Partner challenges and opportunities

**RUST BUCKET**

Changes in the way customers buy technology are challenging existing vendor channel and partner organisations, processes and capabilities. Once upon a time we lived in a product-driven world. Sales involved promoting the newest product and the latest bells and whistles. Today, customers want solutions to business problems.

Anyone who follows the broader on-demand services market is well-aware of the disruptive impact this is having on the market. New software and systems vendors are offering solutions that are having a profound effect on the way organisations acquire and manage technology as well as transform the way vendors and channel companies sell and support technology.

Cloud computing is changing the rules in the IT industry, challenging existing suppliers and threatening the income of those resellers that are not offering users greater flexibility. The cloud is a threat to the existing status quo and those resellers that continue to ignore the cloud run the risk of losing business.

A growing number of vendors are initiating partner programs to recruit value-added resellers and system integrators to bring their solutions to market. While many of these partner programs are still evolving there is another dimension to the cloud opportunities in the cloud computing arena that is the potential for an entirely new set of players to emerge as viable “channels to market” for today’s “on-demand” services.

Vendors need to ensure they are creating the right programs, messages, value propositions and go-to-market strategies to truly engage with the channel and partners and enable them to sell their products. Devising programs that are attractive to the channel is key to the engagement with value propositions that are appealing and effective with strong messages that resonate and incite the channel to action.

There is no single vendor that can today provide the complete end-to-end cloud computing solution for businesses, hence the reason for all the alliances. The cloud computing stack is deep and comprises not only most of the elements you find in a data centre but a great deal more besides. This includes R&D, product development, support capabilities, developer networks and capabilities such as compliance monitoring and additional layers of security and governance.

Partners have a great opportunity, but ties to their legacy businesses could derail their aspirations in the cloud services market. Failure to access the potential of the new services and products will doom these partners to stagnate and experience declining revenue streams. Providers must embrace cloud services and bundle them into their solutions, offering all-in bundled solutions rather than just a la carte.

The cloud is no longer “just a buzzword” but the culmination of many years of developments that are impossible to reverse at this stage. “Best of breed” will be the dominant model when it comes to building clouds that will differentiate them from the larger competitors. Small and medium-sized businesses across Australia are increasingly relying on new information technology solutions to strengthen their operational, marketing and customer engagement activities and hence new opportunities for solution providers.

—Len Rust, rustoz@bigpond.com

Cloud potential clear, the future of copyright less so

**INSIDER EDITION**

Australia can be an APAC cloud hub

This week Innovation Minister Kim Carr launched Potential for Cloud Computing Services in Australia, an economic paper exploring the prospect for a regional cloud hub in Australia. The paper, commissioned by Macquarie Telecom and written by Lateral Economics, argues that Australia can capitalise on the potential for an on-shore cloud sector, providing cloud services to Australian (and global) organisations. The report sets out what is required for success: a vigorous strategy for investment, a legislative framework that continues to promote investment and protect data, and standards for contracts and for disclosure should data security be breached. David Tudhope, CEO of Macquarie Telecom, said: “Australia deserves a cloud with a
silver lining—a future that sees Australia becoming the natural choice for companies seeking secure cloud infrastructures and services, not just betting on a future reliant on diminishing natural resources. The Australian Information Industry Association (AIIA) came out in support of the paper’s recommendations, saying the report highlights Australia’s stable political and regulatory regime as a key factor in the potential for success, alongside a vibrant ICT sector, and the positive impact of the NBN on business and consumer confidence in cloud solutions. “The opportunity to define the nation as a preferred global destination of cloud computing services is precisely the kind of initiative we need to grasp in order to position Australia strongly in the emerging global economy,” said AIIA CEO Suzanne Campbell. Visit http://www.macquarie telecom.com/ozhub to download the full report.

iiNet vs. Hollywood copyright stoush headed to High Court

The continuing stoush between iiNet and the Australian Federation Against Copyright Theft (AFACT) has escalated to the High Court, which which will sit on December 1 and 2 to hear the appeal by AFACT against lower court rulings in favour of the ISP. The impending court hearing could have the potential to set the framework for copyright in Australia over the coming years, and has drawn the interest of a number of industry, privacy advocacy and civil liberties groups. The Communications Alliance has filed submissions seeking High Court of Australia permission to intervene in the Australian Federation Against Copyright Theft (AFACT) case against iiNet as amicus curiae (friend of the court), as the organisation believes the Court’s deliberation has implications for internet service providers (ISPs) and internet users. Communications Alliance CEO John Stanton said the Communications Alliance submissions discuss matters of principle and introduce additional arguments around such issues as what does or does not constitute “authorisation” by an ISP of copyright infringement committed by a customer of that ISP. They also explore what should constitute “reasonable steps” on the part of ISPs to prevent their customers using internet access to infringe copyright. According to the Australian Privacy Foundation applied to intervene in the case under High Court’s amicus provisions late on Wednesday, in a bid to ensure that its ruling adequately accounts for privacy. In its application the APF argued that the matters to be considered in the appeal would have privacy impacts for “virtually every person in Australia”.

Social media revenue to hit US$14.9 Billion in 2012: Gartner

Worldwide social media revenue is on track to reach US$10.3 billion in 2011, a 41.4 percent increase from 2010 revenue of $7.3 billion, according to Gartner, Inc. Worldwide social media revenue is forecast for consistent growth with 2012 revenue totaling $14.9 billion, and the market is projected to reach $29.1 billion in 2015. Advertising revenue is, and will remain, the largest contributor to overall social media revenue. Social media advertising revenue is forecast to total $5.5 billion in 2011, and grow to $8.2 billion in 2012. Advertising revenue includes display advertising and digital video commercials on any device including PCs, mobile and media tablets. “Marketers will begin to transition from ‘ontime placement and click of ads’ toward ‘ongoing engagement’ with the Internet user and will therefore allocate a higher percentage of their advertising budget to social networking sites,” said Neha Gupta, senior research analyst at Gartner. “This is mainly because social networking sites, with the help of social analytics firms, are able to unlock the interconnected data structures of users—mapping lists of friends, their comments and messages, photos and all their social connections, contact information and associated media.” Social gaming revenue is also on pace to reach $3.2 billion in

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

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2011 and grow to $4.5 billion in 2012. Social gaming includes revenue that social networking sites earn directly from users who play games that are developed in-house, and the revenue earned by allowing game developers/publishers to use their sites as a platform to let users play with friends on the network. It includes revenue earned from "virtual wallets" within games (such as when users spend virtual money on in-game items like swords or tanks, or to create virtual armies).

Demand for banners to fall as online advertisers turn to video

According to Frost and Sullivan's Australian Online General and Mobile Advertising Market Report 2011, the face of Australia's online general advertising market will undergo a marked change in the coming five years as demand for mature inventory segments including online display, advertorials, integrated site content, sponsorships and electronic direct mail/electronic newsletters declines. The use of simple banners will reduce significantly and in their place, strong growth rates for online video advertising and an increasing proportion of rich media through to 2016. According to the report, online general advertising market grew solidly in the 12 months to June 2011, rising by 11.9 percent to reach a value of $635 million (excluding mobile advertising). This rate of growth was slightly higher than the year prior, when the market was influenced by the lingering impact of the global financial crisis. Over the next five years the market is forecast to grow at a compound annual growth rate of 10.6 percent, reaching a value of $1.051 billion in 2016. The study notes that in a survey conducted with 240 senior management level executives in July 2011 just over half of advertisers stated they increased their online general advertising budget during 2010/11. The budget changes are highly correlated to the size of organisation, with larger organisations more likely to have increased expenditure during the prior 12 months. The largest growth rates during this period were experienced in the industry verticals of Finance and Insurance, and Fast Moving Consumer Goods/Retail.

303 wins Creative Showcase 6.2

303’s campaign, The Me Project has been declared the winner of the Creative Showcase 6.2, Australia’s best online award for creativity in digital advertising. The Me Project which was praised for its brilliant insight, implementation and one-to-one interactivity with users, was designed to encourage school leavers to consider undergraduate study at Edith Cowan University. The winning entries are showcased at www.creativeshowcase.net.au. The bi-monthly IAB Creative Showcase competition series which is sponsored by REA Media, accepts entries for work completed in the two months prior to close of judging for each round and only one campaign per agency is allowed. The winners of each Creative Showcase round gains automatic entry into the 2012 IAB Awards “Best of Creative Showcase” awards.

Kiandra IT MD named ‘Best Business Leader’ at My Business Awards

Cameron Brookes, Managing Director, Kiandra IT was named Best Business Leader at the My Business Awards in Sydney this week. Brookes took out the title in recognition of his leadership skills and the impact they have in driving Kiandra’s success. Kiandra impressed the panel with its progressive company culture, which has positioned it as an employer of choice, and been recognised 3 years running in the BRW Top 50 Best Places to Work listing. Kiandra’s strategic initiatives over the last 12 months, including expanding to the west coast, developing new services and entering new markets, as well as its strong growth also made an impression. In accepting the award Brookes said: “This award is testament to the amazing team of people we have, going above and beyond every day for our clients. This recognition really belongs to the leadership team which includes my fellow Directors, Martin Cooperwaite and Chris Munro,” he said.

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NBN Co to drive fibre past DSL in 2015

If the NBN Co continues with its fibre to the home (FttH) roll out across Australia, fibre optic Internet access will surpass digital subscriber line (DSL) in 2015, according to a new study by analyst firm Telsyte.

NBN Co fibre will be used by some 4.2 million premises in 2017, however, if the political climate changes, fibre might only be used by 700,000 customers at that time. By the end of 2015 NBN Co fibre will match the penetration of DSL with about 3 million active connections to homes and businesses if the rollout is uninterrupted.

Telsyte has released its annual report on the Australian fixed broadband and voice market for 2011 which forecasts the penetration of fixed line Internet access for homes and businesses.

In compiling the report, Telsyte considered the current political environment and the Coalition’s opposition to NBN Co to produce technology forecasts based on the outcome of the next Federal election. Chris Coughlan, Telsyte’s Director of Research Consulting and author of the report, said the forecast shows the optical fibre market will overtake DSL in 2015 under the Labour-led government.

If the NBN Co is allowed to continue by the federal government, optical fibre connections will connect some 4.2 million premises by the end of 2017. “However, if the Coalition wins power in 2013, we expect the new government will stall the NBN while it goes through the Productivity Commission and policy reviews for the initial term of government”, Coughlan says. “If this happens, the market will swing back to DSL and optical fibre will only be connected to around 700,000 premises by the end of 2017”.

The fixed broadband market growth has slowed to 3.8%, from over 20% in 2007, resulting in increased industry rivalry as participants move to capture subscribers from each other. This trend is further exacerbated by the rollout of the NBN, as there will be an advantage to incumbency when it comes time for customers to move to the new network.

This increased market competitiveness is also impacting the lower end of the market. It is becoming increasingly difficult for wholesale-based DSL providers to compete against Telstra retail and the larger ULLS operators, like iiNet and TPG. We believe subscriber numbers in this segment of the market has contracted by 8.2% in the last year”, Coughlan says.

Telsyte’s Fixed Broadband and Voice Report provides in-depth analysis and recommendations for the fixed line telecommunications industry, including long-term forecasts, political scenario analysis and regulatory assessment. Companies covered in the report include NBN Co, Telstra, Optus, iiNet, VHA, Soul/TPG, FetchTV, Foxtel, Eftel and others.

Over half of ANZ contact centres to increase tech investment

More than half of contact centres in Australia and New Zealand plan to increase their technology investments over the next 12 months, according to a recent survey by Interactive Intelligence Group Inc. (Nasdaq: ININ), a global provider of unified IP business communications solutions.

According to the survey, 85 percent of Australian contact centre managers and 64 percent of New Zealand contact centre managers indicated they will increase their spend on IT infrastructure in the next 12 months. This comes at a time when 39 percent of ANZ contact centre managers predict they will enjoy an increase in their operating budget for the year ahead.

Also according to the survey, the top three technology investments planned across ANZ were in the areas of customer relationship management, workforce management and Web chat/SMS. Investments in social media ranked high as well.

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

Read more: www.inin.com/CBPA-Whitepaper

However, the survey also highlights challenges faced by contact centre managers. Improving customer satisfaction was the most significant challenge, affecting nearly 17 percent of them. Contact centre managers are also beset with HR-related issues – staff turnover, recruitment, workforce scheduling, training, etc. – which topped their ten most critical issues.

"Big Data" to drive next wave of APAC business analytics investment

The "Big Data" phenomenon seems to have appeared from almost nowhere, but in reality, some aspects of this emerging trend are not new. We have known about the exponential growth of data volumes for some time and according to a recent IDC Digital Universe study published in June 2011, the amount of information created and replicated will surpass 1.9 zettabytes (1.8 trillion gigabytes) in 2011, growing by almost nine times in just five years.

Other aspects of "Big Data" are indeed new. The variety of the data sources is growing at a rapid rate, particularly as we move into the semi-structured and unstructured realm (e.g. social media interactions, rich media files and geospatial information). The other emerging factor that organizations need to contend with is the increased velocity at which data is being generated (e.g. real-time sensor data feeds from smart meters).

"These new aspects of 'Big Data' are creating unprecedented levels of complexity for IT executives, particularly as they realize that these massive data sets cannot be processed, managed and analysed using traditional databases and architectures," says Philip Carter, Associate Vice President at IDC Asia/Pacific. "What is becoming clearer is that the real value from 'Big Data' will be derived from the high-end analytics, predominantly using data mining, statistics, optimization and forecasting type of capabilities to proactively turn this data into intelligence to drive business benefits and better decision making capabilities."

"Our survey results suggest that contact centres are looking for investments in technology that will improve customer service, but also help them more efficiently use internal resources", said Brendan Maree, Interactive Intelligence managing director for Australia, New Zealand and the Pacific region.

In line with this trend, as businesses in Asia invest to drive growth in emerging markets, they are harnessing analytics-led solutions to gain better customer insights, and manage risk and financial metrics more effectively while striving for unique market differentiation. In a February 2011 C-suite barometer survey drawing over 1000 responses from CIOs and LoBs across Asia/Pacific, IDC found that business analytics ranked as the top rated technology that would allow organizations to gain significant competitive advantage in the year ahead. In addition, in an IDC June 2011 survey of over 1300 CIOs and IT decision makers across Asia/Pacific (excluding Japan) or APEJ, data management and analytics ranked as the top business priority for organizations in the region.

However, the approach to business analytics in the era of "Big Data" will be significantly different to the traditional approach. "For example, one of the key differences between traditional analytics and what we are dealing with in terms of the 'Big Data' era is that we are gathering data that we may or may not need. From an analysis perspective, this means 'we don't know what we don't know'. To run an analysis on 'Big Data', the variables and models are likely to be entirely new. Therefore, a different infrastructure strategy and perhaps most importantly, new skill sets, are required", adds Philip.

To cope with the challenges "Big Data" poses, organizations must begin looking at deploying not only the applications traditionally used for Business Analytics (BA), but also the supporting architecture in order to scale efficiently. IDC
recommends looking at cloud bursting, the deployment of analytical appliances and creating truly scalable enterprise architectures that leverage the attributes of high performance computing. This approach should also allow for the deployment of new technologies and frameworks such as Hadoop to assist with the analysis of large pools of disparate, unstructured data. This will require new technical skill sets – particularly around emerging technologies like Hadoop, Map Reduce and Key Value Stores – as well as a revised approach to the role of the business analyst. The next generation business analyst will be more akin to "data scientists". These individuals will have strong statistical skills and will be able to extract information from large datasets and present value to non-analytical experts. They will also have the unique skill of understanding the new algorithms and analytical models that will have the most significant business impact in the short term.

ICT lobbying: consolidate or wither on the vine

In recent weeks, there has much written and said about the demise of Australian manufacturing, with some arguing that hi-tech manufactures and services based on Australian capability in the Information and Communication Technology (ICT) is the key to future prosperity. But the question must be asked where is the industry vision within which this outcome can be achieved and which organisations are capable of effectively selling it to the current government?

Last week, it was announced that yet another ICT industry body, Outsourcing Council Asia Pacific (OCAP), has been launched to address this challenge.

Well back in 2007, the then National ICT Industry Alliance - NICTIA (an unincorporated grouping comprising some 20 organisations actively engaged in ICT industry development) did present to the then Howard Government a comprehensive blueprint and vision for the development of the ICT industry over the next decade.

In the blueprint document (compiled by the Australian Computer Society), the then NICTIA President Tony Hill and I concluded that a strong, commercially competitive technology sector will provide cutting edge solutions and tools, drive productivity growth, and supply the expertise to underpin operations in all other sectors of the economy.

We pointed out that new and emerging technologies are creating many opportunities that have enormous commercial potential and where Australia has or could reasonably develop a comparative advantage in circumstances where Australia’s competitors, including many emerging countries, are investing heavily in private and public sector ICT research and development. We argued that Australia must respond if we are to effectively compete, maintain our comparative advantage and high standard of living derived from being one of the world’s leading knowledge based economies.

Four years on, Australia still needs a national ICT strategy that will unite the efforts of government and industry, inspire and support our entrepreneurs, encourage commercialisation, develop our human capital and deliver the practical infrastructure to underpin the next generation of productivity improvement in the Australian economy while providing the accrued benefits to all Australians.

The formation of NICTIA in early 2001 was inspired by two outstanding ICT leaders – the late Tony Benson (inaugural President) and the late Phil Singleton and supported strongly by the leadership team of the two larger ICT focused industry groups of the AIIA and AEEMA. But a decade later, industry lobbying efforts seem dissipated and fragmented, the NICTIA vision a distant memory, and the ICT industry has seemed to have lost its voice! By way of comparison, in other developed (and developing) countries, the ICT industry is represented by...
large and highly effective industry groupings or associations (e.g. Bitkom in Germany, IntellectUK, TEEMA of Taiwan, TechAmerica and CEA of the USA).

Consolidation of lobbying effort has many advantages. From an industry perspective, particularly for the larger companies which have a diverse range of ICT engagements, the need to commit to a plethora of membership fees is removed. And for government, the opportunity to hear one united voice from the ICT industry is a blessing in disguise, particularly in an environment where the time of government ministers and their staff need to be apportioned out to both industry groups and an increasing raft of registered lobbyists.

The time to act is now! According to the most recent Australian Computer Society ICT Trade Update, total exports of Australian ICT have dropped 11 per cent drop from the previous year at a time that Australia is moving away from a specific focus on ICT export promotion.

The weakness of the ICT industry’s current lobbying efforts is underscored by prevailing national government administrative arrangements. ICT no longer enjoys its own portfolio representation with the Department of Innovation, Industry, Science and Research seemingly focused on ‘technology making’ rather than new industry creation, and with industry strategy development delegated to an IT (not ICT) Innovation Council. Other than perhaps in the ehealth sector, arguably there is little evidence of strategy aimed at identifying new ‘growth engines’ and related emerging technologies developed off the back of the NBN ICT infrastructure roll out.

The Australian ICT industry needs to urgently consolidate its lobbying efforts; to achieve this outcome, major ICT companies might be willing to assist by providing some additional short-term funding to underpin a paid secretariat for a reactivated NICTIA. In my opinion, the lobbying agenda shopping list must include a call to government to strengthen portfolio representation for ICT and for the creation of a new Economic Development Board (with strong industry representation) aimed at advising government on how new wealth can be created in the future underpinned by an ‘ICT industrialisation’ mindset.

We just can not afford to see our Australian ICT industry just simply wither on the vine!

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“Protegic is one of Australia’s leading independent management consulting companies working across the full spectrum of project management and specialising in the ICT sector. We are committed to ensuring our customers always obtain the best project outcomes.”
Emerson Network Power Wins $100 NBN contract

Emerson Network Power has been selected by NBNCo to design, supply, install, and commission 10 network facilities centers across Australia as part of the NBN rollout. The 10 sites will be used by NBN Co to provide training and house equipment, and to act as operational depots for the company as it rolls out the NBN across the country. Worth in excess of $100 million, the winning bid will take advantage of Emerson’s comprehensive product suite, including high-efficiency power systems (Trinergy and ASCO); Liebert precision cooling systems and SmartAisle optimization; SiteScan infrastructure monitoring and management; and fully integrated, factory-tested modular housing systems. “Our approach reflects a dimension of our business that differentiates us – our ability to create integrated solutions that bring core IT and telecommunications components together,” said Scott Barbour, business leader for Emerson Network Power. “This capability will deliver tremendous value not only to NBNCo but also to the general public as beneficiaries of the technology, through efficiencies in network rollout and the highest levels of network performance.”

Cuscal appoints Tecala for data centre backup project

Cuscal Limited, owner and operator of the well-known RediATM network and Australian provider of transactional banking, liquidity and capital management products has engaged IT infrastructure services specialist, Tecala, to design and implement a new disk-based backup system for the company’s Sydney production data centre and its Lane Cove disaster recovery data centre. Work on the project began earlier this month and is due for completion in late 2011. Tecala’s solution is based on a number of next-generation EMC technologies, including an Avamar Rain backup and deduplication device, EMC Networker backup and recovery software and Data Protection Advisor for advanced analytical and reporting capabilities. It also includes a specially designed backup schedule that encompasses all Cuscal production IT workloads—from email and file servers to critical back-end banking and settlement systems. Michael Magoulias, Manager Infrastructure Services, Cuscal said: “Our underlying requirement for this project is to update the backup technology and where possible, to realise efficiencies. We believe Tecala’s design will achieve this.”

Hostworks partners with Southern Cross Austereo

Southern Cross Austereo, leading media and entertainment company, has signed Hostworks to provide it with a managed online environment encompassing audio streaming and key radio station websites. Southern Cross Austereo is the result of a newly merged Southern Cross Media and Austereo. Their continuing expansion into digital media remains a strong focus of this combined entity and Hostworks is on board to ensure the seamless delivery of the online environment for Southern Cross Austereo. Southern Cross Austereo is the creator of more hours of live content than any other broadcast media in Australia and can connect brands with 95% of Australians each week via regional free-to-air TV networks, national radio networks, online, mobile and unique one off events. This partnership will see the utilisation of core Hostworks products including Elastic Computing Next Generation Backup, Managed OS and Egress networks. “With the radical increase of the accessibility of digital media, Southern Cross Austereo is uniquely positioned to lead the charge as our audiences continue to expand their consumption of digital content. This provides us with the opportunity to work with Hostworks to enable the provision of compelling and engaging cross-platform media solutions for our clients,” said Ryan O’Sullivan, Digital Operations Director.
Who’s who of Aussie IT

COMPANIES TO WATCH

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Douglas Murray appointed Senior VP of Juniper Asia-Pacific

Juniper Networks this week announced a strengthened management team to lead its business in Asia-Pacific. The new appointments will help position the company to leverage its technology leadership in key growth markets. Douglas Murray, previously senior vice president and general manager of Juniper Networks’ Security Business Unit, has been appointed senior vice president for Asia-Pacific and will be based in Hong Kong. His management team includes new hires Geoff Thomas, vice president of enterprise sales, Kevin Ackhurst, vice president of partner sales, and Alita Wong, vice president of marketing. Matt Kolon, who was acting theater head, will return to the key position of vice president for the service provider business in Asia-Pacific. Murray is responsible for all aspects of Juniper’s business activities across the Asia-Pacific region, including customer engagement, sales development, training and enablement, strategic planning and revenue growth. Thomas and Ackhurst join Juniper from Microsoft where the former spent 19 years, most recently as general manager for the Asia communications sector business, and the latter worked for 14 years including his last stint as Asia-Pacific vice president for sales and marketing. Before joining Juniper, Wong was Oracle’s director of market development in Asia-Pacific and Japan and also worked at Lucent and Gartner.

Bravura Solutions appoints Wright Marketing Manager, Global Wealth Management

Bravura Solutions has appointed Mr Daryl Wright as its Product Marketing Manager, Global Wealth Management. Based in the Sydney office and reporting to Darren Stevens, Bravura’s Head of Product for Global Wealth Management, Daryl will work closely with the Product, Sales and Marketing teams to develop and execute holistic product marketing strategies for the Global Wealth Management division; focusing on client needs and identifying market trends and challenges. Stevens said, “We are excited to welcome Daryl to the Bravura team. He brings a wealth of experience and skills from across the marketing, product management, research and business development spectrum. With a deep knowledge of software for financial services, we are confident that Daryl will enable more effective communication of our offering to the market. Daryl will also help in identifying key market trends and requirements, enabling Bravura to offer clients a more effective service.” Prior to joining Bravura, Daryl worked for Deloitte as a Senior Manager, Marketing & Business Development. In this role he was responsible for marketing and business development for Deloitte Digital, a service line focused on taking professional services online.

Webb to head up new Mnet LA Office

Mnet Group (ASX: MNZ) this week announced the opening of its first US office in Los Angeles to meet increasing demand for mobile internet services. The new office will support and build upon existing mobile advertising business with Yahoo! Inc. and work directly with new clients seeking mobile and multi-channel solutions to the delivery and marketing of their products and services, in the form of mobile, tablet and internet TV sites and applications. Heading up the Los Angeles office is Mnet’s new Vice President for North America, Adam Webb. An industry professional of 10 years, Adam began his career in the UK with media agency MPG, working across a range of clients spanning FMCG, Travel, Retail/Fashion, Technology and Telecommunications. In 2005 he moved to Australia, specializing in digital at Yahoo!7 for five years, ultimately as Group Sales Manager of the display advertising sales team. “The gloves are off for mobile in America,” said Kristy Manson, Executive Vice President of Sales at Mnet Group. “Companies see mobile’s destiny as the key customer interface, they are discovering its unique and pivotal capabilities and they are looking to established experts like Mnet to provide the competitive advantage: in research, in strategy, in user experience and in technology.”

Satsuma nets Fish

Satsuma Solutions has appointed renowned technology entrepreneur Nick Fish as Sales Director and senior member of its executive steering committee. Satsuma’s Chairman and CEO
Matthew Cunneen believes Fish will propel Satsum toward achieving its ambitious plans for growth over the next two years, and strengthen its status as the QlikView Business Intelligence Partner of choice in the region. “Nick brings 20-plus years’ experience in growing technology businesses to Satsum. His expertise will enable us to accelerate our national and Asia-Pacific ambitions,” says Cunneen.

“Specifically, Nick will be focusing on Lotus and SharePoint technologies and QlikView Business Intelligence solutions that help business executives and managers make better decisions faster.” Fish has been a Telstra NSW Small Business of the Year winner and Entrepreneur of the Year finalist, and is the only Australian to ever collect the prestigious Beacon Award for global excellence in workflow and collaboration client solutions. He is recognised for his proven record in taking companies from creation to commercialisation. Fish is also renowned for executing growth strategies in software and data-based businesses, including the innovative Solution 6 and FishTech.

Bedrick joins Opengear as CMO and VP Product Marketing
Opengear this week announced the hiring of John Bedrick as chief marketing officer and vice president of product management. Bedrick brings deep expertise across all aspects of enterprise security, including authentication, encryption, firewall, identity/access management and intrusion detection/prevention. Before joining Opengear, Bedrick served chief marketing and technology officer (CMTO) at CryptoMill Technologies. Previously, he was senior director, strategic marketing and new market development of security at Seagate Technology and director of identity/access at Microsoft, as well as product line director for network equipment and security strategy at Intel Corporation. Bedrick will be based in Opengear’s Colorado offices in USA.

Transpire appoints Olson to lead strategic alignment business
Transpire this week announced that it has appointed Jeff Olson as head of its Strategy Alignment business, which helps organisations realise the full value of their investments in IT. Prior to joining Transpire, Olson was an Executive Director in Ernst & Young’s IT Advisory practice, focusing on IT strategy and program management services. He also previously worked with Oracle Asia Pacific as the Director for Applications Architecture, responsible for supporting all application sales in the Asia Pacific region and assisting clients to deliver IT strategies and transformation initiatives. "I’m extremely pleased to be joining the Transpire team at a very exciting time in the company’s business expansion,” commented Olson. "Transpire is really starting to put itself on the map now, having completed projects for some of Australia’s largest banks, NBN Co, NRMA, TRUenergy and Woolworths to name a few. We’ve also just been listed as an approved provider on AGIMO’s telecommunications panel, which endorses us for government work.” Over the past twenty years, Olson has been involved in numerous business transformation and IT strategy projects across industries including financial services, mining, utilities and aviation. His expertise includes IT strategy development, portfolio and program management, business transformation and enterprise architecture, which he will bring into Transpire’s Strategic Alignment practice to assist clients strategically align IT with business objectives and priorities.

AVG ANZ promotes Cole
AVG (AU/NZ) has just promoted Liz Cole to a new position as Training & Business Product Specialist to help resellers educate their SMB customers. A seven year AVG (AU/NZ) veteran, Cole has been promoted from Technical Support team leader to the new, purpose-designed role of Training and Business Product Specialist. With her in-depth knowledge of the full AVG product suite and experience in onsite installation support, Cole will support AVG (AU/NZ) resellers in their direct, trusted relationships with their small-to-medium business (SMB) customers. Cole’s responsibilities include AVG (AU/NZ)’s recently enhanced On-Boarding framework. This superior induction process quickly brings new resellers up to speed on the complete AVG product range. The expanded, proactive ‘welcome pack’ includes online product education, as well as the business aspects of order placement, licence renewal and the reseller resource centre.

SAP veteran Tomb to head new global on-demand organisation
With the continued growth of its on-demand business and the new, high-powered, portfolio of on-demand solutions SAP AG (NYSE: SAP) is bringing to market, the company today announced that Greg Tomb has re-joined SAP to head the new Global On-Demand Sales and Go-to-Market organisation. To guide SAP’s continued advancement as an on-demand market leader, Tomb and his team will drive a significant focus on enabling organisations worldwide to take advantage of new, innovative applications that bring immediate value to sales, procurement, human resources and finance organisations. Most recently, Tomb served as CEO and president of Vivido Mobile Inc., an on-demand mobile applications company and certified partner of SAP that develops applications that enable enterprises to enhance productivity for their sales organisations and management. Prior to this work, Tomb held a number of senior roles at SAP, including president of SAP North America and executive vice president leading both the Field Services organisation for the Americas and the Enterprise Sales organisation in the United States.
Ngarda signs IFS for WA growth

IFS, the global enterprise applications company, this week announced that it has signed a deal with Ngarda (formerly Ngarda Civil & Mining), the largest Indigenous owned and operated contracting company in Australia. IFS Applications’ functionality and proven track record within mining and civil engineering will support continued growth at Ngarda. Ngarda provides earth moving, civil engineering and contract mining services to the resources and construction sectors. The Pilbara-based company specialises in drilling and blasting, road construction management, stockpile management and bulk earthworks. Ngarda is diversifying its business into a range of business services with a focus on infrastructure and facilities management. Ngarda has grown significantly over the past few years working for clients such as Rio Tinto, BHP Billiton and Woodside. The company’s growth, combined with outdated and complex legacy systems, meant it required a new ERP system that is rich in functionality, intuitive to use, cost-effective and scalable. The fully integrated project-based ERP system from IFS will focus on Ngarda’s core requirements across project and asset management, finance, HR, document control and distribution. It will also feature remote access to applications for employees out in the field. The IFS system is scalable to cater for the expected future growth of Ngarda.

ASICS Australia to run on Juniper

ASICS, sports footwear and performance apparel vendor, has deployed a highly-integrated security, routing and switching solution running the Junos operating system. This deployment enables ASICS to support continued business growth, improve operational efficiency and comply with ASICS global security requirements. Due to its rapid growth in the local sportswear market, ASICS Australia recently relocated to a larger office in Eastern Creek, New South Wales taking the opportunity to upgrade its network, with particular emphasis on security. Alphawest, a wholly owned subsidiary of Optus, provided ASICS with Juniper Networks SRX240 Services Gateways and EX2200 Ethernet Switches to create a cost-effective, secure and highly-reliable branch business network.

Politis signs seven year contract with Bravura Solutions

Bravura Solutions, supplier of transfer agency and wealth management software applications and professional services, this week announced a seven year contract with existing client, Politis Investment Strategies (Politis), for the use of Garradin, Bravura’s private wealth and portfolio administration system. Following a review of solutions available on the market, Politis, a boutique private client investment firm, has elected to extend its existing five year partnership with Bravura. Gregory Politis, Politis’ Director commented: “After evaluating the solutions available to us, we believe that Bravura continues to offer the most comprehensive and effective solution for our needs. Garradin has consistently met our expectations and we believe it is the best product for administering our self-managed super fund, managed discretionary accounts and high-net worth client business.

Star Business Solutions signed by Lutheran Community Care

The S.A headquarters of Lutheran Community Care has engaged Star Business Solutions to provide, implement, train and service all of their Greentree business management & accounting software system requirements. Lutheran Community Care provides community services on behalf of the Lutheran Church in South Australia and Northern Territory. Star is a provider of business management software solutions with offices in Melbourne, Sydney, Canberra and Adelaide.