

Rust Report

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

June 18, 2010

THE RUST BUCKET

Essential skills

THESE ECONOMIC TIMES have catalysed many vendors to make some brutal business decisions that are testing the mettle of even the best talent leaders. The economic situation is prompting companies to examine their current positions deeply, think about who they are, and analyse their competitive environments.

Pick up any newsfeeds today and you will see a plethora of stories about layoffs and restructuring around the world. The industry consolidation that has led over the past few years to previously consistent segment leaders being snapped up by the larger players, continues. Locally this has changed many buying decisions as would-be purchasers wait until new product maps arrive from the new owners.

The challenge is also that change involves people plus product uncertainties and maybe inconsistencies in previous vendor relationships. Today, local leaders must inspire their employees and customers and not run for cover. Employees read the headlines and learn about staff cuts, stock market reports, mergers and acquisitions, and the various collapses. Many still remember how the mighty have fallen over the years: DEC, Data General, Prime, Apollo, Wang, and Nixdorf to mention a few. In recent times the list of vendors abandoning their once vaunted positions is noteworthy and surprising.

The current challenges in the marketplace are dauntingly similar to those back in the 1990s. Now a focus must be on innovating and maintaining a strong market profile. For local leaders with a clear vision and the financial resources to act, the current slowdown can create opportunities to set an agenda for change rather than respond to someone else's, to build and maintain market share, and to build new key capabilities.

We can recall many innovative products or services brought to market in Australia with lots of fanfare only to disappear and fail, with devastating results. The drive to keep product and service offerings fresh is not new but it is essential in today's market conditions.

What is new for the IT industry is the fact that remaining competitive is not a simple matter.

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Aust developer sets its sights on Russia

Auto IT, a Melbourne-based developer of dealer management systems, has appointed Russian dealers to introduce its products into Russia and the Commonwealth of Independent States (CIS). Under the terms of the deals 1C-Rarus will promote Auto IT's Windows-based system — Equip — in Russian and CSI markets, while EkoNiva Tekhnika Holding, which is John Deere's Russian dealership, will promote Auto IT's systems for Russian dealers in the trucking, agriculture and construction equipment sectors. Auto IT is the preferred supplier of dealer management systems to the John Deere Group.

Ken Fife, CEO of Auto IT, said localisation of the software will begin immediately and pilot installations of Equip are scheduled to go live in the first quarter of 2011. "Russia has vast agricultural, forestry, and mining resources, which will see the emergence of many new retail dealerships servicing these areas over the next decade, and there is an enormous opportunity for our software to help these dealers improve productivity," Fife added.

Auto IT already exports strongly through licensees and distributors in the US, Canada, Mexico, Brunei, Malaysia, NZ, Singapore, Fiji, and South Africa. www.auto-it.com.au

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INSIDER EDITION

Cohda joins big road safety project

South Australian company Cohda Wireless has been selected as the sole provider of radio systems to the leading-edge German road safety project known as SIM, which translates as Safe Intelligent Mobility. The aim of the project is to extend vehicle safety and efficiency beyond the vehicle and it is supported by industry giants like Audi, BMW, Daimler, Ford, Opel, Volkswagen, and Bosche, as well as Deutsche Telekom and German research institutions.

Dr Paul Gray, Cohda's vice president of engineering, said the company's technology combines GPS with WiFi-like communications. "Unlike currently available systems Cohda's DSRC technology has the capability of seeing around corners," he claimed. The technology originated in the University of South Australia. www.cohdawireless.com

World Cup boost for eServGlobal

FlexiContent Services provided by eServGlobal, an Australian company that provides management solutions to telcos, are being used by more than a dozen carriers around the world to deliver live scores and other content from the 2010 World Cup in South Africa. FlexiContent enables operators to capitalise quickly on subscriber needs during such events, explained Craig Halliday, COO of eServGlobal.

"We are extremely pleased with FlexiContent's early popularity and look forward to delivering our new MMS services, where subscribers can ask to see the winning goal after the game," Halliday added. The MMS service was formally launched on June 11. www.eservglobal.com

Rust Bucket

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There are many variables in today's complex value chain that strongly influence market success. A lot depends on attracting and retaining the best people and talent.

Some people watch while in a time of cutbacks the executives of many less well-managed companies take the extraordinary steps of cutting training and marketing budgets (advertising and PR) and then those same executives wonder why they are in even more financial turmoil! If ever there was a time to invest in people it is when the going gets tough. In enterprise marketing there is a much greater need for dialogue consultation and with today's technology projects this need escalates even further.

Local companies also need the managerial and structural flexibility to innovate, not just with new products and services, but with new business models.

The demands placed on leaders by the changes and trends in the marketplace require them to have increased business, people, and team skills. A sharp business focus, rapid responses to customer and business demands, skills in teambuilding and empowerment, and an ability to juggle fewer staff to ensure their skills are being used to the upmost will be necessary for any leader.

— Len Rust RustOz@bigpond.com

Aussie group cracks Kiwi Govt

Business transformation specialist iOctane has entered a licensing agreement with the New Zealand Department of Internal Affairs. The agreement covers the distribution of products from US developer Metastorm and related iOctane products and services to government agencies.

The Metastorm products are designed to create an environment for continuous process improvement across organisations, explained Chris Symes, iOctane's head of client engagement for Australia and NZ. "This agreement will allow government agencies to access the Metastorm process modelling, business architecture, and execution technology toolsets and related services," Symes added. www.ioctane.com

Macquarie wins outsourcing deal

Queensland-based construction and project management group Matrix has awarded Macquarie Telecom a three-year outsourcing contract. The deal covers the hosting of a full corporate IT suite, the provision of redundant Internet and voice services, SAN storage, and a managed back-up capability, explained Aidan Tudehope, managing director of Macquarie Hosting. www.macquarietelecom.com/hosting/

Marine authority turns to MDS

MapData Sciences has developed a resource location service for NSW Maritime. The new service, at www.maritime.nsw.gov.au/locator.html, allows boat users to enter a land address or waterway name to locate the nearest NSW Maritime office, boat ramp, petrol pump, or sewerage pump outlet, said David Ryan, marketing manager of MDS. www.mapds.com

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INSIDER EDITION

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Moko.mobi builds on Malaysian base

Moko.mobi, an Australian company that has developed a chat and share system for mobile phones, has been selected to operate a service for Malaysian mobile operator DiGi. The service is in a promotional phase at DiGi, which has more than eight million customers.

Ian Rodwell, CEO of Moko.mobi, said the deal follows the recent signing of Maxis Malaysia and extends the service's reach to more than half of the Malaysian mobile market. "With DiGi joining in and building on the growth in the Philippines, we hope to see a snowball effect that will continue our drive towards the position as a market leader in South-East Asia," Rodwell added. <http://corporate.moko.mobi>

Hyro scores Qld Govt contract

Australian digital services company Hyro has been selected by Smart Service Queensland to work on the implementation of the Queensland Government's Get Involved Online community contribution system. The aim of the service is to enable the community to engage in policy development through surveys, polls, forums, and other collaboration tools. Hyro will provide technical design and implementation services, managed services, and hosting, said Bill Votsaris, CEO of Hyro. www.hyro.com

Orders and Implementations

- Visy Technology Systems has negotiated the sale of a four-colour variable ink-jet printer from Australian company Mikoh to Promark, a manufacturer of appliance test tags and safety signs. The deal is valued at \$A530,000. www.mikoh.com
- BlueScope Steel has extended a services contract with Capgemini Australia. The deal covers management of HR, payroll, accounting, and procurement services. www.au.capgemini.com
- Hypercom has been awarded a contract by Suncorp and Live TaxiEpay to provide mobile payment terminals for use in more than 3500 Australian taxis. The roll-out of the devices has begun in Sydney and Melbourne and is scheduled to be completed within 12 months. www.hypercom.com
- Unisys has been selected to build a virtual backup tape library environment for Kiwi company AMI Insurance. www.unisys.com

Aussies worth watching

A roundup of companies making waves at home and abroad

- PURESEC helps organisations secure and manage their information. The company provides customers with a business-aligned framework for security, a more strategic allocation of budget, and a security roadmap for the future. PureSec works with organisations across the Asia/Pacific and Japan region. www.puresec.com
- NETCARD specialises in the integration of information technology and smart identification systems, with a focus on time, attendance, GPS, vending, and photocopying products. Netcard provides integrated solutions for educational environments as well as to the healthcare industry, hospitality, general industry, caravan parks, marinas, user-pays organisations, and salary sacrificing operations. www.netcard.com.au
- HEALTH IQ supports the business information needs of Australian hospitals with integration, information, and solutions covering data warehouse, management reporting, operations reporting, and analytics. The company's enterprise integration platform utilises Web services, SOA, JCAPS, and HLT. www.healthiq.com.au
- AAM is a geospatial specialist that provides business mapping, GIS, and location-based services. The company has developed a range of systems for the collection, analysis, and presentation of geospatial information which it has used to build a library of digital photography, satellite imagery, and high resolution digital terrain models. AAM works through an office network covering Australia, New Zealand, South-East Asia and South Africa. www.aamgroup.com
- CONSTREX has developed software for a Web server that provides a complete online tendering system for engineering and construction companies. The Tender.ly application takes care of the mechanics of the tendering process, freeing the user to concentrate on other things. A central subcontractor and document database, and an intuitive interface make tendering quick and easy, while a central address book provides a single place to keep details of suppliers and subcontractors. www.constrex.com.au
- BLUE ZOO is an advisory practice specialising in governance, strategy, and risk. The company helps customers improve their businesses and make their operations more efficient and more resilient. It has established a strong presence across government and ASX 100 companies. www.bluezoo.net.au

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DEALMAKERS

Sofcom buys itself a new future

ASX-listed company Sofcom plans to move into online gaming after reaching an agreement to purchase 2up Holdings. If the deal and a subsequent capital raising are approved by shareholders, Sofcom will change its name to 2up Holdings and will adopt its activities as its core business.

Kristian Stebbing, a director of Sofcom, said 2up is a Melbourne-based company that develops and deploys online gaming, wagering, and betting exchange services. He claimed that it was awarded an international interactive gaming licence last month.

"Drawing on the significant experience of 2up's senior staff and directors, the expectation is that 2up will provide a compelling alternative to existing online gaming service providers," Stebbing added.

M2 purchase boosts SMB focus

People Telecommunications — a subsidiary of cashed-up diversified telecoms services provider M2 Telecommunications Group — has agreed to acquire Bell Networks Voice & Data www.bellnetworks.com.au which provides a range of telecommunications and phone services to the SMB marketplace. The assets acquired correspond directly with M2's core SMB market focus, said Craig Farrow, chairman of M2.

Farrow added that the process now being used to integrate the business of of recently-acquired Clever Communications (Rust Report, May 7, p4) into People Telecommunications will be extended to incorporate Bell Networks. <http://m2.com.au/>

Customers boosts NZ investment

Australian ATM network operator Customers Limited has lifted its stake in New Zealand ATM Services (NZATM www.nzatm.co.nz) from 9.25 per cent to 34.25 per cent. Tim Wildash, managing director of Customers, said the increased investment indicated the company's confidence in NZATM and the longer term opportunities in the NZ market.

Wildash explained that NZATM has been working with financial institutions on a pilot roll-out of New Zealand's first convenience ATMs. "NZATM has more than 500 contracts signed with merchants in New Zealand awaiting deployment and expects his number to grow substantially once one of the two remaining banks whose cardholders have not yet been granted access to the independent ATM networks permits card acceptance on the independent ATM network," Wildash added. www.customersatm.com.au

Altium turns academic in China

Altium — an Australian developer of electronics design systems — has joined forces with Jiangsu City Vocational College to create a course in board development for electronics products. The new course has been given some solid kudos by the Jiangsu Province Department of Education, which has selected it as its course of choice.

Roger Shen, Altium's regional CEO for Greater China, noted that Jiangsu and its neighbouring provinces have the most firmly established electronics industry in China. Of the 170,000 students at Jiangsu City Vocational College and its sister colleges, more than 30,000 major in electronics. "We believe that Jiangsu City Vocational College will become the flagship in our efforts in China's vocational educational area," Shen added. www.altium.com

NICTA transfers tech to start-up

Australian research centre NICTA has agreed to provide its advanced optimisation and search software to a specially established commercialisation company, Cohesive Data.

Investors in the start-up company — Tim Sullivan, Todd Vieguti, and Peter Vroom — have been joined by Dr Raymond Wong, leader of the NICTA development team. The Cohesive operation will be based at the Australian Technology Park in Sydney.

Sullivan said that products containing the NICTA IP will initially be marketed to US mobile carriers to help them provide a more seamless information delivery to their customers. "We feel this is a great fit with the carriers' needs for delivering large volumes of information to an ever-growing mobile market," explained. www.nicta.com.au

TechOne increases UK presence

Australian developer TechnologyOne has set up a northern office in the UK to service customers in northern England, Scotland, Wales, and Ireland. The establishment of the new office in Cheshire is part of TechnologyOne's commitment to providing customer-facing senior managers in important regional areas, explained Adrian Di Marco, the company's executive chairman.

"Major spending cuts in the UK coupled with the accelerated retirement of the baby boomer generation means that many workplaces are looking to fully automate a lot of previously manual processes, Di Marco added. www.technologyonecorp.com



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DEAL MAKERS

Continued from page 4

Alliance targets very small business

Australian business incubator Cobalt Blu has joined forces with online media company Sitepoint (www.sitepoint.com.au) to provide an online solution for small operators in the home, health, and beauty services markets. The booking and appointment management system, which will include online marketing tools, will be based on Cobalt Blu's online marketplace, Unbooked, which allows users to search, book, and pay for any time-based service.

The Sitepoint alliance will integrate Unbooked with iPhone and iPad technology, enabling consumers to access real time inventory for their preferred practitioners from their phones at any time, explained Jeff Dusing, one of the founders of Cobalt Blu. www.cobaltblu.com.au

Business Briefs

- Australian systems integrator Frontline Systems has set up a networking practice that will allow the company to offer a more complete, range of integrated solutions. The new operation will initially focus on Hewlett-Packard ProCurve and Juniper products. www.frontline.com.au
- Sydney-based desktop virtualisation specialist NetLeverage has appointed VADIS Systems (www.vadis.com.au) a national distributor of its ThinPoint remote access and virtualisation product. www.netleverage.com.au
- Metronode, a data centre specialist that is owned by Leighton Contractors, has been appointed a distributor of the BladeRoom data centre system in Australia and NZ. www.bladeroom.com. "BladeRoom data centres offer one of the lowest operating costs of any data centre available today," claimed Malcolm Roe, general manager of Metronode. www.metronode.com.au
- Brisbane-based telco Over The Wire is gearing up to offer co-location services through its newly-opened Datacentre 2. The facility is claimed to be one of the largest installations of APC's hot-aisle containment system in Australia. www.overthewire.com.au
- The Storage Networking Industry Association for Australia and NZ has passed responsibility for delivery of its certification program courses to Dimension Data Learning Solutions. www.ddls.com.au

A VIP TOLD ME

Jeyan Jeevaratnam

Vice-President and Country Managing Director of Avanade Australia

RUST: Please start with an overview of Avanade.

JEEVARATNAM: Avanade is a business technology services provider formed as a joint venture between Accenture and Microsoft to meet burgeoning interest and demand in the Microsoft space. Today, we are approaching \$US1 billion in annualised sales, have more than 10,000 professionals in more than 24 countries around the world, and we recently celebrated our tenth anniversary.

RUST: Describe the competitive landscape and how you are positioned.

JEEVARATNAM: Avanade is dedicated to using the Microsoft platform to help enterprises achieve profitable growth. I believe Avanade, Accenture, and Microsoft are well positioned for the future as the alliance continues to make investments in innovation on the Microsoft platform. Avanade is actively pursuing opportunities for growth in many areas, including client-focused CRM solutions and cloud computing.

Avanade also places a strong emphasis on ensuring all of its consultants are highly trained and extremely qualified. The company has the largest number of certifications per employee of any service providers: currently our consultants hold more than 13,000 certifications.

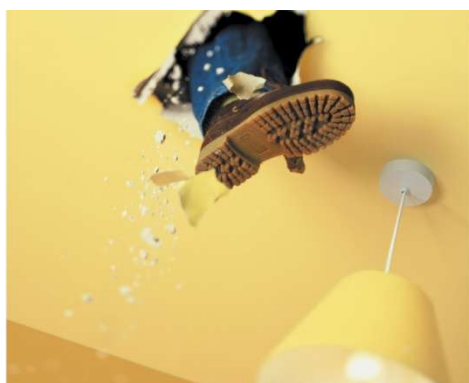
RUST: Who are your major customers?

JEEVARATNAM: Avanade has 3400 global customers across numerous industries, including major brands such as L'Oreal, Pepsi, Cable & Wireless, Sara Lee, and Credit Suisse. In Australia, our focus on enterprise customers means we have between 30 and 35 key clients across a range of industries, including financial services, telecommunications, resources, and federal government.

RUST: What are your top priorities for the next 12 months?

JEEVARATNAM: Key priorities for Avanade Australia are continued growth and increasing market share. In striving for double digit growth, we are looking to grow our service lines and also focus on major projects using Microsoft platforms, such as desktop infrastructure transformations, as well as information management and business intelligence (BI), CRM and SharePoint collaboration on the Microsoft platform.

Additionally we will always continue to focus on creating new and added value for all of our clients.



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RUST e-RESEARCH

Australian mobile services speed up

Australian mobile broadband networks have improved average download speeds by 68 per cent to 2941K-bits/sec since 2008, according to studies by IDC.

The researcher's second annual mobile broadband competitive analysis tested the download and upload speeds, as well as latency on all four mobile broadband networks.

"In 2009, the performance of mobile broadband improved noticeably in most cases, with a significant boost to average speeds, but more importantly, most networks also demonstrated greater consistency of performance, which provides a more satisfying broadband experience," said Mark Novosel, market analyst for telecommunications at IDC Australia.

Telstra has topped the list again this year, ranking first according to IDC's seven assessment criteria. However, Optus was only four per cent behind, after demonstrating a strong improvement in performance across all metrics assessed, which saw it improve 20 per cent from 2008.

"IDC's research tests showed that Telstra scored more highly than its competitors, with average download speeds nearly 60 per cent faster than its nearest rival and no network fallback to 2G encountered. The user experience on Telstra was often similar to a good quality residential fixed broadband connection," said Novosel.

"Optus' performance soared in 2009, scoring similarly to Telstra, although slightly more network fallback was experienced. However, performance was fairly consistent and well above both of VHA's networks. Optus now provides a viable alternative to Telstra for anyone willing to sacrifice some coverage and speed in favour of cost savings," Novosel added.

IDC also found that upload speeds surged in 2009, due to the availability of HSUPA-enabled modems. The average upload speed measured in 2009 was 1238K-bits/sec, which is 169 per cent higher than the 2008 average of only 460K-bits/sec. Meanwhile, average latency fell by an average of 71 per cent, from 447ms in 2008 down to 129ms in 2009.

"With social networking booming, and consumers increasingly sharing images and videos, having a broadband connection with fast upload speeds is becoming critically important. Today, mobile broadband on average provides significantly faster upload speeds than most residential fixed broadband connections," said Novosel.

Enterprises take to ultra-mobiles

While the iPad, a device belonging to the ultra-mobile device (UMD) category, is all the rage among consumers, enterprise suppliers are already preparing it for business use. Cisco, for example, is marketing its Cisco WebEx Meeting Centre application for the iPad.

ABI Research has forecast worldwide UMD adoption averaging 55 per cent per year as businesses find many uses for ultra-mobile devices, a category which includes netbooks, smartbooks, and mobile Internet devices (MIDs).

ABI's enterprise practice director Dan Shey said that UMDs differ from smartphones and laptops.

"They offer a few highly desired feature and application capabilities in tablet and clamshell form factors. Businesses will be attracted to these devices for the same reasons as consumers — their larger screens, LAN and WAN connectivity, and most importantly, low cost," he said.

But UMDs are not necessarily business-ready. The smartbook device concept does not offer x86 processor architectures and is almost entirely without the Windows OS. UMDs add even more support and control complexity for IT managers currently trying to manage an expanding base of smartphone platforms. Currently, little attention has been given to ruggedisation which will limit their usefulness in more austere environments.

"Business-ready is a relative term. The Web browser will be sufficient for some business use cases. Encapsulating, protective shells may provide sufficient ruggedisation for tablet form factors. Some businesses will value low price and limited functionality more than highly functional heavy OS devices. Ultimately, UMD adoption will be driven by a greater availability of business applications, and platforms and services that ease device management and support and enhance data security," Shey added.

Major shift toward managed services

The number of companies that outsource their IT infrastructure will increase globally from 17 per cent today to 64 per cent in 2020, according to a study commissioned by Savvis, a US provider of cloud infrastructure and hosted IT solutions.

In April, independent research firm Vanson Bourne surveyed more than 600 IT and business decision makers in the US, UK, and Singapore.

"With the rise in acceptance of outsourcing within the IT industry, and the related economies of scale that accompany the managed services model, businesses are finding it difficult to justify owning their own IT infrastructures," said Bryan Doerr, CTO of Savvis.

The trend away from in-house IT infrastructure can be seen in the study results:

- Singapore: IT infrastructure being controlled in-house is expected to drop from 62 per cent today to 38 per cent in 2020.
- UK: In-house IT infrastructure is predicted to drop from 90 per cent today to just 23 per cent in 2020.
- US: In-house IT infrastructure is expected to drop from 82 per cent today to 49 per cent in 2020.

In looking at 2010, organisations cited cost savings (58 per cent) and growing revenue (54 per cent) as their top strategic priorities. The biggest issue facing organisations was having to do more with less budget (54 per cent).

When asked what factors prevented their organisations from outsourcing all elements of their IT infrastructure, survey respondents cited company culture (43 per cent) and sunk costs, where IT assets are already paid for and owned (37 per cent).

RUST eRESEARCH

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Application deployment apps slip

The worldwide market for application deployment software grew 2.2 per cent to \$US14.9 billion in 2009, according to IDC. The decline in the growth rate was steep compared with 9.7 per cent growth in 2008 and 16.5 per cent growth in 2007. However, with the severe impact on IT spending caused by the economic crisis through 2009, the fact that this market grew at all was counter-cyclical.

"Several factors will lead to accelerating growth in middleware over the next couple of years. Those include increasing investments to improve near-real-time business responsiveness, improve process efficiency, and improve levels of integration, particularly to connect and exchange external data from business partners and cloud services with data centre-based applications," said Maureen Fleming, program director for business process management and middleware at IDC.

Additional findings from this study include:

- The top three vendors in 2009 accounted for 52.5 per cent of market revenue. IBM was the largest middleware vendor, while Oracle and Microsoft were the next two largest vendors.
- The fastest-growing larger vendor (over \$US100 million in revenue) was business process management software provider Pegasystems. Appian and Lombardi Software, which was acquired by IBM in January 2009, also grew in the middle double digits.
- Perhaps, the most notable growth was that of VMware, which acquired SpringSource in 2009. Since the acquisition, the SpringSource middleware portfolio grew 100 per cent to \$18 million in 2009.
- At 8.2 per cent growth, Asia/Pacific was the fastest-growing region. It accounted for 14.5 per cent share of the market. The largest region was the Americas, at \$7.7 billion in revenue and 3.9 per cent growth.

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BY ASSOCIATION

Australia should focus on ICT services

By Anthony Wong*

As the world recovers from the financial crisis and the pace of globalisation intensifies, the ACS believes Australia should position itself as a key destination for ICT services.

The call follows the release of statistics from the Australian Bureau of Statistics (ABS) and the Centre for Innovative Industry Economic Research revealing that Australia's ICT workforce grew by 13,000 in the 12 months to February 2010.

According to the ABS, Australia's ICT market is worth more than \$US97.8 billion, comprises 30,300 businesses, and employs more than 300,000 people. An additional 250,000 ICT workers are employed by governments and companies in other industry sectors to support the critical operations of these organisations.

Total domestic spending on ICT doubled in the five years to 2008 (Digital Planet 2008) but ICT goods and services exports accounted for around 2.3 per cent of Australia's total export earnings. Since ICT is a truly global industry, we must continue working to improve our competitiveness in order to keep growing our ICT services exports.

Not only have we established a strong competency in this area, but our services capabilities are enhanced by our high rankings in other international benchmarks.

Australia was the only advanced economy to record positive growth in 2008-09, compared to an average contraction of 4.6 per cent in G7 economies (ABS National Accounts, June Quarter 2009), building on 18 consecutive years of growth.

The 2009 World Competitiveness Yearbook labelled Australia the world's second most competitive country (with population over 20 million), and gave us the second lowest risk of political instability.

Meanwhile, business confidence is high with Australia ranking seventh on AT Kearney's 2010 FDI Confidence Index, up from eleventh the previous year.

When you also consider Australia's highly skilled workforce, policy framework support for R&D, regulatory and IP protection environment, rapid uptake of new technologies and advanced communications infrastructure, we have much to offer as an ICT services provider. Our position in the Asia/Pacific Region also makes us the ideal location to offer technical and consulting services for multinationals using a follow-the-sun approach to 24-hour operational support.

Australia's ICT services exports have tripled over the past decade, with the US, UK, Hong Kong, NZ, Singapore, and Japan our biggest customers.

There's been growing demand for expertise in consulting and systems integration, data centres and managed services, ICT sustainability, e-security, e-health, financial services and digital content development. To fully leverage these opportunities, the ACS is calling for greater focus on the digital economy and on developing Australia's ICT brand and potential.

As the National Broadband Network becomes a reality, we must implement appropriate policies and other structures to encourage the development of digital products and services that we can both deliver locally and export to the world.

*Anthony Wong is president of the ACS and Chief Executive of AGW Consulting. www.acs.org.au



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REVOLVING DOORS

Cunningham to head Dataflux

Saul Cunningham has been appointed managing director of the Australian operation of data management solutions provider Dataflux, which is a subsidiary of SAS. With more than 20 years of industry experience behind him Cunningham has held senior positions at Oracle, and has also worked for BEA, Open Environment, and Andersen Consulting.

Leopard appoints sales director

Robert Deane has been appointed national sales and business development director of enterprise mobility specialist Leopard Systems. He will be based in the company's head office in Melbourne.

Deane's previous employment was in transport and logistics companies, including as national sales manager for Mayne Logistics before its sale to Toll, and Linfox. More recently he spent six years involved in enterprise mobility.

Raritan appoints BDM in Aust

Power and energy management specialist Raritan has appointed Jonathan Teasdale northern region business development manager. He will be based in Sydney with a territory that covers the ACT, NSW, Queensland, and the Northern Territory.

Teasdale has previously worked for Computer Room Solutions, Eaton, and MGE.

SMS appoints regional directors

Consulting and systems integration company SMS Management & Technology has appointed three regional directors — Craig Lennard, David Moodie, and Paul O'Dwyer.

Lennard, who is regional director for NSW, was most recently managing director of "an ICT company specialising in intelligent transport and road user charging systems". Earlier he was managing director of Logica Australia's industry and transport business.

Moodie has been with SMS since 2004, previously managing the NSW region. He now heads the Victorian region.

O'Dwyer, regional director for the ACT, joined SMS when it acquired Total Learn in 2007.

Eaton heads new Orange division

Ian Eaton has been promoted to leader of a newly formed security consulting practice within Orange Business Services. In his previous role within the company he designed security solutions for a number of key clients. Eaton has also worked for Cybertrust Australia.

Change of chair to spark iSoft

Following the release of a profit warning early in June iSoft has made a number of changes to its board of directors. Gary Cohen has stood down as executive chairman in favour of Robert Moran, the managing director of Oceania Capital Partners, who will be non-executive chairman. Cohen will continue as CEO.

Steve Garrington, who was also an executive director, has resigned from the board but will remain head of business development, and Dr Jim Fox has also resigned from the board.

KPMG signs on well-known partners

Mark Chimes and Ron Gardoll have been appointed partners of KPMG's performance and technology business within the firm's advisory group.

Chimes joined the company from AMP Capital Investors/BNP, prior to which he was the Asia/Pacific CEO of Avanade. He has also worked for Accenture.

Gardoll was most recently vice president of Caggemini, prior to which he spent nine years with DMR Consulting.

High profile recruits join Caggemini

Caggemini has strengthened its telecommunications and media practice by appointing Christophe Bur vice president of telecommunications, and Laurent Bye director of client partnerships.

Bur was previously executive director of strategy, planning and operations for Telstra product management. Earlier he had worked for Optus, France Telecom, Thomson, and Matra-Marconi.

Bye transferred to Australia from Caggemini's Middle East and Africa telecommunications practice.

Around the Traps

- Drew Kelton has been appointed a non-executive director of MobileActive. He was recently appointed president of enterprise services at Indian mobile company Bharti Airtel, prior to which he was managing director of Telstra's international business unit.

- Amir Hyster and David Glavonjic have resigned as directors of Argus Solutions, although Glavonjic will remain CEO. John Lee, Leo Moio, and Trent Harris have joined the board.

- Trevor Westhead has been appointed regional sales manager of Axis Communications' southern region. He was previously with Alloys International. Michael Pazarcevic has joined Axis as inside sales rep. He has worked for Open Platform Systems and Anixter.