

Application rush set to accelerate



Len Rust

RUST BUCKET

The world is full of cycles. There are stock market highs and lows, periods of good weather and bad weather, even cycles of good luck and bad luck. The bad part of a cycle starts when we hear bad things

about a particular topic and we talk about them. The talk then turns into concern and we begin to pay more attention to the problem.

Today we live in a shrinking world. Convergence as a term is now used just about everywhere in the IT and Telecom industries. As the shrinking of the gap between different services, this is leading to many changes and a collision of industry and business models. 'Convergence' is now almost as massively overloaded and over-used as the expressions 'dot com' and 'clouds'. Both are often applied to anything that has gone or is going through some sort of change that back in the old days the marketing folk would have termed a 'paradigm shift'.

The more complex side of convergence is the impact on the incumbent suppliers and their business models. Executives love to narrate the industry's evolution from mainframe to client-server to the rise of the internet and onto today and then presenting social networking, mobility and cloud computing as the inevitable next steps for IT. The earlier transitions in the industry led to the rise of the giants of today and the downfall of many older stalwarts. Today is no different; the giants are all facing the next transition and trying to keep ahead of the rest.

The giants, many rich in cash, are now starting to acquire newer companies. Companies are transitioning their strategies to address the computing environment characterized by cloud-based services and smart client devices. New pricing and delivery models are evolving. This past week's announcements highlighted a series of acquisitions that are leading vendors such as SAP to establish an advanced end-to-end offering of cloud and on-premise solutions for managing all relevant business processes SAP's acquisition of SuccessFactors will boost its SaaS credentials and bring some much needed expertise in how to run a cloud services business. SAP has not done well

Welcome to the Rust Report. In this week's Industry Player Profile series video we talk to Glen Rabie, CEO of Melbourne Business Intelligence company Yellowfin. The video is viewable from any page at www.rustreport.com.au



with its Business ByDesign offering, making little impact over the period since being announced.

The Industry shift to the next Platform will accelerate in 2012, forcing the industry's leaders to make bold investments and fateful decisions according to Frank Gens senior Vice President and chief analyst at IDC. Companies like Microsoft, HP, SAP, RIM and others – including Apple – will face "cross roads" moments in 2012. By the end of the year, we should have a good idea which vendors will – or won't – be among the industry's leaders at the end of the decade.

IDC expects an M&A feeding frenzy as companies seek to gain a competitive edge. Look for Microsoft to buy content/media cloud players, like Netflix, to provide a marketplace for its apps and content. Other prime targets for acquisition according to IDC include Cloud Application/SaaS companies, like Workday, NetSuite and Taleo.

IBM, soon to be led by new CEO Virginia Rometty, has pledged to spend US\$20 billion on acquisitions by 2015. This week IBM signed a definitive agreement to acquire Curam Software to help governments improve their efficiency, effectiveness and accessibility of social programs for smarter cities. Curam Software is used in more than 80 government agency projects around the world to provide the most appropriate social programs to citizens and their families. The software is used by health and human services, workforce services and social security organisations around the world. Curam, which means "care and protection" in Irish was founded in 1990 and is based in Dublin, Ireland. One of the company's investors was Enterprise Ireland which helps Irish companies achieve global success.

All of the acquisitions and courting activity is a direct message to the major players – nobody wants to be left behind, organic growth is becoming increasingly difficult for many companies.

Watch this space for a slew of acquisitions in 2012.

—Len Rust, rustoz@bigpond.com

Heads to remain in the Cloud for 2012

INSIDER EDITION

Cloud tops IT priority list for second year

According to a Unisys poll, 50 percent stated cloud computing is their top IT investment priority for 2012. This is the second straight year in which respondents to the same poll named the Cloud as the chief priority for IT investments in the coming year. In a similar poll conducted in December 2010 and January 2011, 44 percent of 262 respondents said that cloud computing topped their IT priority list for 2011. Other respondents to the September-October 2011 poll listed cybersecurity (21 percent), mobile/social computing (21 percent) and big data (8 percent) as their top 2012 IT priorities. "Over the past two years cloud computing has moved into the mainstream of IT investment decisions," said Colin Lacey, vice president, Data Centre Services and Solutions, Unisys

Australia's telco industry in need of a greater customer focus

Pitney Bowes Business Insight (PBBI), specialists in customer data, analytics, communication and location intelligence software and services, has announced the Australian telecommunications industry is in need of a greater focus on customers following an event attended by leading telecommunications representatives. The event highlighted the need for a better consumer centricity and improved Customer Experience Management processes in order to retain customers who may otherwise churn their services. Addressed by Paul Budde, Managing Director of BuddeComm and Special Advisor to the ITU/UNESCO Broadband Commission for Digital Development, as well as David Kennedy, Practice Leader for Ovum's Asia-Pacific research group, the event highlighted the need for the industry to improve its CEM strategies, processes and solutions in order to retain customers. Telcos have the highest number of escalated complaints compared to any other industry. Budde said, "Within the telecommunications industry there is still a lack in willingness to offer an experience rather than just a service. With new customer acquisitions growing smaller every day, virtually everyone now has a mobile, the emphasis should now be on retaining customers."

Fruit Ninja's head to Sydney

Fruit Ninja, one of the world's most popular apps, will be developed in Sydney with game developers Halfbrick Studios opening a new Sydney office, following investment through the new \$3 million Interactive Media Fund. This will be Halfbrick's second studio, with its current Brisbane office responsible for the creation of the original Fruit Ninja which recently surpassed over 100 million downloads across a variety of platforms and was named by Time magazine's as one of the 50 Best iPhone Apps of 2011. Sydney-based developer Aidan Millott and colleague Dale Freya are currently hiring a new team of games developers for the new Halfbrick Sydney studio.

Desktop virtualisation to rise

New research has revealed that senior IT decision makers are likely to implement desktop virtualisation en masse as a means to protect their company's digital assets. The 2011 Desktop Virtualisation and Security global market research report commissioned by Citrix has found that 94 per cent of senior IT decision makers in Australia have implemented desktop virtualisation or plan to do so by the end of 2013. Of these, 91 per cent cite security as one of the key drivers for this decision. This is being driven by the BYO trend, as 90 per cent of respondents said they are concerned about the security implications of allowing workers to use personally-owned devices to access enterprise information. Other key Australian findings include:

- 63 per cent of respondents who currently provide or plan on providing flexible work environments for workers are doing so to enable workers to increase productivity
- 36 per cent of workforce uses a personally owned laptop, tablet or home PC to access enterprise information
- 93 per cent of respondents said that they expect desktop virtualisation to help their organisation respond to new and emerging security threats

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Cautious spending will create ICT growth in Australia

RUST E-RESEARCH

International Data Corporation (IDC) announces today that the prospect of a turbulent and uncertain economic climate in 2012 underpins its annual Australian Top 10 ICT Predictions for 2012. Although market volatility is at an all time high, companies will still expect growth in the region. To maintain growth, business leaders will be looking to leverage ICT in more creative ways to deliver competitive advantage. More insights will be revealed in a forthcoming report, "2012 Australian ICT Predictions".

"As we head into what looks to be a turbulent 2012, the only certainty is uncertainty. While this region is becoming increasingly resilient to the economic woes of other regions, companies are likely to hedge their bets when investing in ICT in 2012. As consumers and workforces are becoming smarter and more demanding companies will need to match their efforts with intelligent spending to avoid getting their fingers burnt in case another world-wide crisis hits", says Matthew Oostveen, Research Director for IDC Australia.

Although IDC acknowledges the risk of a global recession in 2012, IDC does not expect a major impact on ICT spending in Asia/Pacific, IDC does expect however, that companies in the region will have a somewhat cautious approach to ICT spending in the coming year. IDC forecasts ICT spending in the APEJ region to reach US\$653 billion in 2012, representing 10.4% growth over 2011. This growth will not be high as that experienced in 2011. Furthermore, IDC does expect growth rates to drop over the next 4-5 years, but still remain above 9% by 2015.

The following represent the top 10 key ICT predictions from IDC for 2012. IDC believes these trends will have the biggest commercial impact on the Australian ICT market.

1. Data variety will become a manageable entity ushering in a new set of decision platforms for organisations.

Big Data, BA and BI will converge to become knowledge and decision making strategies that reach beyond structured approaches of the past, to include data of all types. Organisations in Australia will begin to map the relative importance of all data sources and channels and look to tackle the complex technical challenge that this brings.

IDC expects a newer wave of platforms to emerge, combining both ends of the decision management model and bridging the gaps between the strategic, operational, and tactical decision management.

2. 2012 is the year mobility will come of age in Australia.

The mobile enterprise will eventually accelerate the pace of work-flow digitisation and increase the need for device management solutions in the workspace. As these strategies mature, CIOs will look for ways to effectively produce utilisation metrics for their mobile strategies.

3. The Mobile Enterprise will create the hottest security threats in 2012.

Whilst mobile enterprise strategies will come of age in 2012, the number of devices and the nature of their usage will come under scrutiny as data loss and leakage incidents rise rapidly and IT departments struggle to manage risks. As a result, securing and managing mobile devices within the enterprise will become a core focus for IT departments striving for visibility and control over devices to enforce policy via over the air upgrades and to disable, lock or wipe a device when lost or stolen. Mobile security will be prevalent in 2012, particularly pushing out anti-malware to mobile devices to prevent different types of malicious attacks.

4. 2012 will be the year enterprises automate their environments en masse.

During 2010-2014, IT employment, now at 35 million, will grow by a factor of 1.3 worldwide. This is a constraint in an industry that will grow by a factor of 1.1 by spending but by more than 2 by devices managed, 5 by information created, and 8 by networked interactions between customers. IDC views this as a long-term structural constraint that will create an incentive for IT organisations to invest in automation to keep up with the increasing scale and complexity of operational IT environments.

5. The Carbon Tax will place energy use at the core of ICT decision making in 2012 for manufacturing, utilities and transport organisations.

The carbon tax will impact ICT spending. Those organisations impacted directly by the tax will face an increase in costs that will have to be either managed internally or passed on to customers. The capability of organisations to absorb another layer of cost will vary.

6. Opportunities in the mining sector for "high performance computing (HPC) in the cloud" will accelerate in 2012.

IDC believes there will be an accelerated deployment of HPC in the cloud by mining and oil and gas organisations in 2012. A fundamental requirement as part of the activities involved in exploration and discovery within the mining, and oil and gas sectors is the collection of data to inform investment decisions. This includes mapping and analysis for the ocean floor, carbon dioxide storage analysis and modelling, geothermal energy exploration and geospatial data to name a few.

7. Services contracts must demonstrate business value KPIs in 2012

Operating in a mature economy, Australian enterprises understand the dynamics of leveraging the full benefits of outsourcing. Indeed, for some time they have looked to derive greater business value out of these relationships as opposed to simply seeking cost reductions. However, in 2012, these relationships, will increasingly mandate business value outcomes be included as KPIs in commercial contracts.

8. Everything communication moves to the cloud.

2012 will be the year everything communications (e.g., IM, presence, collaboration, and conferencing, etc) moves to a cloud delivery model. In other words, services will be provisioned and deployed from the network through automated tools and priced by the seat to deliver a pay as you go (PAYG) commercial model.

9. A desire for simpler, flatter network architecture and bandwidth scalability, flexibility will drive carrier-grade WAN Ethernet Services in 2012

Ethernet technology has been successfully deployed for years, but awareness in Australia has been low. Ethernet

services will not substitute MPLS, but will become part of the broader WAN strategy discussion. IDC forecast that Metro Ethernet services will grow by 13% in 2012 to reach in excess of A\$1.1 billion.

10. Network separation in Australia will force operators to take on an entirely new identity unseen anywhere else in the world.

The agreement between Telstra and NBN Co (and the Federal Government) to turn off copper and cable access networks and transfer ownership of the sacred 'last mile' to NBN Co will make voice and data services become a true commodity. While the agreement has profound long-term implications, IDC predicts two specific outcomes in 2012.

Firstly, the agreement with NBN will accelerate the roll-out of next generation mobile broadband services, specifically LTE.

Secondly, as NBN Co sets to prove an equal playing field for all service providers, carriers will redouble their efforts on promoting IT services in areas such as cloud computing, security, and collaboration, with additional capabilities around professional services

Why crowds are Australia's future

RUST E-RESEARCH

Australian companies will soon hire hundreds of thousands of designers, coders, writers, marketers, and other skilled people from all over the world, says Ross Dawson, author of the just-released book *Getting Results From Crowds*. "The shift to global work is not a problem for Australia, it is a massive opportunity. The future of our economy depends on us embracing crowdsourcing".

'Crowdsourcing' describes how companies tap the collective capabilities of experts around the world, ranging from small businesses engaging overseas website designers through to multinationals such as IBM and Procter & Gamble drawing on many external contributors to generate the innovation that drives their success.

More than 75% of the Australian workforce is in the service sector. As bandwidth soars, high value services can be done anywhere on the globe, exposing almost all Australian workers to both competition and new opportunities.

Dawson, chairman of think-tank Future Exploration Network and globally recognised as a leading futurist, points to six key issues:

- In order to survive, be competitive and build success companies increasingly need to draw on global talent. "It's tapping the minds of many", says Dawson. "Even the largest organisations don't have the breadth of internal talent they need. The ability to seek and use the best ideas from outside will drive success."

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 business is uniquely qualified for success in the richly connected services-based global economy of today, given our world-class capabilities in project management and client relationships and our cultural and language skills.
- Australian companies are already world leaders in crowdsourcing. For example, Sydney based Freelancer.com is the world's largest service marketplace with almost 3 million freelancers on its books. Melbourne's 99designs, which recently raised \$35 million in US venture capital, is the world's largest graphic design competition platform, while data science competition firm Kaggle is the world leader in its field and recently raised \$11 million.
- The ethical debate: to hire locally or hire globally. Cost, quality, and contribution to local communities are among the many factors to consider. However giving valuable and challenging work to people in developing countries is arguably the best way to help them participate in the global

economy and create opportunities beyond working in sweatshops.

- Using crowdsourcing and crowd funding (funding ventures through many small contributions) allows Australian entrepreneurs to build valuable world-class companies. An increasing proportion of our economy is based on entrepreneurial services and technology ventures.
- The nature of work is rapidly changing. Australians can build personal career success by embracing the reality and opportunities of crowdsourcing, including the shift to freelancing and independent work, the value of collaboration with peers, and the need for continual skill development. "We need to recognise the changes and seize the opportunities", says Dawson.

Australia to have 35 million mobile subscriptions by 2015

RUST E-RESEARCH

The Australian mobile services market will grow from around 29 million subscriptions this year to 35 million by June 2015, driven by people having second and third devices like media tablets, and machine-to-machine (M2M) SIMs, according to new research from Telsyte.

Australia already has one of the highest population-penetration rates of mobile handsets in the world and the total services in operation (SIO) will grow from a population-penetration of 127 per cent in 2011 to almost 150 per cent in 2015.

The Telsyte Australian Mobile Services Market Study 2011-2015 measures movement in the mobile services market, with analysis of carriers' strategies, MVNO performance, and end-user trends.

"While we estimate that mobile SIOs will increase by more than 7 million during the forecast period, growth will mainly come from the M2M segment which typically has a lower average revenue per user (ARPU), resulting in a less than disproportionate increase in mobile services revenue", Telsyte Analyst, Alvin Lee, says.

Telsyte views two distinct trends driving the market. One is the demand for BYO smartphones with month-by-month, post-paid plans to gradually increase over the next two years, which will benefit MVNOs that cater for the BYO device (BYOD) segment of the market. The counter trend is the increase in purchases direct from carriers for leading

smartphones from vendors like Apple, HTC and Samsung, where users are looking for a subsidised device.

Telsyte believes the growth of the MVNO sector will continue to impact carriers' networks, despite the incremental revenue opportunities. "MVNOs create additional revenue for carriers, however it comes at a hidden cost as it often requires an increase in CAPEX", Lee says. "MVNO subscribers with high data usage can impact the network, hastening the need for network infrastructure upgrades".

In Australia, M2M applications are expected to grow significantly over the next four years presenting a near \$300 million opportunity for carriers, and many times more for application developers. Automotive, retail, security and utilities applications will lead market growth, according to a separate study also published today by Telsyte.

Telsyte forecasts there will be 3 million new M2M SIMs connected to mobile networks in Australia by the end of June 2015 with the potential for this to skyrocket in the following years.

"More than one-third of Australian businesses not currently using M2M applications are considering them, creating a huge opportunity for carriers, developers and value-added partners who can educate buyers and provide innovative approaches to service delivery", Telsyte Research Director Foad Fadaghi, says.

Brett Gross, CEO, Motion Computing

A VIP TOLD ME



Brett Gross

Please provide us with a brief overview of Motion Computing.

Motion has been creating mobility solutions for over 10 years – focusing on the Tablet PC platform. We are now in our 5th generation of products designed for the enterprise user – in particular those in the field. Motion's range of tablets is

Windows 7 devices that are rugged and include features such as – Cameras/GPS/3G/Bar Code readers and RFID readers. Additionally, we have an ecosystem of accessories for each platform which include docking stations and carry cases to vehicle mounting solutions for field users.

What trends in mobility in the enterprise space in ANZ are you seeing?

Although there is much interest in the “cloud” presently, many organisations have been using the cloud in some form or another for many years. What we're seeing is an increase in the application of traditional IT systems being used in the field. For this, many users want to be able to deploy their systems on a device that supports them ... this obviously means a full OS being used – such as Windows 7. Windows enables the client to deploy their applications (Office, SharePoint/Outlook and others), plus their “workflow” platform that's used in the field. So we now have clients wanting devices with processing power and functionality such as i5/i7 processors to support these application platforms.

What are the driving factors for companies to move to a mobile solution?

The whole tablet “revolution” has really made both management and IT work together to solve field automation issues. One has been to reduce the amount of devices users have (and needed to be

supported) ... for example, we have many clients deploying a solution using one of our platforms (tablets) and a smartphone – having taken back their PDA and laptop. So, they now have 2 devices instead of 3.

Improvements in efficiencies have also increased the GOS (grade of service) to field clients, with higher job completions being tracked. That said, one of the biggest driving factors is the OH&S requirements for business, all documentation can be complete easily electronically. This also includes user manuals.

How has 2011 been for Motion Computing?

We have had significant growth here in this region, along with our other regions globally. This year, we have launched a new platform, the CL900 and new vehicle mounting solutions from our partner Tempus Developments. Both of these have driven many large opportunities and resulting projects for the company. Our channel alliance has also seen growth with more system integrators and ISVs working with us across ANZ.

Who are some of your customers in Australia?

Endeavour Energy, Hunter Water, Powercor, Nestle Purina, Rentokil, Leighton Holdings, Rio Tinto, Lend Lease, Royal Automobile Association (SA), Tyco and McWilliams Wine to name a few.

How does Motion see 2012 shaping up both here and globally?

2012 will be a strong year for mobility, in particular for tablets with full OS and enterprise solutions for them. On current trends, we see many enterprise clients porting across from laptops to tablets, with full functionality for existing applications and systems. For many, there has been a large choice of tablets with a variable of OS choices, but these often rely on the “cloud”, and this is not often available for users working in the field and remote locations.

Thank you and we wish you every success in 2012.



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DEAL MAKERS

Tyreright Chooses livepro

Tyreright, the Australian-owned company specialising in tyre sales and fitment has chosen livepro®, the knowledge management solution by IMC Communications to support their knowledge management and growth plans. At first, Tyreright thought they needed to get a knowledge management system custom built and were several months down that path when they considered livepro®. With 34 Tyreright stores and fast growth expected across every state and territory, Dominic Byrne, Digital Marketing Manager needed a knowledge management system that matched the company's brand promise of 'right advice, right service and right choice'. The tyre retail industry is a very competitive and busy environment, our stores and employees need relevant, accurate and timely information. Whether the information is pushed out from head office or requested by staff, we needed a real-time platform to manage and deliver this. Therefore, I cancelled the custom build project and opted for livepro®," said Byrne.

3D Networks Selects Avaya Flare

Avaya today announced that specialist systems integrator, 3D Networks, will deploy the Avaya Flare® Experience real-time collaboration solution throughout its Australian offices to provide all executives with the multi-modal next generation collaboration solution. 3D Networks will deploy the Flare Experience on the Avaya Desktop Video Device (ADVD), to provide, voice and video telephony, web conferencing, social media, calendar and scheduling functions from a single user interface. The company also plans to expand its deployment of Avaya Flare on the ADVD to its offices throughout Asia-Pacific region over the next 12 months. Mark Whitfield, Country Manager, Australia 3D Networks, said: "The quality of video collaboration in the Avaya Flare Experience is extremely high and means that face to face meetings can be reduced – this has the potential of saving our business a considerable amount of money in travel whilst making us more effective and a greener company overall. Importantly, by utilizing this technology in-house, we can provide real-world experience and demonstrate the benefits for our customers."

Elders Australia Signs Outsourcing Agreement with HP

HP today announced that Elders Australia Ltd has signed a seven-year infrastructure and applications services agreement. Under the agreement, Elders will use cloud technology to cost effectively deploy its enterprise technology refresh program - Project Connect. Elders will have secure

processing capacity and real-time data access that will enable the company to rapidly adjust to the changing business conditions inherent in agribusiness. As a result, Elders can drive innovation by bringing new products and services to market faster, without the typical lengthy capital acquisition and systems deployment processes. "Outsourcing to HP is a core part of our transformation program," said Shaun Hughes, chief information officer, Elders Australia Ltd. "HP's cloud will provide us with a robust infrastructure and service delivery model that enables us to scale up for each of our program releases, and the applications methodologies and tools HP brings to the table enable us to de-risk the legacy development components of our build."

Kmart picks Juniper Networks

Juniper Networks has announced that Kmart, one of Australia's largest retailers, is replacing its local area network infrastructure with Juniper Networks Series Ethernet Switches to support more than 180 stores across Australia and New Zealand, as well as Kmart's distribution centers and head office in Melbourne. The new switches will enable the company to significantly reduce its projected total cost of ownership (TCO) for its network switching infrastructure over the next five years. Gary Trotter, IT technical services manager, Kmart, said: "In keeping with Kmart's market position as a low-cost retailer, our IT strategy is aimed at driving down IT costs by focusing on solutions that meet functional requirements while delivering a low TCO. We need a network that can support a wide variety of applications while requiring limited management support. According to our net present value study, which included the cost of training our network engineers on the Junos network operating system, Juniper Networks EX Series switches would cost less than competing products over five years."

Incriptus signs first US Deal with Craters & Freighters

Incriptus Ltd has announced it has signed its first deal with an American company, Craters & Freighters, as part of its global expansion strategy. Craters & Freighters is America's leader in specialty shipping of oversize, fragile, and difficult to transport goods. A growing market for Craters & Freighters is the shipping of large servers from one data centre to another. Such moves often involve servers with sensitive data that have not been backed up. As a result, it is important for the company to offer data security during a move. By teaming up with Incriptus Ltd, Craters & Freighters has found a solution that is perfectly suited to secure the data on those servers and the incriptus technology will be offered as a value-added

service as of early next year. Diane Gibson, CEO, Craters & Freighters said: "We have been looking for a solution we can offer customers that fills a gap for them. We quickly discovered that in many cases some of the servers we were moving had sensitive data that was encrypted. Surprisingly none of this data was backed up anywhere. Obviously that makes our job, of safely and securely moving the servers, absolutely critical. The incryptus solution is perfectly suited to secure the data on those servers."

University of Sydney chooses Resolve for complaints

The University of Sydney (USYD) has chosen Resolve to design and implement their new Enterprise Complaints and Disputes Handling System to overcome consistency, productivity, and compliance issues experienced with their existing system. USYD currently utilises a number of technologies to host, manage and track complaints and disputes received from the general public, staff and students, with a number of faculties, departments and administrative units utilising their own stand-alone systems to accommodate this process. These systems are limited in their functionality, lack integration across core business systems, and are relatively unsupported. The implementation of the new Resolve Enterprise Complaints and Disputes Handling System (ECDHS) will address these issues and meet the core business need to standardise the complaints and disputes management process and workflows to ensure accuracy, productivity, timely response and reporting.

York Precision Plastics zooms in on ComOps Business Intelligence

ComOps, Australian provider of business software products and services, has announced that it will deploy its business intelligence platform, ComOps BI, at York Precision Plastics (YPP), Australia's leading manufacturer of prismatic lens

panels and wraparound lighting diffusers. ComOps BI will integrate with YPP's ComOps BMS business management platform which was originally deployed in 1998 and has scaled successfully in providing ongoing financial reporting in line with the company's organic growth. "In adopting ComOps BI, we wanted a seamless approach to extract financial data from BMS and provide our middle level management with the capability to analyse information across both our major facilities and in the supply chain itself for specific business processes such as stock control, debtor analysis, general ledger, accounts payable and accounts receivable," said Glenn Rufford, Financial Director, York Precision Plastics.

Motorola Solutions to deploy \$40 million Emergency Services Radio in WA

Motorola Solutions has been awarded a AUD \$40 million, five-year contract to supplement Western Australia's emergency services radio communications under a shared, purpose-built secure network. The new network forms part of a three-part project tender that was issued by the Western Australian Government earlier this year. The Community Safety Network project is fully funded under Western Australia's Royalties for Regions program and will enable key state-based public safety agencies – the Western Australia Police (WAPOL), Department of Corrective Services (DCS) and Fire and Emergency Services Authority (FESA) – to communicate across a single integrated and multi-jurisdictional network for the first time. As part of the project, Motorola Solutions will provide new two-way radios for use across the three agencies, upgrade the existing Police Metropolitan Radio Network central core, and extend the digital encrypted system technology across more than 200 radio sites state-wide.

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Who's who of Aussie IT COMPANIES TO WATCH

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ALLTRADERS specialises in creating and hosting websites and developing customised software applications. Half of the team are graphic designers and website specialists who specialise in developing websites that hand the management of the website back to clients so they are in control of their Content Management System. The other half of the team are software developers with expertise and developing enterprise and network applications. www.alltraders.com

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REVOLVING DOORS



Panasonic Strengthens Toughbook Team

Panasonic Toughbook has capped off a successful year with the

appointment of Andrew Smith to the position of Product Marketing Manager, Toughbook. He will work closely with Panasonic's key distributors and resellers and is responsible for building upon Toughbook's recent successes in the local market while overseeing marketing strategy for the company's Toughbook range. Smith comes to Panasonic with more than six years' experience in Sony's consumer AVIT sales and product marketing divisions, working for the company in both Sydney and Tokyo.

Akamai appoints Fitzpatrick HR Director

Akamai Technologies, providers of cloud platforms helping enterprises offer secure, high-performing user experiences on any device, anywhere, has appointed Australian born, Rachael Fitzpatrick as Human Resource (HR) Director for the Asia Pacific Japan (APJ) region. She will be responsible for HR strategy and management, playing a key role in driving Akamai's expansion strategy in the region. Based in Singapore, she reports to Linda Pettingell, Senior Director HR Business Partnering at Akamai. Rachael brings with her a broad HR background having worked in the information technology, insurance and shipping industries. Sanjay Singh, Senior Vice President and General Manager for APJ business at Akamai, commented: "Rachael plays a significant role in Akamai as we continue to build and strengthen the overall team in this diverse and fast-growing region. She comes with the right expertise to help ensure that we bring in and retain the best talents who are also best-fits for the company. She will also work closely with the APJ management as

well as the global HR team to ensure that quality programs and localised practices are delivered to all employees here."

Hyro appoints new CEO

Australian digital agency Hyro has announced the appointment of Dr. Anthony Poiner as Chief Executive Officer (CEO) of the Company effective immediately. Dr Poiner replaces Mr Bill Votsaris who will assume the role of Executive Director. Votsaris will now focus specifically on progressing a number of strategic initiatives both in Australia and overseas. He will also provide support and insight to Dr Poiner as he concentrates on the immediate operational matters in Australia. Votsaris and the Hyro Board believe that now is the appropriate time to handover the day-to-day leadership of the company to someone who can build on the solid platform that has been established and move forward to its next stage of development. Poiner has previously held key leadership positions at St George and Westpac as a General Manager of a number of divisions. Prior to taking direct management positions, Dr Poiner was a senior partner with Bain & Company. During his 16 year management consulting career Dr Poiner focused on supporting Chief Executives closely through significant business transformations.

Sharat Sinha to lead Tellabs APAC

Telabs has named Sharat Sinha vice president, Asia Pacific sales. He will be based at Tellabs' APAC headquarters in Singapore, and report to Roger Heinz, executive vice president-global sales and service. Sinha brings over 17 years of telecom industry experience from Cisco, Ericsson and VSNL. Most recently, he served as Cisco's managing director, service provider partners/channels for the Asia-Pacific region. His background includes leading sales teams, setting sales and marketing strategy, developing channels and speaking in industry forums. Sinha holds a Bachelor of Technology in electronics engineering from the Institute of Engineering & Technology (IET) and a Masters of Technology in industrial & management engineering from Indian Institute of Technology (IIT).



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Kaseya appoints New CFO and EVP of Human Resources

Kaseya, global provider of automated IT systems management software, this week announced the appointment of Anne Huemme to the position of chief financial officer (CFO) and Monica Hoppe to the position of executive vice president, global human resources. Huemme brings more than 25 years of fiscal management experience to Kaseya, together with a solid track record of building world-class operational organisations. As CFO at Kaseya, Huemme will oversee all business system functions at the company and will have responsibility for finance and operational reporting, planning and forecasting. As the EVP of Global HR at Kaseya, Monica Hoppe is responsible for all human resources and staffing functions worldwide, supporting Kaseya's employees located in more than 20 countries. Hoppe was previously outside counsel for Kaseya and now has joined Kaseya to oversee the company's HR processes, benefits and compensation, legal compliance, diversity initiatives, and to

ensure that Kaseya is able to recruit and retain the incredible talent that is integral to the company's ongoing success.

Rozanne Frost appointed Department of Finance CIO

The Federal Department of Finance and Deregulation has appointed TransACT general manager of IT, Rozanne Frost, as its new CIO. Frost will commence in the role early next year, taking the reigns from Graham Fry, and will report to the deputy secretary of the department's Chief Operating Officer Group, Jenet Connell. "Ms Frost will work closely with the Australian Government Information Management Office (AGIMO) to implement key government policies and better practice in IT and related initiatives," a department spokesperson stated in [CIO online](#). According to the article, Frost's previous roles include IT manager of BHP Engineering and then program director at BHP IT, where she would oversee a \$20 million portfolio of projects.



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