

## INSIDER EDITION

### Aussie sheds light on Web for Feds

Sydney-based company PicNet has been selected to provide its Mouse Eye Tracking Web analytics service to the Australian Department of Agriculture, Fisheries, and Forestry. Under the terms of a two-year contract the department will use a hosted version of the service to gain a better understanding of the behaviour of visitors to its Web site and intranet, explained Marco Tapia, managing director of PicNet.

"Mouse Eye Tracking gives users a visual representation of what is happening on their page. By viewing a heat map of a session you can see where actual mouse-clicks took place," Tapia added. [www.picnet.com.au](http://www.picnet.com.au)

### Oakton works up cash services

Australian business and technology consultancy Oakton is undertaking the redevelopment of the core system used by cash management services provider Cash Services Australia.

Neil Wilson, managing director of Oakton, explained that CSA manages the cash supply chain for financial institutions and other major users of cash, and the core application, based on the Microsoft .NET development environment, will be a significant improvement over CSA's legacy technology. "The new core system will provide superior responsiveness, improved flexibility and integration capability across CSA's technology platform," Wilson said. [www.oakton.com.au](http://www.oakton.com.au)

#### RUST BUCKET

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The moment an organisation tries to be all things to all people, the focus on innovation and delivery blurs, identity and priorities become consuming, and efficiencies plummet. Branding involves choosing the specific sectors one will compete in and avoiding or exiting the others.

With change accelerating, the time available for decision-making is shrinking. The winners are going to be those companies that can reinvent themselves quickly in response to their customers. This means becoming the must-have provider of solutions, products, and services that strengthen the umbilical cord between you and your buyers in this new economy.

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

### Big Blue to drive smart grid plan

IBM has been selected as the systems integration partner for the \$A100 million Smart Grid, Smart City project being undertaken by a consortium led by EnergyAustralia. IBM will build on work it has already undertaken for EnergyAustralia's smart grid program to provide distributed generation, smart metering, and demand-management solutions at five sites in Sydney and the Hunter region of NSW.

Glen Boreham, Australia and NZ managing director of IBM, noted that the project will create Australia's first commercial-scale smart grid. "The Smart Grid, Smart City demonstration is a critical step in developing the necessary infrastructure required to meet the energy demands of Australian citizens into the future," Boreham added.

Other members of the consortium are GE Energy Australia, AGL, Sydney Water, Hunter Water, and Newcastle City Council. [www.ibm.com](http://www.ibm.com)

### Qld Govt sticks with Resolve

Queensland's Office of the Adult Guardian has implemented a client management system from Australian developer Resolve. The new system will provide for the capture, management, and reporting of the majority of the client and facility matters dealt with through the Community Visitors' Program and guardianship functions of OAG and the Office of the Public Advocate, explained Kate McKenzie, marketing executive for Resolve.

Resolve was also recently implemented by Victim Assist Queensland, which also falls within the Department of Justice and Attorney General. [www.resolvesoftware.com.au](http://www.resolvesoftware.com.au)

### VMware to drive ISP's cloud e-mail

Australian ISP iiNet has selected the Zimbra Collaboration Suite from VMware as the basis for a cloud-based e-mail platform. iiNet has acquired more than one million Zimbra mailboxes and will migrate customers with iiNet mailboxes to the new platform over the coming three months, explained Greg Bader, iiNet's CTO. "Without our customers raising a finger they are about to get a simple-to-use e-mail service that's ahead of the curve in terms of technology."

iiNet has previously used VMware technology for the virtualisation of its own infrastructure, including the use of VMware View to virtualise the iiNet desktop within the call centre, Bader added. [www.vmware.com](http://www.vmware.com)

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