

# Rust Report

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

June 15, 2007

## THE RUST BUCKET

### Fresh thinking

INDUSTRY LEADERS continue to figure out how to harness the entrepreneurial engines of their businesses. A few years ago when many target customers acted like early adopters, it was almost impossible to bring a product to market too early. Time-to-market was then everything. Nowadays, when things are more normal or even tweaked towards customer conservation, it's very possible to reach the market early. When this happens, start-ups usually find themselves in a very awkward position. They are burning increasing amounts of money on customer support and marketing, but not generating enough business to cover those additional costs.

Companies do need (a little) competition. When changing the definition of the game, one needs a loud voice. The natural reaction of targeted customers — as well as industry analysts and the media — will be caution and cynicism. Unless they hear the same story from multiple sources, the ground-breaking concept will get lost in the noise of all the other information generated in our industry.

Often, getting people to understand what you do and why you are of value is just as hard or even harder than developing the product. There is a huge amount of noise out there — lots of vendors with a lot of products all making lots of claims. So with all this, how do you get your story heard? It is hard to deliver messages about products and services directly and clearly to every possible customer. The broader the target customer base, the more this is true. A critical way to do this is to make sure that messages are clearly understood by the analysts and the trade press.

There are really two types of analysts, industry analysts and investment analysts. Some of the smartest, most technical people in the technology ecosystem who have a lot of influence on potential customers, investors, and partners are these analysts. But beware, there are also a few posturers and brain-dead people who represent themselves as technology analysts as well. The good ones generally understand the market and the competitive environment well and as a result represent the acid test a company's products and value propositions.

Companies typically make two types of mistakes — some get caught up in the excitement and drive of developing things, particularly in new areas; others become absorbed in the competition of selling things, particularly to increase market share in a given sector. Both can prove fatal to a business. The first mistake can lead to an internal focus, the second to a market share mentality that inevitably translates into undershooting the market — it can also turn marketing into an expensive fight over crumbs rather than a smart effort to own the whole pie.

— Len Rust [RustOz@bigpond.com.au](mailto:RustOz@bigpond.com.au)

## Trevor Robinson

A PRICELESS LINK to Australia's pioneering IT heyday was broken this week with the death of Trevor Robinson. During his long and productive life Trevor made his mark on all aspects of the industry in this country, from research to sales and ultimately to policy development, a highly distinguished contribution that was recognised in 1999 when he was awarded the Pearcey Medal.

Trevor's career began with a spell in the armed forces during the second world war, followed by peacetime work with Defence and the CSIRO. While showing all the hallmarks of a boffin, Trevor nonetheless made a move into the commercial world when he applied for a job with Melbourne importer HL Heymason in 1962 and convinced the company's owner to apply for the Australian agency for Control Data Corporation. So it was that Trevor set up the first CDC agency outside the US, and then went on to win a prestigious contract for both CSIRO and the Bureau of Census (precursor to the Australian Bureau of Statistics) with computers that had yet to be built.

His time in policy formation began in 1989 when he accepted an offer by John Button, Minister for Industry, Technology, and Commerce, to become special adviser for information industries, a role in which his passion and forward-thinking managed to upset almost every public service department he came into contact with. In 1993 he noted that Australia had not reacted well to the knowledge that IT and healthy economies are closely related. "Australia lacks both direction and a sense of urgency," he said.

As usual he was spot-on. He will be sorely missed.

## BQT breaks new ground in Dubai

BQT Solutions, a Sydney-based developer of security systems, has gained an important new reference site in Dubai with its appointment as the exclusive supplier of security, surveillance and ePurse technology for a major real estate project. The deal is valued at more than \$A20 million, said John Genner, BQT's managing director. [www.bqtsolutions.com](http://www.bqtsolutions.com)

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## INSIDER EDITION

### BilltoBill wins insurer in China

BilltoBill, the online payments subsidiary of Oriel Communications, has been selected to provide payment solutions for Web sites and call centres operated by travel insurance provider Mondial Assistance China. BilltoBill will allow Mondial Assistance to offer a range of additional services to its Chinese customers.

"We have penetrated a market related to mobility and travel that has enormous growth potential in China," claimed Martijn Hovinga, CEO of Oriel. [www.orielcommunications.com.au](http://www.orielcommunications.com.au)

### CCK selected by SA finance group

Australian developer CCK Financial Solutions has been selected to provide its treasury management system — Guava Suite — to HomeStart Finance in South Australia.

HomeStart previously used CCK's Epsilon, the precursor to Guava's dealing and risk management module, explained Joseph Wong, managing director of CCK. "They are now upgrading to the entire Guava Suite," he added. [www.cck.com.au](http://www.cck.com.au)

### WSS networks Tasmanian doctors

Health systems developer Working Systems Solutions has won a contract to provide a secure electronic messaging service to General Practice Tasmania. WSS will provide its ReferralNet to deliver standardised electronic clinical messages between GPs and specialists in the first phase of the organisation's Secure Electronic Clinical Communications Initiative.

"Secure messaging of clinical information is essential for population-based health programs," noted Mathew Cherian, CEO of WSS. "This prestigious project is a major milestone for the company." [www.ws.com.au](http://www.ws.com.au)

### Sydney council takes PolicyPoint

Fairfield City Council in the west of Sydney has signed a three-year contract covering the use of the online policy education compliance platform offered by Australian company PolicyPoint. The automated service will ensure council staff receive the educational information they need, and will maintain contact with each staff member until training has been completed, explained Andrew Stein, director of PolicyPoint. Managers will be alerted to any exceptions, such as staff who fail to complete the training. <http://policypoint.net>

### SGI, Intel drive Qld uni's research

The Queensland University of Technology has selected SGI and Intel to provide a high-performance computing infrastructure to support new and existing research projects. The university requires a hybrid supercomputing, cluster, and storage solution that will provide a tightly-integrated computing resource that is flexible enough to serve multiple disciplines, a spokesman said. The system will include a 96-core shared memory computer powered by Dual-Core Intel Itanium processors.

### Online gift shop buys local logistics

Australian software developer Advanta Software has been selected to provide its Atlas third-party logistics solution to online gift shop Gifts Australia. The online retailer previously used a manual inventory management system, which had caused "significant" operational issues, but the software provides the ability to manage all aspects of the business from warehousing to e-business, said Kim Jenkins, a director of Gifts Australia.

"Gifts Australia expects to reduce pick and pack error rates through the accuracy of an automated warehousing system, reduce labour costs as less staff product training will be required, and develop cost-effective reports due to the improved feedback from the Atlas suite," Jenkins explained. [www.advantasoftware.com.au](http://www.advantasoftware.com.au)

### Aussie picked for mobile social net

Australian company Entertainment Media & Telecoms has been selected to develop a mobile social networking platform that will be deployed to mobile customers worldwide. The company declined to name the customer.

"This mobile social networking platform will combine free voice, photo, video, and text features for enhanced multi-media messaging over GPRS and 3G mobile networks globally," explained John Houston, CEO of EMT.

Most of the development work for the contract will be performed by EMT's recently opened Asian regional office in Kuala Lumpur, Houston added. [www.emtcorp.com.au](http://www.emtcorp.com.au)

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## COMMS BITS

### NetStar revs up uni's core network

NetStar has been selected to replace the University of Melbourne's entire core network in the first phase of a \$A25 million network refresh plan. NetStar will provide a multi-protocol label-switching core delivered over Cisco switches scheduled to be installed throughout 2007 and 2008.

NetStar's nVisage network management platform will help deliver a range of tailored support services, and Global NetCentre will provide around-the-clock access to local and remote technical expertise.

### Sports body switches to IP telephony

The NSW Institute of Sport has implemented an IP telephony and "presence awareness" system from Mitel at its campus at Sydney Olympic Park. The site houses about 100 employees in the central administration office and other spaces around the campus.

While Mitel delivers voice services, gigabit Ethernet and wireless LAN solutions from HP ProCurve have been deployed as part of the solution. Voice and unified messaging services are provided by Microsoft Live Communications Server.

## — Comms Briefs —

- The Australian Competition and Consumer Commission has ordered Telstra to reduce the wholesale line rental that it charges iiNet subsidiary Chime for fixed line telephony. The interim determination by the ACCC came 18 months after iiNet disputed Telstra's increase in the charges. [www.accc.gov.au](http://www.accc.gov.au)
- Whizfone, the Singaporean subsidiary of Australian company m2m Corporation, has been selected to support the launch of Siemens' Gigaset VoIP phones in Singapore. Whizfone will bundle its VoIP service with the phones and has worked with Siemens to have the VoIP configurations downloaded automatically from Siemens servers once a customer has chosen to enable the VoIP capabilities of a phone. [www.whizfone.com](http://www.whizfone.com)
- People Telecom has been appointed the preferred telco for the 1900-odd members of the AMP Financial Planners Association, the Hillross Advisers Association, and the General Insurance Advisers Association in Australia. [www.peopletelecom.com.au](http://www.peopletelecom.com.au)
- Engin has been appointed a primary distributor of video recording technology from TiVo, which is to be introduced to Australia by Seven Media Group in 2008. [www.engin.com.au](http://www.engin.com.au)

## Aussies worth watching

### A roundup of companies making waves at home and abroad

- **SPORTLOGIC** has developed the inTennis software product for tennis centres and coaches. The software aims to simplify the management of court booking, squad administration, and student database management. The company also provides a range of services, including IT consultancy, Web site design, software development, Internet infrastructure, and members database management. [www.sportlogic.com.au](http://www.sportlogic.com.au)
- **SOUTHERN INNOVATION** was established in 2004 to commercialise signal processing technology developed at The University of Melbourne. Southern Innovation's technology solves a significant problem in radiation detection equipment, enabling performance improvements in detector technology. The company sells and licenses a range of products based on the technology. [www.southerninnovation.com](http://www.southerninnovation.com)
- **CINESYNC** is a remote review tool for movies that is based on Apple QuickTime. By synchronising the timeline and playback of movies, users can view work at the same time as other users, such as clients, anywhere in the world. cineSync was used by the director of the movie Charlotte's Web to co-ordinate and review visual effects work being undertaken for the movie at facilities around the world. [www.cinesync.com](http://www.cinesync.com)
- **THE BEACON IT GROUP** specialises in the provision of enhanced performance management solutions for government, corporate, and non-profit organisations. The company offers a range of solutions, including performance, process, project, and budget management. Customers include the Australian Government, the Government of Vanuatu, SA Water, Vodacom, Lion Nathan, and Sony. [www.beaconit.com.au](http://www.beaconit.com.au)
- **SIFT** is an information security consulting, intelligence, and training firm that specialises in the delivery of independent advice, reviews, and recommendations to large, highly-regulated organisations. Sift recently acquired the Safecom's Secure IT consulting and services business to assist with a push into the Asia/Pacific region. [www.sift.com.au](http://www.sift.com.au)
- **OCEAN INFORMATICS** is a health informatics research and consulting company that is involved in the electronic health record (EHR), decision support, and standards development. Ocean is a co-founder of the international openEHR Foundation and was also the founder of the Good Electronic Health Record (GEHR), and co-developer of GEHR's successor, openEHR model. <http://oceaninformatics.biz>

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FORWARD thinking



## DEAL MAKERS

### MGM secures funds for US push

Australian company MGM Wireless has raised \$A800,000 to boost its operations in the US, where it is promoting its Messageyou school attendance management systems through a recently established subsidiary in California.

"In the first five months of US operations MGM Wireless subsidiary Messageyou has made significant inroads in the US school market. Seven schools in four districts in California and Arizona are using the suite of school attendance monitoring and communications solutions. Presentations have been made to schools and education district administrators in several states in the US West," explained Mark Fortunatow, executive chairman of MGM Wireless. "MGM Wireless is committing further resources to fully support our push into the most lucrative education market in the world." [www.mgmwireless.com](http://www.mgmwireless.com)

### Hostworks goes skinny with Citrix

South Australian hosting specialist Hostworks has entered an agreement to market the NetScaler Web application accelerator from Citrix Systems. Hostworks already uses the NetScaler to help its customers meet unexpected demand peaks, noted Marty Gauvin, managing director of Hostworks. For example, the technology is deployed by Hostworks for ninemsn as its data traffic levels "go through the roof", Gauvin said.

Under the terms of the agreement, Hostworks will buy NetScaler boxes and provide them to customers as a managed service, explained Dean Vaughan, Citrix channel development manager for Australia and NZ. "Partners like Hostworks offer a route to market that differs from traditional on-selling. Hostworks allows us to reach customers who can benefit from having their own NetScaler boxes with their own rules as part of large Web-based application deployments," Vaughan added. [www.hostworks.com.au](http://www.hostworks.com.au)

### UCMS set for IPO after raising

Victorian business process outsourcer UCMS is set to list on the ASX next week after successfully raising \$A5 million. The public offering, which was handled by Tricom Equities, was oversubscribed.

The company will launch with five million new \$A1 shares offered to investors, and a market capitalisation just shy of \$A55 million. Its ASX code will be UMS. [www.ucms.com.au](http://www.ucms.com.au)

### Orion to sell UK and Irish arms

Orion Telecommunications plans to sell NewTel Communications, its Irish and UK operation, as part of a consolidation strategy. "Ireland is a market with longer-term potential, however, conditions have changed considerably in recent months," noted Amanda Lacaze, executive chair of Orion. "The market has been adversely affected by the demise of a major reseller in late 2006 and the resulting decrease in customer activity has had a negative impact on the value and performance of reseller businesses in Ireland, including NewTel Communications." [www.oriontelecommunications.com.au](http://www.oriontelecommunications.com.au)

### Senetas dumps US distributor

Senetas has ended its relationship with US distributor SafeNet, which was recently acquired by venture capital fund Vector Capital. Instead, Senetas' high-speed network encryption products will now be distributed by nCipher, which has just entered an agreement that will extend the geographic reach of the CypherNet encryptors. Should the agreement prove mutually beneficial after 12 months nCipher will be able to license Senetas' intellectual property and manufacture the devices for northern hemisphere markets, explained John DuBois, CEO of Senetas.

"With clients that include major financial institutions, aerospace, defence, and energy companies, and the top pharmaceutical companies, nCipher has a global presence," Du Bois noted. [www.senetas.com](http://www.senetas.com)

### Manacom takes on Chinese group

Australian software publisher Manacom has negotiated an agreement that allows it to publish and distribute authoring and editing programs from Chinese multimedia software developer BlazeVideo.

BlazeVideo designs entertainment programs, including DVD playback and authoring, image editing, and audio and video encoding and editing software, explained James Mackay, Manacom's director of publishing. [www.manac.com.au](http://www.manac.com.au)

### S Central buys net services provider

Victorian IT solutions provider S Central has bought managed network IT specialist Expressapps. The deal lifts S Central's staff to 150, said managing director Peter Mavridis. [www.scentral.com.au](http://www.scentral.com.au)

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Continued from page 4

**QuikTrak licenses tech in S Africa**

Australian company QuikTrak Networks has awarded a South African security investment company a licence to use its patented technology and to sell its security network within South Africa. "QuikTrak considered the South African security market warranted an experienced partner that would share the significant capital requirements of such a network roll-out," explained Dr Andrew Unterweger, chairman of QuikTrak.

"The agreement marks a significant milestone in QuikTrak's overseas expansion plans in delivering a long-term, sustainable income base while adopting a low risk corporate growth strategy," Unterweger added. [www.quiktrak.com.au](http://www.quiktrak.com.au)

**Fluffy Spider makes Canadian links**

Fluffy Spider Technologies — an Australian creator of software development platforms for advanced GUIs in embedded devices — has formed a partnership with Canadian board-level hardware designer Technical Solutions (Techsol). The two companies will jointly undertake research, development, and marketing, explained Robi Karp, CEO of Fluffy Spider.

"The FST and Techsol alliance enables developers of products such as smart phones, TV set-top boxes, point-of-service terminals, in-car systems, and building automation devices to outsource innovative hardware design and manufacture," Karp added. [www.fluffyspider.com](http://www.fluffyspider.com)

**— BUSINESS BRIEFS —**

● Holocentric — an Australian developer of enterprise modelling software — has entered an agreement that allows consulting group BSR Solutions to use the Holocentric Modeller to help fulfil its contracts with customers. [www.holocentric.com](http://www.holocentric.com)

● Thin computing solutions provider Neoware has appointed Infotronics Software a value-added distributor in Australia. As part of the arrangement Infotronics will create a Neoware division to service customers in the region. [www.infotronics.com.au](http://www.infotronics.com.au)

● US e-mail and Internet content security provider Marshal has entered a strategic reseller partnership with NSW company Aleon Solutions. Aleon will leverage Marshal's multi-platform strategy by offering its e-mail and Internet content filtering solutions as software and an appliance. [www.aleon.com.au](http://www.aleon.com.au)

● Macquarie Hosting, a division of Macquarie Telecom, has joined the VMware service provider program. The arrangement allows Macquarie Hosting to deliver virtualised hosting services via VMware infrastructure, allowing customers to go either physical or virtual with their online mission-critical server infrastructure, a spokesman explained. [www.macquarietelecom.com/hosting/](http://www.macquarietelecom.com/hosting/)

● Broadband ISP Netspace has been appointed the exclusive Australian supplier of ADSL and ADSL2/2+ modems to the consumer market. [www.netspace.net.au](http://www.netspace.net.au)

BY ASSOCIATION

**Delivering more value**

**LAST WEEK** the board of The Australian Electrical and Electronic Manufacturers' Association (AEEMA) announced its decision to commence a process to consolidate the association's operations within the Australian Industry Group (Ai Group).

Ai Group is regarded as the peak industry umbrella group representing the manufacturing, construction and related services sectors in Australia.

Together, Ai Group and AEEMA are the pre-eminent representatives of Australia's manufacturing industries in both metal trades and ICT, electronics and electrical manufacturing trades respectively.

Joining forces with Ai Group will create a substantial national grouping of some 1000 large and small technology-driven companies in the electrical manufacturing, electronics, and ICT industries.

This decision represents a significant landmark in AEEMA's long and proud history, and provides AEEMA members, and the broader industry, with a number of outstanding opportunities:

- Enhanced representation and influence for the metals trades, electrical manufacturing, electronic and ICT industries in Australia.
- Stronger and more effective public advocacy and representation to governments.
- A new ICT Australia grouping which will provide substantial leadership to the further development of Australia's information and communication technology industry, with a particular focus on growing Australia's digital suppliers industry.
- Access to a raft of new business services, particularly in the areas of human resources, industrial relations and OH&S, which will prove of enormous benefit to smaller member companies.
- More effective services to companies that are currently joint members of Ai Group and AEEMA, as well as to those AEEMA companies that would be welcomed into Ai Group for the first time.
- Retained and enhanced access to AEEMA's specialised technical support, standards, and compliance management services, as well as to existing business development programs, industry forums, and clusters.

Finding the most cost-effective and strategic means of delivering more value to member companies has been a key driver in developing the consolidation plan.

Following a period of consultation, confirmation will be formally sought from AEEMA's membership at the October annual general meeting. The consolidation is expected to be complete by the end of November 2007.

We are currently accepting feedback from members and other industry stakeholders, and encourage people with a view to contact me on (02) 6204 1301 or [arobinson@aeema.asn.au](mailto:arobinson@aeema.asn.au) so that the widest possible cross-section of views may be expressed at the next AEEMA board meeting in Brisbane on Wednesday 11 July.

*\*Angus M Robinson is chief executive of AEEMA*  
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# RUST e-RESEARCH

## PC population to hit 1Bn in 2008

By the end of 2008, there will be more than one billion personal computers in use worldwide, according to Forrester Research. With PC use growing rapidly in emerging markets and high-profile programs in place to reach previously untapped markets, Forrester analysts predicted that there will be more than two billion PCs in use by 2015, representing more than 12 per cent compound annual growth rate (CAGR) between 2003 and 2015.

While it took 27 years to reach one billion PCs, Forrester says it will take only five years to reach the next billion, due to advancing technology, lower prices, and global demand on the part of a technology-aware population. According to Forrester, the emerging markets of Brazil, Russia, India, and China will account for more than 775 million new PCs by 2015.

"There is nothing more important to the long-term health of the technology industry — and personal technology in particular — than the ability to deliver relevant, accessible and affordable technology to the billions of people worldwide who have not been exposed to it," said Forrester's research director Simon Yates. "The industry can probably survive selling incrementally better hardware and software to the people who already have technology in their lives, but the vast majority of growth in the PC and related industries will come from emerging markets."

There is unpredictability ahead, however, according to Forrester. Vendors are used to the predictability of buyers in mature markets, but high volume launches into emerging markets are risky.

Vendors won't have the luxury of introducing products on a small scale to test the market before going into full production because the economics will force suppliers to focus on bringing volume to market more quickly at much greater risk.

"There are risks," said Yates. "It is safe to assume that life cycles will be longer in emerging markets. Vendors, accustomed to mature markets where the average life cycle is between four and five years, will need to have a deep understanding of how to work in these markets and, with less of a market for replacement PCs, will need to band together to scale production for these emerging regions."

## Enterprise content software booms

Due to the increasing need for companies to manage content at the enterprise level, the worldwide enterprise content management (ECM) software market is expected to grow more than 12 per cent per year from \$US2.6 billion in 2006 to more than \$US4.2 billion in 2010, according to Gartner. In 2007, worldwide ECM revenue is projected to total \$US2.9 billion, a 12.8 per cent increase from 2006.

Gartner analysts said many factors will shape the ECM market over the next several years. Vendors and the individual technology markets from which they come will continue to consolidate. The quality, performance and ease of use of software products will improve. ECM offerings will split into two tiers: broad, platform-based solutions will tackle heavy-duty chores, such as focusing on process-centric and mission-critical documents, such as compliance efforts, while streamlined basic content services (BCS) offerings will appeal to companies that need only entry-level functions.

"In many instances, it is appropriate to have BCS and ECM technologies being used together," an analyst said. "BCS will increase the adoption of ECM technologies. As more content is created, more content will need to be managed. As the content becomes more valued, it will become more of a corporate asset that is managed in a more comprehensive manner through ECM."

## The 20-hour job is coming

By 2015, a significant increase in less-time roles will increase the total number of knowledge workers and decrease the average number of hours each works per week, according to recent research from Gartner.

As the consumerisation of information technology increases the proliferation of digital devices, content, and services, the balance of power is shifting towards individuals in an organisation, according to Brian Prentice, research director, at Gartner.

"As IT becomes woven into the fabric of people's lives and traditional work-home boundaries are rendered obsolete, digital free-agency will emerge," said Prentice. "CIOs need to prepare for the arrival of this new work phenomenon, which is being driven by political, social and technology changes."

Digital free-agency is a term coined by Gartner to describe how people blend professional and personal computing needs in an integrated environment.

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## RUST e-RESEARCH Continued from page 6

Retiring baby boomers, working-age mothers, and generation X workers are seeking better work-life balance to juggle personal, family and community responsibilities. Traditional work structures are inhibiting people's ability to achieve this, according to Gartner.

These changes are linked to global social shifts including the move away from a single breadwinner/single care-giver family model and the traditional view of retirement as the end of working life. Gartner says the potential power of this combined demographic will be a force to be reckoned with by governments and businesses around the world.

"When people in these demographics have marketable skills, employers will find it difficult to ignore their requests for more flexibility," said Prentice. "The additional pressures of an ageing population and skills shortages will lead to the adoption of digital free-agency and flexible work structures as social, political and business necessities."

As the need to employ skilled staff from demographics unable or unwilling to work 40 hours a week increases, Gartner believes the 20-hour-per-week job description will emerge — a role that can be successfully accomplished in half the normal time.

Rather than a draconian measure to halve the working hours of all employees, the 20-hour job description, as suggested by Gartner, is an approach to help increase an organisation's ability to attract and retain skilled and highly qualified workers.

"The 20-hour-per-week job description is a relatively simple way of addressing a growing problem without radically restructuring well-established management models. Gartner is asking the CIO to consider a long-term planning scenario that prepares for the 20-hour job description and the rise of digital free-agency. That consideration needs to happen now."

According to Gartner, the consumerisation of technology is enabling a new approach to work.

"CIOs need to accept the fact that there will be an increase in less-time roles, and the people in these roles will be increasing their use of IT, including devices, communications technologies, and social networking. They will spend less time at work but will use technology more in all the other aspects of their lives. It will be very hard to draw a distinction between the personal and work computing environment. The shift in power away from the organisation, and in particular, the IT department, will be even more significant with these people," said Prentice.

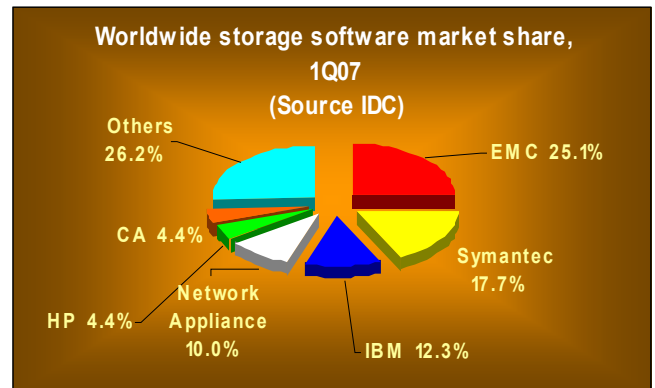
Gartner is encouraging CIOs to view digital free-agency as a business-relevant trigger that can spur the creation of policies that address two countervailing trends: the need to control the computing environment on the one hand, whilst providing increased user autonomy on the other.

"Digital free-agency is certainly not without its challenges, but CIOs need to recognise that it is a business value opportunity that enables specific governance strategies to be developed as well as setting the stage for further consumerisation initiatives. Ultimately, by preparing for digital free-agency, the IT department will be able to position itself as a proactive enabler of true business change," Prentice concluded.

## Growth still in storage software

The worldwide storage software market experienced its fourteenth consecutive quarter of year-over-year growth in the first quarter of 2007 with revenues of \$US2.7 billion, an 11.4 per cent increase over the same quarter one year ago, according to IDC.

"Storage software continues to exhibit positive year-over-year performance, driven by growth in the archiving, replication, and file system software markets and a surge in demand for storage management software," said Rhoda Phillips, research manager for storage software at IDC. "Businesses continue to implement solutions that can improve availability, recovery and information access across heterogeneous environments."



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## REVOLVING DOORS

### Belkin's A/NZ head calls it quits

Mike Bell, managing director of Belkin Australia and NZ has resigned after seven years with the company. Jeremy Atwood, the company's finance and operations director, will take over in an acting role. Although Bell will have no ongoing position in Belkin, he will continue to advise Chet Pipkin, Belkin's CEO.

### — Around the region —

● Symantec has appointed Paul Kastner director of financial services for the Asia/Pacific region and Japan, and Andrew Yu chief technologist, financial services for the same region. Kastner, who is based in Sydney, joined Symantec from EMC, and has also worked for PA Consulting Group, Ernst & Young, Saudi Cairo Bank as CIO, and Price Waterhouse.

Yu was previously with IT Channel Asia, and has also worked for the CLSA investment bank in Hong Kong.

● BMC Software has appointed Chip Salyards divisional head responsible for ESM sales in the Asia/Pacific region, and Terry Wellington head of the MSM business unit in Asia/Pacific. Both men joined the company in 1999.

● David Stieger has been appointed chief pre-sales consultant at SimCorp Asia. He will be based in Sydney. Stieger has spent 20 years in the finance industry, including 12 years with Newton Investments in London. He was most recently with SimCorp's UK operation as head of pre-sales and marketing support.

### Quickcomm boosts Aust sales team

Quickcomm Software Solutions — a provider of telecommunications expense management software that was founded in Australia by Mark Evans and Terry Healy, but is now headquartered in New York — has appointed Breck Hilton head of sales for Asia/Pacific and Gareth Parker head of sales for Australia. Both men were most recently with Phoneware, Hilton as general manager, and Parker as business development manager. [www.quickcomm.com](http://www.quickcomm.com)

### Editure appoints tech manager

Australian education services developer Editure has appointed Barbara Evans general manager of its education technology division. She has spent six years with IBM's business consultancy services operation, and also worked for DMR Consulting, now part of Fujitsu.

### Somnath (Som) Mallick

**Somnath Mallick, Asia/Pacific president of HCL, passed away on June 8 due to a possible cardiac arrest while on his way home from his office in Sydney. He was just 43.**

**Som is remembered by his colleagues as an intuitive, unassuming, committed, fair, and motivated leader, blessed with the spirit of a determined fighter.**

**He joined HCL as a management trainee in 1985 and in his 22 year career with the company became a key member of the team that built HCL and took it to global heights. He is survived by his wife and two young sons and will be sorely missed by his family, many friends, and colleagues.**

### NetStar boosts staff in Sydney

Network solutions provider NetStar has appointed four new staff in its Sydney office.

● Henry Ho has joined the company from Telecom NZ as a senior voice/data architect.

● John Leong has joined the company as a network consultant. He was previously with Dimension Data.

● Nero Aroyan has been appointed business development manager. He has previously worked for Netforce and Protec.

● John Collias has also been appointed business development manager. His career has included time with Soul, Primus, and Telecom NZ.

### Exact promotion for Monzo

Amanda Monzo, who joined Sydney company Exact Software as national marketing manager in February, has been promoted and is now in charge of co-ordinating the company's marketing activities for the entire Asia/Pacific region.

### — Around the region —

● Ian Campbell — a former minister in the Howard Government who fell on his sword in May for having entertained disgraced former WA premier Brian Burke in his office — has been appointed a non-executive director of Perth-based company ASG Group.

● Ross Bunyon has been appointed non-executive chairman of the board of ICSGlobal, replacing Dean Pritchard, who is retiring from the board.

● After guiding Clive Stein into the positions of CEO and managing director at Amcom, Eddy Lee will stand down from the company and resign from its board at the end of June.