

Rust Report

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

November 20, 2009

THE RUST BUCKET

Signs of the times

Everybody has a theory about what's going to happen next; speculation is running high from trading desks to technology blogs, and M&A has become one of the hottest topics of conversation. Comments and views abound about who's next but what often is missing is the role that customers play, especially those who have invested large amounts of money and time over many years. In today's challenging economic climate customers are facing many pain points in addition to the uncertainty of product roadmaps following their vendors' acquisition activities.

It has been proved many times over the years that a large percentage of all acquisitions in high tech prove significantly more challenging than expected, and many prove disastrous or, at best, mediocre. This applies to both the positioning of the acquiring organisations and to the acquired staff, who may stay on in the newly merged organisation and then have a miserable time adapting to the new situation and culture.

Acquisitions are judged successful from the customer perspective if the acquiring company embraces the technology and continues to improve and actively market the products. However, acquisitions may turn distinctly ugly for the customer base: a company might only be acquired for its personnel or core technology and the product itself then discontinued.

While it is generally agreed that consolidation is good for the industry (and perhaps shareholders) it is often far from clear if it is good for buyers. I believe that unless companies begin to improve their focus on the benefits of the M&A activity to the customer, the surviving players will find themselves with less happy (and less profitable) customers.

We can expect more vendor consolidation in 2010 with several standalone vendors being taken into the portfolios of the larger ones. It's not clear who will be an acquirer or be acquired. Just as the 2001 downturn had far-reaching effects on the growing IT landscape the current downturn places pressures on suppliers and brings massive uncertainty to the marketplace.

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SA company wins US backing worth \$18m

Digislide, a South Australian developer of miniaturised projection technologies, has won the support of US investment firm Global Emerging Markets (GEM) in the form of an equity facility valued at \$A18 million. Ian Mutton, chairman of Digislide, explained that the funds will be available for three years to be accessed when and how Digislide decides.

Mutton said the funding will, among other things, allow Digislide to ramp up its manufacturing of products for export markets, support the development of strategic distribution networks and alliances, fund the expansion of the company's R&D facility, and provide working capital from time to time. "The equity facility addresses the company's medium-term funding issues associated with the accelerating growth potential," Mutton said. www.digislide.com.au

Verizon picks up Aussie technology

Moko.mobi — an Australian provider of a Web service that enables users to chat and share via mobile devices — has been selected to provide its service to Verizon Wireless. It is Moko.mobi's second large carrier deal in the US. <http://corporate.moko.mobi>

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INSIDER EDITION

Aussie wins Mid-East ground-breaker

Australian broadband products manufacturer NetComm has received its first order from Etisalat in the United Arab Emirates. The \$A1.8 million deal covers the provision of embedded 3G routers capable of operating at 21M-bits/sec using the HSPA+ standard, as well as being fully-functioning 11n wireless routers.

David Stewart, managing director of NetComm, said the deal is integral to the company's plans to expand the international side of the business. "We have been trialling our products with a number of carriers around the world and this has proved fruitful," Stewart noted. www.netcomm.com.au

Palestinians get Australian Smarts

The Palestine Securities Exchange and the Palestine Capital Market Authority have selected Australian company Smarts Group to provide a market surveillance system. The system will be used for real time market supervision and surveillance to monitor the activities of investors and brokers, explained Dr Andreas Furche, CEO of Smarts Group.

Furche added that the contract is the fifth that the company has been awarded in the Middle East. www.smartsgroup.com

UK ferries test IMX POS solution

P&O Ferries in the UK have begun a trial of a POS solution provided by IMX Software, a subsidiary of Powerlan. The system has been customised to provide an online/offline capability that allows information being sent between ship and shore to be queued locally until the ship reaches an area when it can connect to the Internet. www.imxsoftware.com

RUST BUCKET

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Adding to the pressures are the initiatives launched by others to grab market share. New entrants could grow rapidly but some players could experience significant reverses.

Computing's cycle of influence will continue to grow as technological progress drives down costs of the equipment and makes the application of technology possible in new areas. This progress will extend to new areas, like the overlap between computing and wireless telecommunications, two industries that have arrived at the same point from opposite sides. Both camps are now taking computing to its next stage: to make devices small enough to be taken everywhere or built into everything and connected through high-speed network links.

Cloud computing hype is currently undeniable, but how significant are the revenues likely to be and more importantly how fast will they grow? There seems little doubt in most observers' minds that cloud computing is a revolution and represents the future of IT, but turning this realisation into a profitable business — for both start-ups and established vendors — is a different proposition altogether.

— Len Rust RustOz@bigpond.com.au

Aconex in retail giant's UK revamp

Aconex, a Melbourne-based developer of project collaboration systems for the construction sector, has been selected for use on a store refurbishment being undertaken by retail giant Ikea in the London suburb of Wembley. The project involves the upgrading of almost all areas of the store, including a new 6000 square metre showroom with 60 display rooms and six complete display homes. www.aconex.com

Paint maker consolidates on Pronto

Australian ERP developer Pronto Software has awarded a contract for the deployment of its Pronto-Xi software in the Australian operations of Freeworld Coatings, a division of Barloworld. The software will be used to consolidate Freeworld's IT platform and to replace legacy systems in all of its recently restructured Australian facilities, explained David Jackman, managing director of Pronto.

Freeworld will also deploy the SaaS model Pronto Hosted Services, which will enable the system to be managed, monitored, and maintained offsite, Jackman added. www.pronto.com.au

WA energy group picks Holocentric

Western Power, the WA Government's electricity distribution business, has selected Sydney-based Holocentric to provide its Modelpedia hosted enterprise modelling environment. The system will be used to help Western Power improve the way it operates. "It's all about creating a paradigm of continuous change in the business," a spokesman explained. www.holocentric.com

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Aust auction system to run WA ports

An online auction system developed by Australian company Tradeslot has been implemented by grain export port operator CBH Group to manage port capacity. The auction site provides equitable access and manages the high demand from the grain export industry over its busiest period, claimed Jesco d'Alquen, CEO of Tradeslot.

"The world-first online auction for ports is critical for optimal use of the existing infrastructure," d'Alquen added. "Over- or under-allocation of capacity is costly for the port operator as well as for exporters trying to get their grain to the docks." www.tradeslot.com

Orders and Implementations

- The first stage of Australia's National Computational Infrastructure supercomputing facility has gone live at the Australian National University with the deployment of 180 Sun Blade server modules in two racks. A further 14 racks are due to go live before the end of this year, when the system is expected to be capable of 140 teraFLOPS. <http://au.sun.com>
- Communications Design and Management (CDM) has been awarded a four-year contract to provide LAN switching infrastructure at 700 sites of the Queensland Government's Law, Justice, and Safety Cluster. The deployment is part of the state's Public Safety Network Project. www.cdm.com.au
- Brewing company Lion Nathan has gone live with the Infor SCM Advanced Planning Optimisation system at its seven breweries in Australia. In addition, Infor's SCM Advanced Scheduler has been implemented at the six main Australian breweries. www.infor.com.au
- Thales Australia has awarded systems integrator BTAS a contract for the provision of an Alcatel-Lucent upgrade, network integration, and support. The upgrade will cover a number of sites, including Thales' head office at Garden Island. www.btas.com.au
- Flinders University is undertaking the deployment of Microsoft's Live@edu platform to provide Internet-accessible e-mail and collaboration tools to more than 16,000 undergraduate and post-graduate coursework students. <http://get.liveat.edu.com>

Aussies worth watching

A roundup of companies making waves at home and abroad

- **RUNGE** provides technology products, consulting services, and training for the global mining industry, with specialities in mine planning, equipment organisation, and financial analysis. Runge's consulting expertise streamlines clients' operations from resource management to mine closure. The company has offices in the United States, South Africa, and the Asia/Pacific region. www.runge.com
- **MESSAGE STICK** promotes indigenous Australia's engagement with Australian and global businesses. The group comprises two businesses: Message Stick Communications, which is a technology, communication and media services provider to large corporations and Australian Government agencies; and Message Stick Carbon Group, which creates and markets carbon credit offsets created on indigenous land. www.messagestick.com.au
- **MGM WIRELESS** delivers an integrated suite of software and communications technology that allows schools to communicate to parents and caregivers. The solutions enable schools to reduce costs, increase productivity, discharge their duty of care, engage parent involvement, and ultimately improve student learning and social outcomes. Schools in Australia, New Zealand, and America use Messageyou SMS software in their day-to-day operations. www.mgmwireless.com
- **MAGELLAN TECHNOLOGY** develops and manufactures advanced read and write 13.56 MHz RFID systems. The company designs and builds a comprehensive range of products based on its Phase Jitter Modulation (PJM) technology for applications that require identification and authentication at very high speeds. www.magellan-technology.com
- **CONNECT LANGUAGE SERVICES** is a language solutions provider that helps all levels of government and private enterprise to reach new and existing multicultural markets. With more than 4000 professional linguists and powerful technological systems, Connect offers translation, localisation, and on-site interpreting in more than 80 languages. www.languageservices.com.au
- **ENSYST** is an end-to-end IT solutions provider that offers a business-focused, outsourced IT department as a cost-effective alternative to high-risk and expensive in-house management. Ensys services companies of varying sizes in Australia and New Zealand. www.ensyst.com.au

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DEALMAKERS

Intelledox sets sights on Canada

Intelledox, an Australian provider of automated document management solutions, has entered a reseller agreement with Canadian company Prima Computer Solutions. An information management specialist, Prima provides packages of hardware, software, and services to its clients.

"We are looking to expand our market presence and it makes sense that Canada is one of our targeted regions due to its close business ties with Australia," explained Phil Williamson, CEO of Intelledox. "Delivering a product such as Intelledox will reduce document creation times and provide greater flexibility in the way documents can be delivered." www.intellex.com

British ramp up Aussie presence

2ergo, a British provider of mobile technology, has formally opened its Australian operation after acquiring local mobile marketing specialist Wapfly in May. The new business will give 2ergo a base from which to extend into the Asia/Pacific market, claimed Chris Bassington, group managing director of 2ergo.

"Australia has always been an early adopter of technology, so we see an enormous opportunity to guide businesses with our expertise as they join the mobile revolution," Bassington added. www.2ergo.com

Viocorp chief takes NSW Pearcey

Ian Gardiner, founder and CEO of video and digital media technology company Viocorp, has been awarded the 2009 NSW Pearcey Award for ICT Leadership. "Not only has Ian built a great company, he has been a strong supporter of the industry and other entrepreneurs, including being a co-founder of the Innovation Bay," noted Charles Lindop, chairman of the NSW Pearcey Foundation.

A number of special recognition awards were also made at the function at NSW Parliament last week. Full details can be found on the Pearcey site at www.pearcey.org.au/index.php/2009_NSW_Award

Curtin researcher backed by Feds

Don Griffiths, a researcher at the Curtin University of Technology, has been awarded an Australian Government Enterprise Connect Researchers in Business grant (www.enterpriseconnect.gov.au). The funds will be used to help Griffiths' work designing security software for the Mini Silicon Data Vault produced by WA-based Secure Systems.

The product is a USB device that, when combined with security software, will provide users with a portable virtual private network browser or network client to allow them to connect to corporate applications and data. It is scheduled to reach the market in March 2010. www.securesystems.com.au

ConnXion mops up Coverdrive

ConnXion Ventures has completed the acquisition of shares it did not previously own in Coverdrive (www.coverdrive.net), a company that provides loyalty and rewards systems to the hotel industry in Asia. www.cxnventures.com

Indians pick Queensland for A/P HQ

Indian software services company Dhanush InfoTech has set up its Asia/Pacific headquarters in the Queensland designer city of Springfield. "Queensland is recognised as a leader in IT security and games development and is a significant provider of software to asset-intensive industries," said DSN Murthy, chairman of Dhanush. "The positive business climate in the region, the opportunity for ongoing business partnerships here, and the support from the State Government all contributed to the business case for choosing Springfield."

The company also received a grant from the Queensland Investment and Incentive Scheme, which aims to attract new industry the state. www.dhanushinfotech.com

Brits make Aussie a regional reseller

CashFac (www.cashfac.com), a British developer of money management applications for financial institutions, has entered a partnership with Australian company Simbient to extend its products into the Asia/Pacific region. The two companies have formed a venture known as CashFac Simbient, and have been working together for about six months on knowledge transfer and marketing strategies for the new operation.

"The CashFac product set has a tremendous range of applications. With its diverse functionality it is suited to multiple market sectors," claimed Steve Tait, managing director of CashFac Simbient.

"This offering will complement Simbient's existing .NET development and application management services into the financial and corporate markets," he added. www.simbient.com.au

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DEAL MAKERS

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Customers acts for Korean giant

Australian ATM network provider Customers has entered a distribution agreement with Korean company Nautilus Hyosung. Tim Wildash, managing director of Customers, said the agreement provided his company with access to the most advanced and cost-effective ATM technology available today.

"The partnership immediately enables Customers to offer financial services products across a range of ATM and self-service technologies in a fast-paced and changing consumer environment," Wildash added. www.customers.com.au

Seccom pushes Imperva on big stage

Sydney-based information security specialist Seccom Global has been appointed an international partner of US data security company Imperva. The deal allows Seccom to offer Imperva's data security and database firewall solutions in Australia, New Zealand and the rest of the Asia/Pacific region, as well as in Fiji, India, China, the UK, the US, and Canada.

"Imperva's 360 degree database protection will complement our expanding cloud security portfolio," claimed Gavin Matthews, CIO of Seccom. www.seccomglobal.com

Business Briefs

- Netvoyager, a British manufacturer of thin client devices for Linux and Windows environments (www.netvoyager.co.uk), has entered a distribution agreement with Sydney company Custom Technology Australia. www.customtech.com.au
- Avnet Technology Solutions has been appointed a distributor of the full range of power quality and backup management solutions from Eaton Industries. www.ats.avnet.com
- Australia's academic and research network AARNet has launched a Web-based file transfer service for large files. The CloudStor service was developed in collaboration with AARNet's partner organisations in Norway (UniNett) and Ireland (HEANet). www.aarnet.edu.au
- Sentinel Content, a Sydney-based provider of traffic and traveller information services, has been licensed by German group GEWI to integrate GEWI's information gathering software into the Sentinel location-based platform. www.scontent.com.au

A CEO TOLD ME

John Debrincat

CEO of eCorner

RUST: Please start with a company overview.

DEBRINCAT: eCorner is an Australian e-commerce company specialising in online shops, complex e-commerce systems, and e-mail security. From a small team supporting a handful of customers, eCorner has grown into a key player in the Australian e-commerce market, supporting more than 1000 customers in all areas. We are the master distributor of the ePages e-commerce platform and we sell and implement the Cloudmark product suite, a range of anti-spam, anti-phishing, and anti-virus tools for individuals, corporations, and telcos.

RUST: Describe the competitive landscape.

DEBRINCAT: eCorner has become a recognised leader in the e-commerce marketplace in Australia. We offer a mass-hosted solution that allows our partner companies to quickly deploy a fully automated online store provisioning system. The platform has been customised to support and comply with local taxation, language, and payment requirements. We've also extended the language capability to support Japanese and Chinese. The shopping cart market may appear crowded on the surface, but there are only one or two local providers who develop, support and maintain packaged e-commerce applications in Australia.

RUST: Who are your major customers?

DEBRINCAT: We have customers and partners at all levels and all sizes of business including: Dick Smith Electronics; Weight Watchers Australia; Melbourne IT; Urban Baby; Online Performance Autos; and Cassegrain Wines.

Our e-commerce partners are Commonwealth Bank of Australia, Netregistry, Cloudmark with its CloudFilter and Authority, Melbourne IT, and TPP Internet

RUST: What are your priorities for the next year?

DEBRINCAT: We believe that fully-enabling cloud computing as a platform is an important priority. We are extending our mass-hosted e-commerce capabilities using cloud computing and software-as-a-service to enable a true cloud-based e-commerce solution. CloudFilter enables a true cloud-based message security capability.

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

DEBRINCAT: eCorner continues to grow through our partners and direct customers. We will be the leading Australian e-commerce supplier and will have extended our offerings into Asia/Pacific. eCorner will continue to be an Australian-based company and we will evolve our solutions and technology to keep our customers ahead of their competitors.



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RUST e-RESEARCH

Growing acceptance of biometrics

With concerns growing over the incidence of bank card fraud and identity theft, a majority of people globally would accept biometric authentication to verify their identities, according to research by Unisys.

Consumers remain most concerned about bank card fraud and identity theft, despite a general decrease in overall concerns about security threats. These two issues have ranked as the top overall consumer concerns globally since Unisys began compiling its Security Index in 2007.

These global concerns may have led to an increasing consumer acceptance of biometric technologies, such as fingerprint and eye (retinal) scans, versus more traditional methods of using passwords and PINs. Respondents in every country surveyed for the index indicated a majority favoured the use of advanced biometric methods.

"Consumers worldwide seem to be growing more comfortable with the idea of using advanced and sometimes unfamiliar technologies to secure their identities as a way to prevent fraud," said Mark Cohn, vice president of enterprise security at Unisys. "Given the concern about bank fraud and identity theft, it is not surprising that people would embrace new ways to protect themselves. But we were somewhat surprised by the wide acceptance of biometrics such as iris recognition and facial scans."

The key points that related to Australia were:-

- Australia was the only country out of nine nations to record an increase in security concerns in the second half of 2009;
- The increase in Australia was driven by a 15 point increase in concerns about Internet security;
- As a result, Australia moved two spots higher when its index was ranked against the other countries — Australia now ranks fifth out of nine countries;
- The level of security concern fell in the other eight nations surveyed but rose eight points in Australia;
- On the question of preparedness to use biometrics as a means of identification, Australians showed they were the most willing out of the nine nations surveyed around the globe;
- Two-thirds of Australians were willing to use biometric identifiers such as fingerprints and photographs to prove their identity with 92 per cent saying they would use a fingerprint compared to 74 per cent support for the more traditional password.

CIOs have high hopes for the cloud

Data centre transformation is a stark reality facing most customers across the Asia/Pacific region because ageing and inefficient data centres are struggling to keep pace with technology change-leading to high operational costs, poor utilisation levels and increasing complexity, according to research by IDC. However, the current economic environment has led many CxOs to mandate CAPEX restrictions, which has forced CIOs to look for ways they can do more with the same.

Data centre transformation is a discussion that is broader than cost and capacity. It is one that strives to build an IT architecture that is more agile and adaptive for the business. This need is fuelled by the increasing pervasiveness of IT, in turn driving businesses to use the same or even more than before — even when budgets are not expanding.

This has caused a dilemma for CIOs, who are forced to think about new ways to create an IT fabric that is more elastic, flexible, and agile — an arduous and lengthy task. The arrival of cloud computing has revived the hopes of many CIOs.

IDC analysts believe that over the next few years organisations will show increasing interest in cloud computing. However, these organisations will have to start planning on building a more dynamic IT framework as a precursor. The current chaotic IT environment will pose a huge challenge in migration, and indeed this has left many CIOs stumped about where to even start.

"There is significant, pent-up demand for revamping and building new data centres that have been postponed due to the ongoing recession," said Matthew Oostveen, research manager for services at IDC. "Meanwhile, the demand for IT has not abated and CIOs worry about coping with the turnaround as and when it comes through. This has to lead to the emergence of an adaptive and elastic IT framework — whether inside or outside the organisation."

Netbook market hits its straps

Almost 35 million netbooks will be shipped by manufacturers in 2009, according to market data released recently by ABI Research. ASUS dominated the netbook category in 2007 when it debuted the Eee PC, but Acer made a big push in the fourth quarter of 2008 to lead the second year.

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RUST eRESEARCH Continued from page 6

"Seventy-four per cent of 2008 netbook shipments bore the brands of just three vendors: Acer, ASUS, and Samsung," said senior analyst Jeff Orr. "However, the rapid growth of netbooks as a second computer in developed markets will be eclipsed in coming years by vendors targeting developing nations and first Internet PCs at home."

The netbook and nascent MID markets are not locked up. While several of the leading netbook vendors are recognisable brands from the laptop and desktop computing markets, new vendors — including handset maker Nokia — introduced netbooks and MIDs in an effort to participate in the growth of these segments. ABI forecasts that Ultra-mobile devices (UMDs) — the combination of netbooks, MIDs and UMPCs — will top 124 million shipments in 2011.

As netbook markets thrive, the mobile consumer electronics category, which is expected to account for only about two million device shipments this year, is forecast to top 50 million in 2014. This market is currently led by connected personal navigation devices (PNDs) and e-book readers. Every major navigation company is in the running, offering turn-by-turn navigation, overlays, weather, traffic, and real-time traffic updates. Amazon's Kindle has lots of competition coming from the Barnes & Noble Nook, Sony Daily Edition, iRex, Plastic Logic Que, and others.

Asia/Pacific IT spend to rebound

The IT industry is exiting its worst year ever, as worldwide IT spending is on pace to decline 5.2 per cent, according to Gartner. However, in Asia/Pacific, IT spending is expected to grow by five per cent to reach \$US515.6 billion in 2010.

In Australia, the five-year outlook for enterprise IT spending is a compound annual growth rate of 1.3 per cent, with total IT spending by Australian business to reach \$A56.4 billion by 2013. The vertical sectors with the highest IT spending growth will be communications (3.2 per cent), healthcare (2.6 per cent), and utilities (2.3 per cent)

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BY ASSOCIATION

R&D funding found wanting

By Heather Ridout*

In its May Budget, the Federal Government announced that the existing research and development (R&D) tax concession would be replaced from July 1, 2010, by the new Research and Development Tax Incentive.

In July Ai Group surveyed chief executives across a variety of industry sectors about their business strategies as we head towards the economic upturn. The survey also asked them about the likely impact of the R&D tax credit. Of the 55 per cent who responded, around one in five indicated they would spend more on R&D because of the new funding arrangements.

The main positives perceived by respondents were the proposal to extend eligibility to R&D undertaken in Australia regardless of where the associated intellectual property is owned; and the proposed change in eligibility for the refundable credit for companies part-owned by exempt entities so that companies up to 50 per cent owned by exempt entities will qualify (compared with the current 25 per cent). The proposal to increase the incentive for eligible expenditure that currently attracts the 125 per cent enhanced deduction was also seen as favourable.

However, only nine per cent of services firms, which includes the ICT sector, said they were likely to boost their level of R&D expenditure.

The government released a consultation paper containing more detail in mid-September, and has committed to releasing draft legislation by the end of the year.

Ai Group believes the following features undermine the usefulness of the government's proposals:

- The proposal to introduce a narrower definition of eligible R&D activity as activity that is systematic, investigative and experimental involving both innovation and high levels of technical risk (from the current requirement that activities involve innovation or high levels of risk); and
- The proposal to limit the degree to which supporting activities are eligible for the tax incentive is likely to increase compliance costs due to the difficulty of identifying core and supporting activities.

We have made a submission to the government outlining our response to the consultation paper.

Ai Group does not support the government's decision to remove the 175 per cent incremental incentive. However, we note that the removal of this incentive will raise considerable revenue and will largely allow the government to fund the favourable changes proposed in the consultation paper. As we see it, the proposals tightening the definition of R&D and treating supporting expenditure less favourably would erode the total level of support for R&D.

Ai Group also proposed that software-related R&D should be treated in the same way as other R&D and that the multiple sales test should be removed.

We agree that the July 1, 2010 start date should be adhered to, subject to our suggested modifications. We believe it is important for the Government to get the scheme right and boost the innovation essential to maintaining the strength of the Australian economy in the future.

*Heather Ridout is Ai Group chief executive
www.aigroup.com.au



REVOLVING DOORS

TechOne snares high profile exec

Queensland-based developer TechnologyOne has scored something of a coup by recruiting Martin Harwood as operating officer for marketing solutions. Well-credentialed Harwood was CEO of privately-owned Australian software developer Tower Software for seven years and ultimately guided it through its acquisition by Hewlett-Packard last year (*Rust Report*, April 4 2008, p1).

Adrian Di Marco, executive chairman of TechOne, said the appointment represents a major step towards achieving a long-term strategy for his company and will complement recent realignments of TechOne's sales, R&D, and consulting teams to focus on vertical market solutions.

Bill Marlow joins Prodiat

Industry veteran Bill Marlow has been appointed managing director of Prodiat, an Australian provider of wholesale IP communications services and solutions. He joined the company from TalkIP and has also worked for Chi-Telecoms, Vocaltec Communications, and Israeli equipment manufacturer Tadiran Telecommunications. His career began with Ormat Industries.

Rosenberg heads networker firm

Clifford Rosenberg has been appointed Australia and New Zealand managing director of LinkedIn, the online network for professional people.

Rosenberg was formerly managing director of Yahoo! Australia and New Zealand, and also worked for iTouch Australia and New Zealand, Vodafone Australia, Gemini Consulting, and Bain Consulting.

Since leaving Yahoo! he has been appointed director of a number of companies, including online publisher Sound Alliance, and the Clear Light Digital online marketing agency. Before

Macquarie Hosting boosts execs

Macquarie Telecom has made two appointments to its Hosting operation with Brian Sharpe taking over from Olaf Moon as general manager for government hosting and security; and David Hirst taking the newly-created position of commercial manager, hosting. Moon has moved into the new position of general manager of hosting account management.

Sharpe will be based in Canberra. He was previously with CGI Australia.

Hirst, who will be based in Sydney, has previously worked for Foxtel, Telstra, Nine Network Australia, and News Limited.

Bruce Lakin takes exec role at ACS

Another industry veteran, Bruce Lakin, has been appointed CEO of the Australian Computer Society. He replaces interim CEO Sam Burrell, who stepped into the position following the departure of Kim Denham (*Rust Report*, June 5, p8), and will now return to his position of ACS general manager of finance and business services.

In recent times Lakin has held senior positions with Symantec and Veritas Software. Other positions have been with ASX-listed Australian company Prophecy International, Toshiba Australia, Novell Asia/Pacific, WordPerfect, and Unisys.

Thunderhead names A/P leader

Phil Walker has been appointed managing director of the Asia/Pacific operations of Thunderhead, a British developer of enterprise communications management solutions. He is also in charge of the company's operations in Europe, the Middle East, and Africa.

Walker was most recently with Capgemini Consulting and has also worked at Xerox, Dell, and IBM.

Engage Digital takes on Heap

Jeremy Heap has been appointed sales manager of digital marketing company Engage Digital, which is the A/NZ distributor of e-mail marketing company Silverpop. Heap will be responsible for sales of Silverpop B2B marketing automation solutions. He was previously with lead generation company LeadMaster and has also worked with Sensis and Global Shop Direct.

Around the Traps

- Steve Peacocke has joined Australian company MapData Sciences as product manager. Peacocke wrote The Trader Series applications that are claimed to have become the best selling small business accounting suite in New Zealand. More recently he has been working as a consultant.
- Matthew Haag has been appointed southern region account executive for Open Text Corporation. He will be based in Melbourne. Haag previously worked for Objective Corporation, and has also worked for CCH, Leo Burnett, LexisNexis, and Fairfax Interactive Network.
- Benjamin Donovan has joined the board of Webspy. He was recently with the ASX in Perth.