — both positive and negative. We need indicators that will not only monitor the direct obvious effects of technology and its immediate contributions to the GDP, but also the more substantial indirect effects.

We must also realise that tomorrow's key success factors will be totally different from what they were in the past decades. And because markets are turning global and competitiveness is becoming so intense, taking advantage of IT's enabling effect (through all its levels) will become mandatory for corporations — even nations — to evolve, let alone survive.

Many vendors have operated behind closed doors over the past two years. Peter Drucker, the great management sage, was once asked how he was able to foresee so many important trends: his response was "I look out the window". Closed doors do not enhance communications, on the contrary they can create uncertainty, insecurity, powerlessness, anxiety, and scepticism amongst the decision-makers and industry-watchers.

— Len Rust RustOz@bigpond.net.au

iSoft ends year with a flurry of contracts

Australian healthcare systems developer iSoft is finishing the calendar year with a strong performance in Germany, where a flurry of new contracts was worth more than \$A2.2 million. The lion's share of the new business was in a contract to provide Franciscans of the Holy Cross with a hospital information system for a hospital in Bad Kreuznach. The \$A1.6 million deal covered the provision of the iSoft Portal, which allows general practitioners to refer patients and access patient records online. The contract included iSoft's ClinicCentre health information system, a radiology information system, and the iSoft BusinessCentre for enterprise resource planning, explained Peter Herrman, managing director of iSoft Central Europe.

A second contract involved the first sale of iSoft PACS, which will be provided through a SaaS model. "Partner company Ambicotec is hosting the application at its data centre at Frankfurt and will provide access on demand," Hermann explained. "There is a growing trend in Germany and Europe generally for application services that allow customers a high degree of flexibility at lower cost." www.isofthealth.com

This is our last issue of *The Rust Report* for 2009 but we will be back in your in-boxes on January 15, 2010

We wish all readers of *The Rust Report* a very merry Christmas and a prosperous and peaceful new year

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INSIDER EDITION

Giant reseller uses Aussie migrater

SHI International, a corporate reseller of IT products and services in North America, Europe, and Asia, has adopted software from Australian company ConverterTechnology to help its customers migrate their files and data to Microsoft Office 2007. The OfficeConverter 2007 package streamlines the migration of key Office files and applications, explained Jon Newbery, CEO of ConverterTechnology's parent company, Powerlan.

"With so many of its large customers relying on SHI to keep continuously current on the latest Microsoft technologies, OfficeConverter 2007 will enable the company to mitigate the risk of major software migration. The technology will help SHI migration experts preserve all the mission-critical knowledge and functionality behind its customers' files." www.convertertechnology.com

Opengear protects gaming systems

Opengear, a US company set up by Queenslander Bob Waldie to develop open source infrastructure management systems, has been selected to provide more than 12,000 of its device servers to secure networks of electronic gaming machines in the UK and Australia. The devices will be delivered to MaxGaming, a subsidiary of Tatts Group, to provide secure remote control, monitoring, and data acquisition on gaming machines, Waldie explained.

"MaxGaming will use the device servers to communicate with its monitoring system software; to provide statistics on wins, turnover, jackpots, loyalty cards, credit, and games played; and to provide process automation and detailed auditing," Waldie said. "The gaming industry is looking for ways to cut costs. That's why a move to open source-based device servers makes so much sense." www.opengear.com.au

Council implements policy platform

After undertaking a four-month trial of the PolicyPoint compliance education platform, Townsville City Council is to undertake a full deployment of the system. "The stage one implementation includes making policies and procedures training modules available to more than 400 staff via the PolicyPoint platform as part of the council's strategy to embed a unified high-performance culture across the organisation," explained Andrew Stein, director of PolicyPoint. www.policypoint.com

Nextgen scores slice of NBN pie

Transmission services provider Nextgen networks has emerged as the successful tenderer for the Federal Government's \$A250 million Regional Backbone Blackspots program. The program is intended to provide competing wholesale backhaul services to some of the locations currently suffering the highest prices for wholesale telecommunications services.

Under the terms of the contract Nextgen will build backbone transmission links and provide more than 100 access points en-route to six priority locations: Geraldton in WA; Darwin in the Northern Territory; Emerald and Longreach in Queensland; Broken Hill in NSW; Victor Harbor in SA; and South West Gippsland in Victoria. It is expected the program will provide alternative broadband access to almost 400,000 people. www.nextgennetworks.com.au

IP trial puts Web 2.0 into patents

IP Australia has joined forces with the Queensland University of Technology to trial the use of Web 2.0 technology to support the patent examination process and improve the quality of issued patents.

The technology will allow the public to have input about whether a particular invention is eligible for a patent, noted Richard Marles, Parliamentary Secretary for Innovation and Industry. "The initiative enables people to opt in via an interactive Web site, pool their knowledge, and contribute to the innovation environment in Australia." www.peertopatent.org.au

Extend drives SAP into energy utility

Australian company Extend Technologies has been selected to deploy SAP's All-in-One software suite for privately-owned energy company ERM Power. The software will provide ERM with a clear view of its performance, help improve process efficiency, and increase automation, claimed Max White, managing director of Extend. The first phase of the roll-out will enable 130 employees and contractors to use the system for time entry, travel management, and purchasing. www.extendtechnologies.com.au

Vic Govt services provided by BMC

The Victorian Government's shared services department CenITex has selected BMC Software as the core IT service management provider, which will deliver an integrated technology services platform. www.bmc.com



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Inadequate financial software is one of the main reasons why businesses struggle in tighter economic times

INSIDER EDITION

Continued from page 2

HP digitises Aussie movie-going

Hewlett-Packard has been selected to provide The Hoyts Corporation with the technology for an Australia-wide digital cinema conversion project. HP will work with server specialist Daraco Services (www.daraco.com.au) and network integrator Eintellego (www.eintellego.net). The project encompasses more than 300 screens at 32 sites. www.hp.com.au

Orders and Implementations

- Axios Systems, a UK-headquartered developer of IT service management solutions has scored sales of its Assyst product to Australian companies on the opposite side of the business spectrum — M2 Telecommunications Group and law firm Corrs Chambers Westgarth. www.axiossystems.com
- Queensland-based commercial law firm SR Wallace & Wallace has rolled out a digital dictation system from UK company BigHand to all of its legal and support staff. www.bighand.com
- Mater Health Services in Queensland has implemented the InterSystems Ensemble rapid integration and development platform to link more than 95 clinical systems as part of its plan for a single electronic patient record. www.intersystems.com.au
- International treasury operations at BHP Billiton have gone live on a SWIFT service bureau offered by US company Broadridge. The service enables BHP's treasury management group to communicate with partner banks via the SWIFT banking network. www.broadridge.com
- Microsoft is providing its Live@edu technology to provide an e-mail system for more than 7000 NSW State Emergency Service volunteers. It is expected that the system will enable the volunteers to receive and share SES information more easily and quickly, explained Pip Marlow, director for the public sector at Microsoft Australia. www.microsoft.com
- Digital agency Reactive has been selected to undertake projects for three fashion retailers — General Pants Co, Surf Dive & Ski, and Tony Bianco — and has completed the creation of a new Web site for Metro, the company that has replaced Connex as the operator of Melbourne's metropolitan rail service. www.reactive.com

Aussies worth watching

A roundup of companies making waves at home and abroad

- **TRANSCOM** provides a suite of wireless mobile enterprise systems with integrated voice to the infield service, courier, transport, and utility markets. The company's aim is to become a one-step shop in telematics, asset and fleet management, as well as personal security and safety. www.transcom.com.au
- **BOAB SYSTEMS** has developed software for material and geotechnical testing laboratories. The company's Helpa product increases productivity and reduces wage bills associated with running laboratories, as well as eliminating technicians' errors in calculating and reporting test results. Boab's systems are operational in more than 75 geotechnical materials laboratories across Australia. www.boabsystems.com
- **CHANGETRACK RESEARCH** works with organisations in more than 20 countries to plan, implement, and track change. The company's data and training resources centre in Sydney provides services directly to clients of consulting business partners. ChangeTrack helps managers to architect change and build the capabilities needed to lead their people. www.ctreconsulting.com
- **MEDINEXUS** provides an electronic tool-set for clinical practitioners and health professionals. The system focuses on healthcare processes specifically relating to delivery and storage of electronic health reports, images associated with the reports, and discharge summaries. The system is well suited to hospitals, radiologists, and specialists who need to communicate with their referring clinicians. www.medinexus.com.au
- **OPTIMATION** provides consulting services, custom design, and development, and COTS-based solutions that integrate disparate systems in the finance, telecommunications, distribution, and health sectors. The company specialises in mission-critical high performance, high volume communications, data processing, and security solutions, and its software solutions power major financial, communication, distribution, health and government systems. Optimation has developed and marketed software solutions to more than 100 clients in 10 countries. www.optimization.com.au
- **ZEN AUTOMATION TECHNOLOGY** provides robotic automation solutions to the food industry and has strengths in providing dynamic solutions in unstructured environments. ZAT aims to help farmers and food processors improve their production efficiency, quality, and consistency. www.zat.com.au


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DEALMAKERS

UK company buys a presence in A/P

UK-headquartered services provider Logicalis Group is about to buy itself a substantial presence in the Asia/Pacific region by acquiring IP network infrastructure services provider NetStar Group Holdings (www.netstarnetworks.com). The deal, valued at \$US19.8 million, includes NetStar's three main divisions in Australia, Singapore, and Taiwan, as well as additional operations in Malaysia, Hong Kong, and China.

"This is a significant development for us which immediately opens up new market opportunities in the faster-growing economies in Asia/Pacific," said Ian Cook, chief executive of Logicalis Group. "We expect to further build upon the Cisco-focused businesses and extend our offering to include data centre solutions to mirror the other existing Logicalis markets." www.logicalis.com

ConnXion completes Sonnet deal

ConnXion Networks — a subsidiary of Australian company ConnXion Ventures — has completed the acquisition of 51 per cent of Sonnet Corporation through an exchange of shares and expects to mop up the remaining 49 per cent within six months.

David McCann, managing director of ConnXion, said that Sonnet specialises in integrated SaaS delivery platforms and business process outsourcing, and in addition to operations in Australia runs a call centre in the Philippines. "This allows ConnXion Networks to build its full end-to-end data and transaction services model across Australia and Asia," McCann added. www.cxventures.com

Start has its head in the clouds

IT industry veterans Haim Admoni and Simon Foster have launched a new company called Triple Cloud as a distributor for resellers seeking to provide SaaS applications to their customers. "Our aim is to make cloud computing applications simple to understand, simple to use, and simple to sell. We put a local face on leading Australian and international applications," Admoni explained.

Triple Cloud is basing its initial operations on five packages: BestTV, which is a platform for embedding video content in Web sites; the ClickTale Web analytics applications; the Pac Systems Case Track for managing performance and conduct issues; the Interleado search engine optimisation package; and the TeamFrame package for project management.

"Local IT resellers and systems integrators can now easily broaden their service offerings with these useful, cost-effective applications," Admoni claimed. www.triplecloud.com.au

Pioneer seeks additional partners

Sydney-based IT manufacturer Pioneer Computers Australia is hoping that its build-to-order portal will attract additional channel partners in Victoria, South Australia, and Tasmania. The portal allows partners to give their personal shoppers quotes on the spot or within a short time electronically, a spokesman explained. www.pioneercomputers.com.au

ICT figures in latest Comet funding

ICT companies again received grants under the latest round of the Federal Government's Commercialising Emerging Technologies funding, which provided \$A633,000 for nine projects. Included were:

- Airscape Technology of NSW, which has developed protocols enabling networked servers to simulate applications on mobile handsets;
- TM Organics of South Australia, which has developed an online tool that enables organic farmers to manage compliance requirements; and
- HISEIS, which has developed an application for the acquisition, processing, and interpretation of seismic data.

Full details from www.ausindustry.gov.au

Starters picked for shoot-out in US

The eight Australian start-ups who will take part in the Innovation Shoot-Out in the US next month have been selected. They are: Digisensory (NSW); Intelliguard (Vic); Mid-Comp (Vic); MultiTrode (Qld); PowerHealth Solutions (SA); Solar Gem (NSW); Synengco (Qld); and Zarloc (SA).

Each of the companies will present their technologies to US venture capitalists to demonstrate their readiness for commercialisation in the US. The winner will receive a prize package designed to help it launch its business in the US, explained Chris De Cure, Australian Consul-General in Los Angeles. The shoot-out is part of the *G'Day USA: Australia Week 2010* event, which will take place over 11 days at Microsoft's campus at Mountain View in California. www.australia-week.com

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DEAL MAKERS

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Feds get serious about public input

The Federal Government made a couple of announcements this week that seem to show it is serious about using technology to communicate with the people of Australia.

A clear indicator of the path to the future came when the Government 2.0 Taskforce released a draft report calling for the government to embrace Web 2.0 tools to engage citizens. The taskforce's central recommendation was that the government issue an open government direction to treat government information as a public resource to be freely and openly available. "If Government 2.0 is realised, citizens won't just be consulted by government, they'll actively collaborate with government," explained Dr Nicholas Gruen, chairman of the taskforce. <http://gov2.net.au>

The government also launched a forum for public contribution and discussion. "We are inviting the public to be part of shaping our future vision by suggesting ideas and commenting on other contributions to the *Realising Our Broadband Future* forum," said Senator Stephen Conroy, Minister for Broadband, Communications, and the Digital Economy. www.broadbandfuture.gov.au

Business Briefs

- Rubik Financial, the Australian developer of a hosted bank-in-a-box technology platform, has bought a 17 per cent stake in Kiwi company Finzsoft Solutions. Finzsoft has developed a range of banking and finance systems, including the Sovereign core banking system that has about 30 users around the world. <http://www.rubik.com.au>
- Mooter Media has raised \$A800,000 through the placement of 200 million shares to clients of Chess Capital Partners. The funds raised by the issue will be used for working capital. www.mootermedia.com
- Canberra-based training company AMC Training Centre (www.ausmanagement.com.au) has been appointed Reckon's first accredited partner in the ACT. AMC will tailor its training models to QuickBooks in facilities suitable for in-house training, explained Gavin Dixon, CEO of Reckon's Business Division. www.reckon.com.au
- Australian information security provider Seccom Global has been appointed the first Asia/Pacific partner of Danish vulnerability intelligence provider Secunia (<http://secunia.com>). Seccom will offer Secunia's products as a service provider and as a valued-added reseller with representation across the region, said Gavin Matthews, CIO of Seccom. www.seccomglobal.com
- Australian company The Merito Partnership has been appointed a channel partner for Australia and New Zealand of the Surveyor green IT power management product from Verdiem (www.verdiem.com). "Our partnership with Verdiem gives organisations the ability to effectively eliminate energy wastage on PC networks," said Ron Benedykt, managing partner of Merito. www.merito.com.au

BY ASSOCIATION

Asia/Pacific a key to our future

By Ian Birks*

Australia will be hosting 25 Asia/Pacific economies in Melbourne next week when the Asia/Pacific Digital Innovation Summit launches on December 16. With more than 500 international delegates registered, the interest demonstrated by the region in Australia and our digital future is worth considering.

Asia Oceania is emerging as a leader in the global digital economy — a position that is likely to be consolidated over the coming decade with anticipated growth rates exceeding those of any other international region.

Australia's role and position in the Asia/Pacific technology market will be a defining factor in the future success of our ICT industry and one of the pillars of our own digital economy.

The current level of interest in our industry from neighbouring economies is well deserved. Our industry is punching above its weight: the Australian IT services sector, for example, is highly regarded internationally and accounts for more than 14 per cent of a total market worth \$US100 billion.

This is despite the fact that, in stark contrast to many other western countries, the IT services industry is not a significant component of GDP — with a contribution of only around one per cent last year.

While Asia/Pacific is set to expand the local IT services market faster than the rest of the world, Australia is unlikely to maintain its position as the fifth largest provider in the region based on current trends. This highlights some important considerations for Australia as a nation and for ICT in particular.

The first is that our relationship with neighbouring economies is becoming more significant than ever before. International collaboration and partnership — the textbook foundations of business development and innovation — will be vital on every level, including business-to-business, business-to-industry and industry-to-government.

The second is that we need to place a strong emphasis on developing the right framework for a thriving digital economy in Australia. National connectivity is essential, and the NBN provides a solid foundation; however the real benefits will flow from our industry, and we must be proactive.

The transformation of industry, government, community, and economy will be delivered through an application-rich environment and active, effective relationships between ICT and the wider business sector. It will require a public policy environment that rewards innovation and supports small and large enterprise alike.

And like many Asia/Pacific economies, we need to give careful consideration to promoting the role of ICT in the economy as a nation, from its potential GDP contribution to the increasingly clear flow-on benefits associated with business productivity, efficiency, and the spawning of new industries altogether.

In other words: it's all about the big picture. And in the big picture, the opportunities presented across the region are far greater than what we can hope to achieve in isolation. Our contribution to the Asia/Pacific industry will yield rich rewards for the competitiveness, innovation, and available skills base at home.

*Ian Birks is CEO of the Australian Information Industry Association www.aiia.com.au

RUST e-RESEARCH

Recovery and transformation ahead

Two themes will dominate events in the IT and telecommunications markets in 2010: recovery and transformation. With a global economic recovery widely anticipated, modest growth in IT and telecommunications spending is expected. But the industry is entering this recovery year with an ambitious agenda, making transformation the more interesting theme of IDC's predictions for 2010.

"In last year's predictions, we talked about how a slow global economy would act like a pressure cooker on the IT market, speeding the development and adoption of new technologies and business models," said Frank Gens, chief analyst at IDC. "What's different about 2010 is that the economic recovery will release some of the pressure on spending, enabling a number of transformational tipping points to be reached in a year of economic upswing."

In terms of the recovery, IDC predicted that worldwide IT spending will grow by 3.2 per cent in 2010, returning the industry to 2008 spending levels of about \$US1500 billion. In broad terms, hardware, software, and services spending will each grow between two and four per cent, with hardware experiencing the most notable gains after a particularly difficult 2009. Emerging markets will drive more than half the new IT industry growth in 2010, with IT spending up by between eight and 13 per cent in the BRIC countries of Brazil, Russia, India, and China. Telecommunications spending will experience respectable growth of three per cent, driven by a rebound in the IP and data segments in mature markets and strong growth in the mobility sector in emerging economies.

With IT spending returning to pre-recession levels, IDC believes that transformation will impact every corner of the industry in 2010. The most important transformational force in the IT market will be the continuing build-out and maturing of the cloud services and consumption model. The emergence of enterprise-grade cloud services will be a unifying theme in this area, with a battle unfolding in cloud application platforms — the most strategic real estate in the cloud for the next 20 years. Significant opportunities will also unfold for public IT cloud services, private clouds, cloud appliances, and hybrid cloud management tools, while cloud APIs will emerge as the new determinant of the cloud partner/solution ecosystem.

Mobile devices will also exert a powerful transformational force on the industry as they increasingly compete with PCs as the primary client platform for developers and users alike. By year end, IDC expects more than one billion mobile devices will be accessing the Internet, boosted by the growing popularity of smartphones and the arrival of Apple's iPad tablet computer. And the growth in mobile devices will ignite an explosion in mobile applications, with the number of iPhone apps tripling to 300,000 and Android apps surging by a factor of five or more. This same phenomenon will also play out in the netbook market, where new software ecosystems will emerge to optimise the performance and usability of these popular devices.

The expansion of cloud services, the explosion of mobile devices and mobile applications, the growing popularity of video applications, and more, will all put greater demands on public networks in 2010. IDC expects industry players will accelerate their migration toward converged IP platforms, expand their managed services footprints, and transform their service delivery platforms and business models to support the growing wholesale, connected devices, and machine-to-machine (M2M) opportunities.

Other IDC predictions for 2010 include:

- A new, mashed-up generation of business applications will emerge that leverages social and collaborative networks and derives insights from them. These "socialytic" apps will not only bring new capabilities to customers and new growth to suppliers, but also new competition and threats to traditional leaders.
- A renewed focus on reducing CO2 emissions at both the national and international levels will present opportunities for IT solutions to help reduce greenhouse gases while challenging the industry's energy use and disposal costs.
- Other industries will emerge from the recession with their own transformation agendas, and will look to IT as an increasingly important means for achieving the new objectives.
- Finally, the transformation agenda will drive a fresh round of mergers, acquisitions, and partnerships as vendors pursue profitable IT and business solutions and power positions in the cloud.

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RUST eRESEARCH

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Heads stay under the clouds

Overall awareness of cloud computing in the Asia/Pacific region (excluding Japan) is still relatively low, with only 46 per cent of survey respondents in the region having familiarity with the concept, according to Springboard Research. While awareness is low, cloud computing will continue to drive further demand for software-as-a-service (SaaS) as well as further broadening the types of services available via the on-demand model. Springboard defines cloud computing as a collection of IT-enabled resources and capabilities that can be delivered via the Internet as a service.

"Cloud computing is the next phase in the delivery and consumption of IT-enabled services and a major evolutionary step in the maturing of the IT industry," said Michael Barnes, vice president of Springboard. "It provides an opportunity for organisations in Asia/Pacific to leapfrog competitors in other regions. We expect organisations across Asia/Pacific to embrace cloud computing as a way to drive greater standardisation at the IT infrastructure level while simultaneously lowering the resources required to leverage technology solutions for business benefits," Barnes added.

Awareness and understanding of cloud computing remains limited in the region, particularly the relevance for strategic business and IT priorities. Two-thirds of organisations across the region find cloud computing not relevant. Among the organisations that are aware of the concept, 78 per cent have not yet deployed any cloud-based applications.

SaaS is an exception to the region-wide lack of cloud awareness. This is substantiated by a finding from Springboard which revealed that 95 per cent of Asian organisations are familiar with SaaS whereas less than half the organisations surveyed were familiar with cloud computing. SaaS-based applications (such as CRM and ERP), storage, Web conferencing, and e-mail are the most popular applications among cloud users.

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The Rust Report is published by
Dialog Marketing Services Pty Ltd.
PO Box 437, Roseville, NSW 2069, Australia.

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GUEST SPOT

Forecasting forecasters' futures

By Dave Noble*

Having used a '70s rock analogy previously to describe the fortunes of the Asia/Pacific analyst business over the past year, it seems only fair to reach back a further 10 years to draw the analogy for the prospects for the next 12 months. The classic 1965 hit from the Rolling Stones — *Get Off Of My Cloud* — could well be the theme song for the next few quarters.

Almost every firm we spoke to flagged cloud computing as a key focus for 2010. We shouldn't be surprised about that — it's a hot button worldwide — but what was interesting was how positive most firms were about this topic.

Of course, this is not the only significant trend we see, just one of the more obvious ones. Essentially, focus for the next six-to-12 months for analyst firms in Asia/Pacific will be on three areas: emerging technologies, emerging geographic markets, and key industries.

Relative to North America and Europe, vendors tend to be the largest purchasers of research in this part of the world, so trackers and other cycle-based market measurement products will continue to underpin the analyst business. However, there is a growing focus on emerging technologies, of which cloud computing is the most prominent. Tie in all the related issues of SaaS, data centre consolidation, virtualisation, collaboration, and green IT, and you see a considerable focus on the technologies that drive cost out of IT operations.

As growth drained out of some of the more mature regional markets recently, both vendors and analyst firms started to look more closely at the opportunities in growth markets such as China and India — and, to a slightly lesser extent, Malaysia. For the global analyst firms, much of their business historically has been about helping vendors understand and enter these markets, while any successes with end-user organisations have tended to be with companies which themselves were more exposed to global markets.

Most of the research delivered to these clients is still in English, although there is a growing shift to respond to end-user enquiries using local analysts in local language, a trend that is likely to accelerate as firms such as Gartner expand their analyst headcounts in China and India.

Of course, there is no real culture of using external advisers and analysts to help them make purchasing decisions in these countries, so that remains the biggest hurdle for firms trying to crack the end-user opportunity. However, once again it is those sectors which are more exposed to "western" business thinking which offer the short-term opportunity for analysts.

In general, governments in the region have continued to invest strategically in technology during the downturn and they now represent the greatest opportunity for end-user services. As well, spending has started to recover in the financial services sector, telecommunications remains strong, and other markets such as automotive and healthcare are starting to show renewed interest in analyst services.

To a large extent, analyst firms and vendors have plucked the low-hanging fruit in this region over the past few years and now need to move further up the tree.

*Dave Noble is managing director of *Intelligent Analyst Relations*. This item first appeared in *Knowledge Capital Group's AR Insider*



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REVOLVING DOORS

Angela Hughes heads 3Com A/NZ

After joining 3Com early this year as Queensland state manager, Angela Hughes has been promoted to the position of country manager for Australia and New Zealand. An experienced operator who has spent more than 20 years in the industry, Hughes has also worked for Dimension Data, the University of Queensland, and AAPT.

Capp takes charge of InterSystems

InterSystems, the US developer of technology platforms for healthcare management systems, has appointed Stan Capp country manager for Australia, New Zealand, and South-East Asia.

Capp recently returned to Australia from the United Arab Emirates where he had been project leader for a review of Dubai's public health services and technical director of VHA Global. Before going to the Middle East Capp had been chief executive of the Victorian health service Southern Health.

Higgins-Miller joins Websense

Websense has appointed Alison Higgins-Miller vice president of Asia/Pacific sales, based in Sydney.

Prior to joining Websense Higgins-Miller was with the Acelarus partnership for SaaS vendors. She has also worked for RightNow Technologies, Aprisma, and Oracle, where she was regional manager. She has also worked for a number of Australian IT companies.

Further changes at Toshiba ISD

Robert Wilkinson has been appointed general manager of the information systems division of Toshiba (Australia), replacing Mark Whittard, who was recently promoted to managing director (*Rust Report*, Sep 25, p8). Wilkinson has been with Toshiba since 1997, most recently as channel business manager for Australia and New Zealand.

A replacement channel business manager has not yet been appointed, and Wilkinson will fill both roles until a replacement is found.

Claringbold joins LifeSize

Simon Claringbold has joined video communications company LifeSize Communications as vice president of sales for Asia/Pacific. He will be based in the company's Asia/Pacific headquarters in Singapore.

Previously senior director of services sales for Microsoft Asia/Pacific, Claringbold has also worked for Avaya in Asia/Pacific and in Europe, eLoyalty Corporation, and TNT Australia.

eSavvy snares CRM boffin

Relationship management consulting firm eSavvy has appointed Guy Riddle solution architect. Something of an expert in Microsoft Dynamics CRM, Riddle set up Snapdragon Consulting and is one of very few people to have been named a Microsoft Most Valued Professional (*Rust Report*, Aug 26 2005, p4).

Prior to joining eSavvy, Riddle led the Microsoft Dynamics CRM product strategy for Praxa.

Long Salmat search finds CIO

David Hackshall has been appointed CIO of Salmat, filling a void created by the departure of Aaron Panozza in May.

Hackshall was previously CIO of Babcock and Brown, and has also worked for Staging Connections, and Patrick Corporation.

Few changes at Comms Alliance

As a result of board elections at the annual general meeting of the Communications Alliance, Matt Healy of Macquarie Telecom and Ric Clark of Alcatel Lucent were re-elected, and Matthew Lobb, a senior adviser to NBN Co, was appointed to the board for the first time. Lobb was previously a senior policy adviser to Federal MP Craig Emerson, and has also worked for Telstra.

Around the Traps

- Open Text Corporation has appointed Owen Brandt alliances manager for Australia and New Zealand. He joined the company when it acquired RedDot in 2006.
- Kaseya, a provider of IT automation software that recently opened an Australian operation, has appointed Jared Seivenpiper senior sales executive. He was previously with N-able and has also worked in Canada for Rogers Wireless and Bell Distribution.
- Francis Galbally has resigned as non-executive director of WebSpy, which recently acquired online procurement company Marketboomer (*Rust Report*, Oct 16, p4).
- Interactive communications agency Blackglass has appointed Constantino Marotta head of social media. He started his career in Italy in 2004.
- Adam Britten has been promoted within Tandberg to the position of Pacific channel director. He will be based in Sydney. Britten joined the company in 2006 from 3Com Australia. He has also worked for Ingram Micro Australia, and LAN Systems.