

## The challenge of leadership



Len Rust

### RUST BUCKET

*Storm clouds are gathering on the horizon but many industry executives are still basking in memories of sunny years of profitable growth and public accolades.*

As the clouds role in, analysts are reporting upcoming changing markets. Many executives though still seem to be taking few if any precautions, they simply act as if the storm will blow over. Others are investing in new and often unrelated companies to hedge their bets. But smart companies resist these extremes and are preparing for the worst while focusing on what they do best.

This year has been a remarkable one for CEOs in the global technology industry. Steve Jobs passed the leadership banner of Apple to Tim Cook, Eric Schmidt handed the leadership of Google to Larry Page. Hewlett Packard has had many CEO changes over the past few years, Carly Fiorina was forced to resign by the board of Directors back in 2005, Mark Hurd was then named CEO and was successful at improving HP's efficiency and profitability, he also made several acquisitions such as EDS, 3Com and Palm and all seemed to be on track but he was forced to resign in 2010.

Leo Apotheker was then appointed and it was quickly announced that HP would leave the smart phone and tablet business, and also spin off or sell the PC business, before acquiring software company Autonomy for US\$10.3 billion. Shortly after he was ousted by the board, and the former eBay CEO Meg Whitman was appointed as the new CEO. HP has recently reported that it will not finalise its plans to spin off its PC operations until the end of the year and they are now trying to revive morale among employees and partners.

Welcome to the Rust Report. In this week's Industry Player Profile series we revisit an innovative Australian project and speak to NICTA's Jason McCarthy, who talks about the Bionic Vision Australia consortium. The video is viewable online from any page at [www.rustreport.com.au](http://www.rustreport.com.au)



Speaking to analysts on a recent conference call Ray Lane, the executive chairman of HP's board of directors admitted that HP's senior executive team was not "working on the same page" under Apotheker. Research firm IDC's Douglas Hayward believes the big issue in the short term is how much of Apotheker's 'whirlwind of change' will be reversed.

Back in 1992 we also experienced a killing year for four of the computer companies who were then most important to business buyers. All four companies had been dominant suppliers of mini computers for the previous fifteen or twenty years. But then came microprocessors, databases, Microsoft and the UNIX operating system which weakened the hold of several computing vendors on their existing customers and promptly slashed their profit margins.

The then CEOs of both Digital Equipment and Hewlett Packard were pushed into retirement, Wang declared bankruptcy and IBM halved its dividend for the first time, forcing the resignation of its CEO. All of them were simply overwhelmed by the profound changes in technology, cost structures, business models and market disruptions that were affecting the then computer industry.

Today's marketplace is similar; you can't swing a stick without hitting a new threat to the traditional way of life of computer vendors. The trade press, the blogospheres – the analysts – regularly are rattling off a list of new technologies, models, companies and buyer behaviours that are all conspiring to change traditional markets.

—Len Rust, [rustoz@bigpond.com](mailto:rustoz@bigpond.com)

## National industry body launches

### Outsourcing Council Asia Pacific (OCAP) launches

Bruce Mills, former Software Queensland board member, has joined with other members of the ICT sector to create a new national industry body, the Outsourcing Council Asia Pacific (OCAP). Mills declared this week that OCAP will "fearlessly" engage in the national debate on a wide range of public policy

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issues facing the ICT sector. "The nation faces some of the largest public policy issues in the ICT space that it has ever faced, from the proposed NBN model through to ISP filtering and it is time a fearless and vocal organisation stood up unreservedly for the interests of the ICT sector," Mills said. "For too long organisations and government appointed reference groups have played the 'yes man' role at the expense of our country's ICT sector and the future of the nation. Ultimately we want to see Australian

businesses grow through the effective use of outsourcing and shared services and we are willing to work with all Governments of the day in Australia on policies and legislation that affect outsourcing and shared services in particular," Mills said. Mills recently resigned from his position with Software Queensland, a sponsor of the ICT Industry Workgroup, advocate of Queensland's ICT, after fallout resulting from critical comments written on his blog.

## Public benefits of innovation

This year the Australian Research Council expects to fund research projects to the tune of \$2.9 billion and the National Health and Medical Research Council expects to fund health research amounting to an additional \$746 million. Whilst Australian tax payers provide the funds necessary for the Australian government's investment in research, the public is often unaware of what the results and real benefits are from publicly funded R&D. The research outcomes from public research funding in South Australia will be on show at the 2011 Innovation Showcase, to be held at the Adelaide Oval on Thursday October 20. "While cutting edge science is critical," says Greg Boundy, CEO of Innovate SA, "public funding of research also includes training people to assist in the translation of these discoveries into the marketplace, which can be equally if not more important. South Australia is fortunate to have great capabilities in this space, as well as organisations like Innovate SA which can further build that capability." For more information and to register visit: [www.opportunitysa.com.au](http://www.opportunitysa.com.au)

## BYO computing a top concern for Australian enterprise

More than half of Australian businesses are in the early stages of implementing IT Service Management (ITSM) frameworks that support the emerging trend of BYO computing, according to a recent survey conducted by UXC Consulting. According to the

survey, 80 per cent of Australian business ITSM frameworks already support smartphones, because these are often company-issued and believed to pose minimal disruption to the current IT environment. ITSM focuses on how well enterprise IT operations service their business end-users, who are increasingly using a mix of company-owned and personal computers like netbooks and media tablets for work. According to UXC Consulting CEO Nick Mescher, businesses expect to leverage new technology to provide a competitive advantage and are increasingly aware that they need the IT frameworks to support such deployments. "In Australia, the enterprise has been quick to adapt to this technology push and allow smartphones onto ITSM frameworks, as employees need more freedom in terms of mobility, and BYO computing is increasing as a trend in many workplaces," Mescher said. "Unlike the deployment of smartphones, the enterprise is not looking for a quick add-on solution with BYO computing, they are considering the best ways to implement solutions into the existing ITSM framework and facilitate support in the face of new and emerging IT trends."

## NSW ICT Industry Advisory Panel announced

NSW Minister for Finance and Services, Greg Pearce this week announced the members of the NSW Information Communications and Technology (ICT) Industry Advisory Panel. "Two hundred applicants were received for the Industry Advisory Panel including CEOs, CIOs, Chairpersons, and Managing Directors of some of the biggest ICT firms and research institutions in the world," Pearce said.

Members of the NSW ICT Industry Advisory Panel include:

- **John Baird** (Chair) – Head of Information Enterprise Services, Deutsche Bank

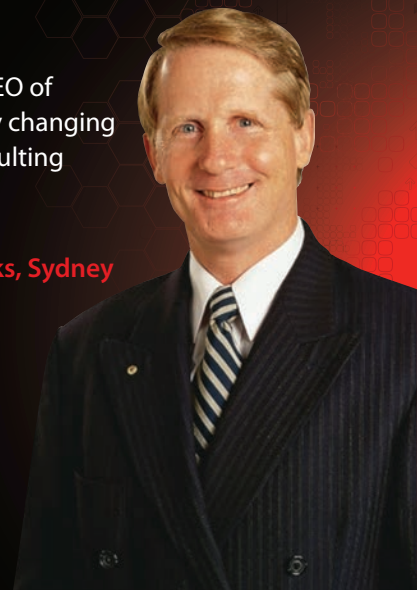
## A Conversation with Bob Mansfield AO

Join Bob Mansfield, former non-executive Chairman of Telstra and CEO of Optus Communications, as he shares his insights into the continually changing business technology landscape, difficult economic times and the resulting challenges and opportunities for Australian business.

**IT Executive Lunch | 9 November | Waterfront Restaurant, The Rocks, Sydney**

Seats are strictly limited. Register your interest here.

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- **Warren Anderson** – Group Vice President, Gartner
- **Phillip Cronin** – Managing Director, Intel Australia & New Zealand
- **Barry Dietrich** – General Manager Technology Solutions Division, CSG
- **Bob Hayward** – Chief Technology & Innovation Officer, CSC
- **Dr Ian Oppermann** – Director, CSIRO ICT Centre.
- **Jane Treadwell** – Director, Jane Treadwell Consulting

“Membership to the panel will be for an initial 12-month period. There will also be opportunities to participate through Working Groups which will be established to implement the NSW Government’s ICT Strategy,” Pearce said.

## \$15 million for smart solutions to healthcare challenges

A new \$15 million program to promote demand-driven innovation in Victoria’s healthcare system was announced this week by Minister for Technology Gordon Rich-Phillips at a BioMelbourne Network event in Melbourne. The Health Market Validation Program (Health MVP) is a competitive grants program that will leverage the power of government-as-customer to support the development of innovative health technology solutions to identified problems facing Victoria’s health sector. Mr Rich-Phillips said the program aimed to support the growth of innovative small to medium enterprises (SMEs) in order to deliver economic benefits for Victoria including job creation, export and investment opportunities, and increased productivity. “We are seeking innovative solutions to identified healthcare challenges to achieve better health outcomes, improve healthcare service delivery and provide economic benefits for Victoria,” Mr Rich-Phillips said.

## Facebook Head of Public Policy for Australia to Keynote iSAFENow Conference, Adelaide

Facebook’s Communications & Public Policy lead for Australia, Mia Garlick, has been announced as a keynote speaker at the first iSAFENow Conference, to be held in Adelaide on November 18. The one-day conference will address the growing problems of workplace cyber bullying and corporate brand assassination. Garlick, a lawyer and former Assistant Secretary, Digital Economy at Department of Broadband, Communications & Digital Economy and Product Counsel at Google, joins leading thinkers, strategists and online law enforcement specialists at the conference, which will discuss legal and corporate concerns in the ‘parallel universe’ of social media. Also on the program are:

- Superintendent Doug Witschi, who heads up high tech crime operations for the Australian Federal Police;
- Detective Superintendent Jim Jeffery, Officer in Charge of the Commercial & Electronic Crime Branch, SAPOL
- Dave Heysen, Co-Founder and Chief Executive Officer of [QasisActive.com](http://QasisActive.com)

For more information and to book, visit: <http://mybookingmanager.com/isafenow>

## Australian organisations lack social media security

A new survey on social media risks suggests a dangerous gap in Australian corporate social media security. The survey conducted by the Ponemon Institute and sponsored by content security provider Websense, is believed to be the first study that determines what IT and security practitioners throughout the world think about the security risks that are associated with employee use of social media. The use of social media in the workplace is growing at a rapid pace. Savvy businesses are using blogs, social networks, wikis and other vehicles to quickly share information with their target audiences. The result can be greater brand awareness and an enhanced image in the marketplace. Social media also can play an important role in gathering intelligence directly from an organisation’s target audience to help improve products, services and other areas of their business. As social media technology and the security for these tools continue to evolve, organisations will realise even more benefits. Along with these benefits have come risks. ISACA has identified the following as the top five risks of social media: viruses/malware, brand hijacking, lack of control over content, unrealistic customer expectations of “Internet-speed” service and non-compliance with record management regulations. The challenge remains how to ensure the use of social media vehicles does not jeopardise the security of their organisations’ networks. To achieve the right balance Websense recommends the following:

- Understand the risk social media tools create in the workplace. Conduct a risk assessment to understand what practices may be putting the organisation at risk.
- Educate employees about how their social media usage could impact the company. For example, how posting something inappropriate could breach company security and hurt its reputation.
- Create a comprehensive policy (including detailed guidelines) for all employees and contractors who use social media tools in the workplace. The policy should address the risks and the security procedures that should be followed.
- Improve the ability through expertise and enabling technologies to detect and prevent attacks.
- Consider the use of time quotas, bandwidth management and coaching to allow employees the freedom of the social web with policy controls to keep productivity and resource utilisation in check.

# Life as a white collar contractor keeps getting better

*Australia's white collar contractors (referred to as Independent Professionals or IPros by Entity Solutions) in 2011 have shrugged off the economic and employment uncertainties of the past two years to record increasing levels of psychological and emotional wellbeing from their work. An overwhelmingly enthusiastic group, more than four in five IPros report being proud of the work they do, enjoy being immersed in their work and say they are happiest when working intensely. These are among the key findings in the latest IPro Index, an annual research project conducted by Monash University and sponsored by Entity Solutions.*

The attitudinal study found an increasingly upbeat outlook among the IPros compared to 2010, with positive increases being recorded in the areas of wellbeing, perceived support from client and industry-affecting trends.

Overall, working as an IPro emerges as not only a preferred lifestyle but also one which offers a sustainable way of working. The study notes that there is a strong and positive relationship between being in a desired work arrangement, job satisfaction and superior performance. The increasing levels of contentment therefore represent a very consistent and positive result for the companies that engage IPros' services.

Matthew Franceschini, CEO of Entity Solutions, said "In a market that is fundamentally shifting towards assignment and project-based work, it's time we began to understand the motivators and behaviours of the people carrying out these roles. IPros bring a great deal of vigour, dedication, absorption and professional efficacy to their tasks. It's not hard to see why some companies are serial users of them. They realise the benefits of tapping into this enthusiasm and energy".

In addition to performing specific contracted roles, IPros are also becoming a key source for knowledge sharing and

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knowledge transfer among their clients. For example, during their last project, 75 percent of IPros provided "regular" or "a lot of" progress reports, and 74 percent provided "regular" or "a lot of" project results. This degree of reporting suggests that IPros are engaged in far more than highly- defined functionary tasks and that they are performing important roles within organisations where they are often called upon to provide their expert knowledge.

For the majority of IPros, the decision to become a contract professional is the result of a conscious choice driven by positive lifestyle and workplace factors including the perceived potential to earn more, a sense of freedom, variety in work and flexible hours. Most state that negative "push factors" such as being laid off, job loss, difficulty in finding permanent work or a tight labour market have played no role in their decision to engage in professional contracting work.

With the inaugural index now three years ago, trends in key IPro attitudes and indicators are starting to emerge. During a time when Australia's economy has fluctuated and workforce security has taken a battering, IPros have reported an increase in satisfaction with their contracting lifestyles, growing from 7.3 out of ten in 2009 to 7.4 in 2011. Wellbeing has also grown – from 7.7 in 2009 to 8.1 today. Commitment to current client has dipped slightly, but almost one third of IPros in 2011 say they would be happy to spend the rest of their career working with their current client, and around two-thirds report experiencing a sense of commitment to their client. Notably, since 2009 the attitudinal impact of external industry trends has lessened, perhaps as a result of the IPros ability to take change in their stride. In general, IPros are confident that finding work in their current geographical area would be relatively easy; however they acknowledge that finding better work would be more difficult.

### Did you know...

As the economy forces businesses to look more closely at cost metrics in order to justify purchases, the automation of key business processes is where enterprises will find the ROI they are looking for.

– Source: Jim Burton, UC Strategies

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## Australian insurers to spend \$5.2 billion on IT in 2012: Gartner

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*Australian insurance companies will spend A\$5.2 billion on IT products and services in 2012, an increase of 2.8 percent over 2011, according to technology research firm Gartner, Inc. This forecast includes spending by insurers on internal IT (including personnel), hardware, software, external IT services and telecommunications. The fastest growing industries for IT spending in Australia in 2012 will be the communications, media and services sector (4.1 percent) followed by the utilities sector (4.0 percent).*

Telecommunications represents the biggest spending category for insurers, forecast to reach \$1.5 billion in 2012. However, spending on software is expected to grow the fastest in 2012, up 9.2 percent over 2011.

Gartner principal research analyst Derry Finkeldey said Australian insurers are faced with an opportunity to transform significant aspects of their operations via technology, particularly in the areas of distribution and customer interaction.

"These operational areas can benefit from applications based in the cloud and context-aware computing, social and mobile technology," said Ms Finkeldey. "External factors, such as regulatory change, uncertain economic conditions and the increasing frequency of catastrophic events, are forcing insurers to reassess their approaches to business processes and the IT applications that enable them to derive greater efficiency and achieve more with less".

According to Gartner vice president and distinguished analyst Kimberly Harris-Ferrante, the converging factors of an acutely competitive environment and the consumerisation of technology (for example, the impact of social networking), are leading insurers to focus intently on knowing their customers to serve them better and win their business.

"Insurers are looking for ways to streamline their processes from the front office to the back office, and are investing in the next generation of core solutions to help them do that," said Ms Harris-Ferrante. "These solutions often integrate business process management (BPM) and analytics capabilities, or are offered in an "as a service" model".

## Global telecoms service providers should redouble efforts in Asia-Pacific

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Global telecoms service providers are only scratching the surface of the huge business opportunity in Asia-Pacific, and need to redouble their efforts to increase their impact, according to Ovum.

In a new report, the independent telecoms analyst states that although global telecoms companies have begun to target Asia-Pacific in earnest, they have yet to win a significant amount of business.

David Molony, Ovum principal analyst and author of the report, commented: "The big five US and European-owned global service providers have woken up to the new business opportunity the Asia-Pacific region offers them. However, while they have won their first notable contracts there, they are only scratching the surface of the market and need to raise their capabilities and support to the levels they offer in their own regions to turn that around".

According to the report, the total value of deals announced by global telecoms providers in the second half of 2010 was

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\$16,860 million. However, only three per cent of this figure originated from Asia-Pacific.

Even market leader BT Global Services, which took 25 per cent of the total contract value of the deals announced in the second half of 2010, had only two per cent of its contracts volume in the region.

According to Molony, one of the reasons for the low penetration is that Asia-Pacific's broad, diverse and fragmented market has meant that continuity of service from global providers has in the past been difficult, leading companies to turn to local suppliers.

"In effect, they have become used to using local and national suppliers, who also enjoy more regulatory protection in their markets," he commented, "But above all, with the exception of Japan and Australia, the region has not grown as many global multinational corporations (MNCs) as America and Europe. However, that is changing, and there will be significant new demand out of the region for global telecoms service providers to target".

Meanwhile, a lack of network infrastructure and service support in the region has also left global service providers with work to do. Molony commented: "Global service providers have made their own investments in infrastructure, and data and service centres, but capacity in these gets used up fast".

However, Molony does believe that the global service providers that can find a way to overcome these challenges will find demand for their offerings. He added: "Asia-Pacific MNCs will continue to be a challenge for global service providers. These emerging MNCs have limited experience of what global service providers can offer them in terms of contracts, account management and new products and services.

"However, these companies are also in a hurry to grow their global business operations and reach new markets in developed territories. They will need fast-developing network and service support, which global service providers can offer them. Global service providers have solutions and skills in cloud-based network provisioning and management, which MNCs are particularly interested in".

## Global ICT sustainability report

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Fujitsu, a leading provider of ICT business solutions, recently released the second ICT Sustainability: The Global Benchmark Report, providing an unmatched analysis of the trending maturity of ICT Sustainability in organisations across the globe.

More than half the respondents had no understanding of how much power ICT consumes, with only one in seven ICT divisions including the cost of ICT's power consumption in their departmental budgets. For the very small proportion (14.2 per cent) where ICT has control and responsibility for ICT-specific power consumption, their performance was significantly higher.

Larger organisations which have more sophisticated ICT functions and generally more advanced ICT Sustainability practices are more likely to be aware of the cost of ICT's energy consumption. Organisations with more than 5,000 employees have an average score of 61.7 compared with just 50.7 for those with 100 to 499 employees.

The best performing country of the seven surveyed is Canada, with an overall ICT Sustainability Index of 60.3. Canada, the UK 58.3 and the USA 56.0 perform above average, while Australia, New Zealand, India and China perform below the average.

The ICT/Communications/Media sector is the lead industry at 58.4 and Manufacturing the lowest at 51.2, except in Canada.



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As with the findings of the 2010 survey, the relativities between industry sectors are generally consistent across different countries; the same industries tend to do better or worse in all countries.

The Lifecycle component performs the best at 60.6, as it had in the previous Benchmark Report, with most organisations being relatively mature when it comes to practices in this area, particularly in the disposal of consumables and IT equipment. Lifecycle is followed by the two operational components under the control of the ICT department, End User at 57.3 and Enterprise at 56.8, where the techniques and technologies of ICT Sustainability are best understood and most advanced.

Australia's ICT Sustainability performance ranks below Canada, the UK and the USA and slightly ahead of New Zealand, India and China. Its overall rating of 52.8 is just below the international average.

Australia was one of the four countries also surveyed in 2010, when its Index was 53.9. Its marginal decline this year indicates that ICT Sustainability in Australia has lost momentum. Australia's performance in the End User Index component is of particular concern as this is where many quick wins can be found

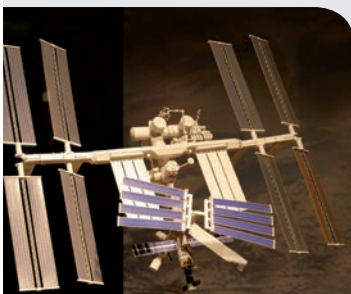
Chris Seale, Director Sustainability for Australia and New Zealand, said: "Australia's significant decline in the End User category, from 62.3 to 51.8, indicates that many local ICT operations may be suffering from 'green fatigue' or initiatives have failed to become institutionalised. This is further supported by Australia's very low visibility of ICT power consumption where less than one per cent of ICT departments are responsible for the cost of ICT's power consumption".

The breakdown by industry sector in Australia is similar to that in other countries: there are no industry sectors where Australia performs significantly better or worse than the international average for that industry. The Australian ICT/ Communications/Media industry sector performs the best overall, with the Lifecycle component in Professional Services at 65.1 scoring highly. As in 2010, Manufacturing is lowest placed and Metrics in Manufacturing at 39.4 the lowest score overall.

New Zealand's overall ICT Sustainability performance of 51.9 is below the international average. It is equal to the international average in Enablement, and marginally behind in other areas.

New Zealand organisations with 500-999 employees rate the highest (61.9) of any organisation group in any country. In New Zealand there is no correlation between size and ICT Sustainability performance. This differs from the other six

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countries surveyed where larger organisations perform better.

By industry sector New Zealand is close to the international averages. It is substantially ahead in Utilities/Construction/Mining, particularly in the Enablement component at 70.1, and substantially behind in Wholesale/Retail/Logistics where the lowest score of all industries and components is Metrics at 27.6. New Zealand performs well in the Government sector, where ICT Sustainability policies and implementation are relatively advanced.

## Simon Burke, CEO, IPscape **A VIP TOLD ME**



### **Please give us a brief overview of the company?**

IPscape is a leader in next-generation customer service. The IPscape solution is helping global businesses drive customer service excellence through real-time, multi-channel customer communication. Many traditional multi-channel solutions work as silos - an approach that prevents a real-time customer view. In contrast, IPscape's cloud technology enables real-time customer conversation across multiple channels. So a customer can be in a web chat session with a sales agent, with a real-time link to the cloud CRM and in parallel process a payment for a new policy or product on their smartphone using the IPscape Agile Messaging Service.

### **What are the core messages from the company?**

Customer led innovation is the core driver for everyone at IPscape. The promise of true multi-channel customer service has been discussed for years but has never been a reality. IPscape believes the collective power of today's consumer and their ability to swap providers in minutes will drive a fundamental shift in market adoption of real time multi-channel customer service over the next 1-3 years. The IPscape cloud technology model can help businesses experiment with new real-time, multi-channel contact solutions - with minimal financial commitment and risk. Something that is not possible with traditional technology solutions. Evidence of this focus on customer led innovation can be seen in our new multi-channel messaging solution, Agile Messaging Service (AMS), the new SmartCall solution and the new smartphone and tablet real-time reporting applications.

### **What is the strength of the company?**

IPscape's technology is 100% proprietary with no 3rd party applications bolted-on. This delivers significant cost benefits to customers and ensures that clients have a single integrated solution with one point of contact for all support queries. The solution delivers on the fundamental elements of "True or

Chris Seale, Director Sustainability for Australia and New Zealand, said: "Participation in the research has been an unprecedented opportunity for local industries to be involved in a comprehensive global study and, subsequently, to have access to benchmarking statistics that provide applicable information for strategic planning. The Report provides a baseline from which to change planning and procurement as well as corporate-wide behaviours".

Public Cloud': real time, agility, cost effectiveness, mobility and flexibility.

- With IPscape customers pay for exactly what they use and no more - by the second if needed.
- IPscape's technology can be deployed in a matter of minutes and allows organisations to use customer service agents from any location to support customer service delivery.
- IPscape offers the flexibility to quickly add agents to match call volume, switch to disaster recovery facilities and merge disparate sites into a single, large virtual call centre. All within minutes not weeks.

### **Who are your typical clients?**

IPscape's typical clients are innovative MNC and Corporate businesses that strive for customer service excellence and look to innovative cloud technologies to drive competitive advantage. IPscape has grown a strong international client base across financial services, retail, outsourcers and communications. These are all sectors that want to deliver top-class customer service and have an appetite to embrace the advantages cloud computing delivers in terms of flexibility, functionality and cost effectiveness.

Current customers include AAPT, NBN Co, Teleperformance, New Zealand Post, ACCA and Lend Lease.

### **What does the company's roadmap look like over the next two years?**

International expansion, particularly in the UK and Asia, is now happening fast. Private capital fundraising in addition to \$850k of funding recently awarded by Commercialisation Australia is helping fuel this growth. An important part of the growth strategy lies in alliances with telecommunications providers that resell IPscape's True Cloud contact centre offering as part of an end-to-end SaaS solution. We already have alliance partners signed in the UK, Australia and Asia and you can expect to hear more from us on this front in the next 6 months.

## DEAL MAKERS

### Resolve secures QLD's Department of Communities deal

Australian software developer, Resolve, has secured a deal for the implementation of the new Right to Information Workflow Solution for Queensland's Department of Communities (DoCS). Resolve's solution will provide for the capture, management and reporting of all Right to Information (RTI) requests submitted to the Department. The project was initiated in response to the introduction and commencement of the Right to Information Act 2009 and Information Privacy Act 2009, new legislation replacing the Freedom of Information Act 1992. Replacing an existing Lotus Notes system, Resolve will streamline complex processes and better manage RTI requests by automating the Department's information and knowledge management practices. More effective reporting functionality will allow DoCS to deliver on statutory and ad-hoc reporting requirements. The deal further strengthens the long-standing relationship between Resolve and DoCS. The Department has been using Resolve for a variety of Case Management solutions in a number of different business units since 2004 – Child Safety Services, Complaints and Review Branch, Specialist Response Services, Guide Hearing and Assistance Dogs, and Criminal History Screening.

### Zedmed and insurance provider MLC partner

A partnership between Australian medical software provider, Zedmed and leading insurance provider MLC will aim to help medical practices complete requests for medical information from insurance companies faster and more efficiently. The partnership, which extends and strengthens an existing relationship between the two companies, involves Zedmed being engaged in the retrieval of patient medical information from doctors' clinical systems through its service Medical Record eXchange (MRE). The MRE system works with all leading Australian medical software and offers a simple, quick, free and secure on-line process for providing medical information, resulting in benefits for GPs and their practices. "Medical Record eXchange is going to transform one of the most mundane and time consuming processes for the doctor and for practice staff." Brett McPherson FAAPM, and Practice Manager for Gladstone Park Medical Clinic said.

### Billabong signs with Lawson Software

Lawson Software, an Infor affiliate, announced this week that Australian-based Billabong International Limited (Billabong) has signed a contract for the implementation of Lawson QuickStep Fashion, the enterprise resource planning (ERP) solution package from Lawson, designed and preconfigured to address the feature and functional needs of fashion companies, will provide Billabong with the tools to help the company manage manufacturing and distribution processes of each of its brands across its wholly-owned operations including Australia, North America, Europe, Japan, New

Zealand, South Africa and Brazil. Craig White, CFO for Billabong, said: "As our business continues to expand, our aim is to maintain the integrity of our brands, as well as our commitment to customers in the global boardsports sector. Our new partnership with Lawson and Infor will help support these objectives through the implementation of an enterprise software system designed to help us gain greater supply chain visibility and provide easier access to critical information across the enterprise," he said. Following an extensive evaluation of several competing enterprise software offerings, Billabong selected the Lawson QuickStep solution to replace legacy systems around the world.

### Allianz Insurance selects iJento

iJento, the multichannel customer intelligence solutions company, this week announced a major new implementation of its technology for Allianz Insurance plc, which is a part of the global Allianz Group. Following the successful deployment of iJento's technology in Allianz Insurance's Australian operations, the Your Cover e-business team in the UK are now using the iJento Datamart for online solution to provide easy and direct access to detailed visitor-level data for the first time, enabling a deeper understanding of online individual customer activity and behaviour. Allianz Insurance's Your Cover is a new breed of insurance product, offering cover that customers select to precisely match their own lifestyle and circumstances. With an easy to use 'Quote and Buy' website, Your Cover makes it simple to design, quote and obtain car and home insurance online. To enable ongoing improvement of the service, the Your Cover team identified the need for a much more powerful online analytics solution that could provide finer detail on individual visitor behaviour as they use the service. As a result, Allianz Insurance chose a solution based on the iJento Datamart for online and iJento Intelligence query and analysis tools. Allianz Insurance is taking advantage of how iJento Datamarts allow clients to store and directly access the most finely detailed visitor-level data within a truly open and scalable environment. Peter Ryan, CEO, iJento said, "Accessing visitor-level data is critical to running today's customer centric organisations, and iJento's technology enables clients to get the true value from it.

### Capgemini forms strategic relationship with Sybase

Capgemini, providers of consulting, technology and outsourcing services, this week announced it is cooperating with Sybase, an SAP company, to manage the deployment of enterprise mobility solutions. Capgemini will host mobile solutions powered by industry-leading Sybase® Managed Mobility technologies and offer them on a software-as-a-service (SaaS) and platform-as-a-service (PaaS) basis. In addition, Capgemini and SAP AG intend to enter into an agreement to build differentiated mobility solutions, through which Capgemini plans to make mobility solutions from SAP available to customers. SAP and Sybase, leveraging our expertise and knowledge in mobile solutions," said Fernando Alvarez, vice president and Mobile Solutions practice leader at Capgemini.



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## Who's who of Aussie IT

### COMPANIES TO WATCH

**BILLING BUREAU** is a software company with expertise in billing solutions. The company believes that a pricing strategy, minimising leakage, getting paid faster and letting someone more cost effective manage the administration is important to all types of business. Billing Bureau, partners with businesses, to allow all their teams to focus on building relationships and planning a strategy for success whilst Billing Bureau takes care of automating processes through smart systems.

[www.billingbureau.com.au](http://www.billingbureau.com.au)

**FLEETPARTNERS** currently supports over 60,000 vehicle drivers throughout Australia and New Zealand. The company strives to be the best provider of automotive – related mobility solutions by challenging the status quo to continually improve the customer experience. TeleMatix is a forward-thinking concept in vehicle telematics aimed at fleets whose Fringe Benefits Tax (FBT) payments could sky rocket under the new flat rate regime. The reporting device records all Australian Tax Office (ATO) reporting requirements for the individual vehicles.

[www.fleetpartners.com.au](http://www.fleetpartners.com.au)

**INCHARGE** is a provider of online expense management solutions. Incharge works with companies who are serious about taking control of Travel and Entertainment (T&E) spend. Incharge's customers include organisations of all sizes across a diverse range of industries. Geographically Incharge's client

base spans Asia Pacific, Europe and North America.

[www.incharge.com.au](http://www.incharge.com.au)

**LIFETRACKER** is a GPS GSM device which is designed to locate a person who wanders within minutes, within metres when they are wearing their Lifetracker. Authorised carers or family members can locate the person who wanders with an SMS from their mobile phone. Depending on their mobile they will receive the location of the person as SMS or PGRS (coordinates or visual map). Lifetracker is designed to be used in conjunction with normal carer and safety management practices.

[www.lifetracker.com.au](http://www.lifetracker.com.au)

**OOH!MEDIA** specialises in providing clients with creative out-of-home solutions across its diverse product offerings of road, retail and experiential media throughout urban and regional Australia. With shopping centre, experiential, mobile and billboard advertising solutions, oOh! puts your brand in the right place at the right time. oOh! has dedicated significant and continuing investment and resources in being able to better understand audiences and provide intelligent outdoor advertising solutions. [www.oohmedia.com.au](http://www.oohmedia.com.au)

**SUPERCORP** is a supplier of administration and software solutions to the Australian financial services market. Over 40 clients use the Supervisor II solution. They operate in all segments of superannuation and retail funds management, ranging from DIY administrators to retail, industry and corporate super funds and financial planners. Supercorp's commitment to the financial services industry is represented by the company's ongoing commitment and the number of new product features released over the past year. These include increased web functionality, greater messaging capabilities and improved user – customisable features. [www.supercorp.com.au](http://www.supercorp.com.au)

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## REVOLVING DOORS



### ARTIS group appoints Greatrex MD

Artis Group, Australian based Software Development and

Application Support specialist, this week announced that Chris Greatrex returns from the United States to take over the helm of Artis Group from Founding Director, Peter Giudes. Outgoing Managing Director Giudes will continue to spend time in the Artis business focussing on strategic growth initiatives and acquisitions. "We've got a great management team, outstanding people, and a fantastic client base that has been with us throughout our growth. It's time to build upon that strong foundation," said Giudes. The announcement follows a period of realignment for Artis, selling its hardware business in February in its mission to focus on the growing Software Development and Applications Support business, which successfully resulted in 35 people being recruited into the business.

### Jassal appointed comms manager for Dimension Data

Sharmin Jassal has been appointed Corporate Communications Manager for Dimension Data Australia. Jassal is replacing Martin Aungle, who has moved into a part-time communications role at Dimension Data. Jassal will be responsible for developing and executing Dimension Data's internal and external communications strategy for Australia, and will report to Tania Balcombe, Chief Marketing Officer at Dimension Data Australia. Jassal brings 13 years' experience in the IT industry; starting her career as an investment analyst with a venture capital company in Asia and then moving to Australia in 2005 with analyst firm Frost & Sullivan to establish its Australian corporate communications practice.

### Biometric expert joins NEC Australia

Peter Ives has been appointed Business Development Manager of Biometrics and Identity Management for NEC Australia. Based in Sydney, Ives will focus on developing the business plan and driving new initiatives for NEC's Biometrics and Identity Management solutions in the region. In this role, he will develop and manage Biometric projects for Government agencies, in both

and state and federal government, for projects including criminal justice solutions, civil identity, and border security solutions. He will also enhance the company's portfolio to work on projects including large scale civil identification projects. Ives has over 20 years experience in the ICT industry working for global vendors, with 16 years experience focused on Biometrics and Identity Management solutions. Peter has managed projects in the areas of Physical Access Control, National ID, Criminal Justice, e-Passports, Mobile ID, Counter-terrorism and Border Management in various countries throughout the Asia Pacific region.

### Novell and NetIQ bolster Australian team

Novell and NetIQ, operating units of the Attachmate Group, have announced that Ian Graystone has been named as channel sales director for Australia and Larry De Cata has been named as sales director for the company. As channel sales director for Novell and NetIQ, Ian Graystone is responsible for driving channel growth and opportunities for both organizations within Australia. Graystone's role includes building and enhancing the Novell and NetIQ partner program as well as working with system integrators to deliver solutions. He will be looking to expand the Novell and NetIQ presence in the channel by continuing to support Novell products whilst adding and recommending complementary NetIQ security, identity and systems management solutions. Graystone's previous roles have included southern region channel manager at Lotus and IBM as well as account director for Coles Myer at Telstra. Larry De Cata joins NetIQ as sales director and is responsible for driving sales growth of NetIQ products and solutions in Australia. De Cata brings 20 years plus' experience from the ICT sector to this new role.

### Data#3 makes key WA appointment

This week Data#3 [ASX: DTL], ICT solutions company, announced the appointment of senior executive Glenn McAtee to the role of State Manager of its West Australian operation. McAtee's last role was as General Manager for L7 Solutions, and prior to that he ran his own business which was eventually acquired by Alpha West. "This is a critical role in our continued growth in West Australia, building on the foundations we have created over the last four years. Glenn's leadership and his solid background in services and solutions will enable us to expand on the solutions we already offer customers in the state," said Laurence Baynham, Data#3 Group General Manager. West Australia is a fast growing economy which provides us with



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many opportunities to expand our range of solutions and services. With Glenn on board we have every confidence that we can grow rapidly and attract the best people to the WA team. By doing so we will be able to further provide our customers with the solutions that meet their changing business requirements," Baynham added.

## **Eaton appoints Richard Jenman as ANZ MD**

Eaton Corporation, a diversified industrial manufacturer and leader in power quality, distribution and control, has announced the appointment of Richard Jenman as Managing Director for the company's Electrical Business in Australia and New Zealand based in Sydney. Jenman has held a variety of senior management roles over his 14 years with Eaton. After a 2009 relocation to Sydney to take on the position of Sales Director for Eaton's Power Distribution ANZ, he was promoted to General Manager Sales ANZ. In this most recent role he was responsible for the development of the company's power distribution and power quality sales strategy, channel partner development, customer service, and sales team management across Australia and New Zealand. Prior, he was based in Christchurch, New Zealand, as General Manager of Eaton's domestic business and its product development centre of excellence for telecoms product. In this role, he presided over a team who develop mission critical network and enterprise power solutions for Eaton's key telecom OEMs and end user customers globally. Jenman replaces Craig Gob who has returned to the US where he has been appointed Vice President, U.S. Sales for Electrical Sector based in Pittsburgh, Pennsylvania.

## **Fujitsu NZ appoints Healey Managing Director**

Fujitsu Australia and New Zealand has promoted Jo Healey to the role of Managing Director of Fujitsu New Zealand. Ms Healey, who has been with the company for five years, was previously General Manager, Sales. She takes over from Stuart Stitt, who is moving to Sydney in his new role of Chief Financial Officer, Fujitsu Australia and New Zealand. With more than 20 years' experience in the ICT industry, Ms Healey has a proven track record in acquiring and retaining enterprise-class managed service customers, as well as managing Fujitsu's strategic alliances with Microsoft and HP. Mike Foster, CEO of Fujitsu ANZ, said, "As an integral member of the New Zealand senior management team, Jo has made a significant contribution to increasing Fujitsu's market share through the acquisition of new business and the growth of existing accounts. Her well-deserved appointment to this senior role aligns well with our strategy of being able to promote from within the organisation wherever possible. I am confident that under Jo's leadership the New Zealand subsidiary will continue to make a significant contribution to the FANZ business."

## **BlueArc appoints Curtain Business Director - Victoria**

BlueArc has announced the appointment of Paul Curtain to the newly created role of Business Director - Victoria. Curtain is an experienced digital, interactive and broadcast media executive with 15 years' experience in the communications and emerging technology sectors servicing Australian and international clients. He was previously Business Development Manager and head of Client Services at Boffswana and prior to that he held Executive Producer and Head of Production roles at Baby Lemonade. Scott Porter, BlueArc CEO, said: "The appointment of someone of Paul Curtain's calibre will ensure the continuation of the highest levels of service to our growing number of Victorian-headquartered clients. Paul is known as an innovative thinker with strong business development and negotiation skills. We're very excited to have him on board."

## **APAC senior hires for HP: Marr to lead Enterprise Software Solutions, Draeger Exstream Evangelist**

HP has announced two senior appointments responsible for driving HP's Exstream Customer Communications Management Business for HP South Pacific Imaging and Printing Group (IPG). Richard Marr will lead the Enterprise Software Solutions business, responsible for driving the growth of the Exstream solutions platform, which allows enterprises to manage and optimise the effectiveness of every customer communications across their business to make each touch point more meaningful, personal and profitable. Scott Draeger is relocating to Sydney from HP Exstream headquarters in Lexington, Kentucky in the U.S. to be the Evangelist for the Exstream solutions platform in the South Pacific region. "As the market share leader in the Americas and European markets, and now in the Asia Pacific region, HP Exstream already has many leading banks, insurance and telecommunications organisations as customers," said Richard Bailey, Vice President, Imaging and Printing Group, HP South Pacific. "Bringing Richard's sales experience and Scott's deep knowledge of HP customer communications management will provide true value in continuing to develop this business in Australia and New Zealand."

## **VMware appoints Goodlace**

Andrew Goodlace will take on the role of VMware's director for commercial sales in Australia and New Zealand, the company has announced. Goodlace joins VMware to forge a newly-created role after being co-founder and investor in the iGo2 Group, as well as managing director of Sun Microsystems ANZ. He will report to the company's managing director for ANZ, Duncan Bennet.