

Technology, politics and the future



Len Rust

RUST BUCKET

IT visionaries are busy looking for the "next big thing". At each step since business computing began, visionaries have painted pretty pictures of where the world would be after it adopted another innovation.

We will assume in the future that everything that should be connected will

be connected and we will think of it as a 'fault' when it isn't. Then we'll have a chips-in-everything lifestyle that will make the world in which we live 'easier'. 'Things' will sort themselves out a lot of the time and make it easier for us to use them. Technology will continue to be the major enabling force for business in the future transforming supply chains, value nets, business models, work styles and opening up new global markets for expansion. We've heard them all before!!!!

Regardless of developments, ICT progress will mean that just about every human institution will be disassembled and reconstituted to serve people better. Politics, business and society will continue to be restructured. Accelerated development through enhanced machine intelligence together with increased convergence of IT and other technologies will enable major breakthroughs in biotechnology, materials, genetics, nanotechnology, energy and travel etc. The future will be where we achieve mastery of both ourselves and the world around us or so we've been told.

Market disruptions, mergers and acquisitions, global competition, information spread throughout enterprises – all are concerns and challenges that are very real today in organisations. Most businesses realise that they must address at least three key imperatives: improving customer care and insight, managing risk and compliance, and increasing their operational efficiency.

Strategic alliances are a vibrant feature of the corporate landscape, and one that has recently seen a surge in popularity. By creating formal partnerships vendors can now acquire products and marketing expertise that would otherwise require years of effort and considerable expertise. At the same

Welcome to the Rust Report. For this week's industry player profile video we talk to Dr Terence Percival, Director of Broadband and the Digital Economy at NICTA. Dr Percival outlines where NICTA sees opportunities arising in an NBN-enabled future. The video is viewable on any page at www.rustreport.com.au

time more and more organisations are realising that alliances do not automatically succeed or create value. Forging partnerships is the easy part; managing it and making it successful is a much harder task.

Also our ability as a nation to exploit and absorb the potential that technology offers in the next few years will determine whether we win or fail in the global knowledge economy. We need to encourage both Government and Industry to recognise the importance of technology and to exploit it as an enabler for the knowledge driven economy and also to ensure that Australia is a viable and competitive base for business and as a worldwide player.

There are few certainties today but change is one of them, cloud computing and SaaS applications, mobile communications, collaboration and social networks today are changing modes of supply, access mechanisms, payment models and value-added service provision. These are also providing a new lease of life to traditional applications such as ERP, CRM and SCM. They are the types of change that are also giving some new vendors a boost as business models and money flows to different places.

Vendors of hardware, software and services in the past all had their own separate patches. But the distinctions between the markets have now disappeared. Customers are now a lot more sophisticated and a lot more demanding. Technology has grown more complex and vendors now have to produce and support far wider ranging product lines as well as provide more services. Going forward without smart plans, digital transformation and innovation, businesses will proceed more slowly. Also from Australia's point of view there are numerous areas in which public policy can help boost IT innovation from the right policies to funding for research, to smart policies to promote the wide use of IT within government.

—Len Rust, rustoz@bigpond.com

Global data doubling every 2 years **INSIDER EDITION**

Rising world data volumes pose major opportunities

A new IDC Digital Universe study *Extracting Value from Chaos*, has found global digital information is more than doubling every two years. With a colossal 1.8 zettabytes to be created and replicated in 2011 the rate of growth occurring is faster than Moore's Law. The study's fifth anniversary, measuring and forecasting the amount of digital information created and copied annually, analyses the implications for individuals, enterprises, and IT professionals, and has major economic,

social and technological implications for big data and other opportunities. Key points include:

Staffing not keeping pace with server, data management and file growth

IDC notes that the skills, experience, and resources to manage the deluge of data and resources simply isn't keeping pace with all areas of growth. Over the next decade (by 2020), IT departments worldwide will experience:

- 10X the number of servers (virtual and physical).
- 50X the amount of information to be managed.



- 75X the number of files or containers that encapsulate the information in the digital universe, which is growing even faster than the information itself as more and more embedded systems, such as sensors in clothing, in bridges, or medical devices.
- 1.5X the number of IT professionals available to manage it all.

Cloud computing cost and operational efficiency

While cloud computing accounts for less than 2% of IT spending today, IDC estimates that by 2015 nearly 20% of the information will be "touched" by cloud computing service providers — with as much as 10% maintained in a cloud.

The digital shadow has a mind of its own

The amount of information individuals create themselves—writing documents, taking pictures, downloading music, etc.—is far less than the amount of information being created about them in the digital universe.

Liability and responsibility lies with enterprises

While 75% of the information in the digital universe is generated by individuals, enterprises have some liability for 80% of information in the digital universe at some point in its digital life.

Microsoft launches Office 365

Microsoft this week announced the worldwide availability of Microsoft Office 365, the company's newest cloud productivity and collaboration service for business. Available in Australia and 40 other markets, Office 365 brings together Microsoft Office, Microsoft SharePoint Online, Microsoft Exchange Online and Microsoft Lync Online in an always-up-to-date cloud service, at a predictable monthly subscription. "Enabling business productivity sits at the very core of Microsoft's DNA. Office 365 is designed with one mission in mind: help businesses run better by providing a new generation of world-class collaboration tools in the cloud," said Oscar Trimboli, Director, Information Worker Business Group, Microsoft Australia. "Through Office 365, the very smallest organisations can now access the most sophisticated, enterprise class collaboration tools for a price per user, per month that is roughly the cost of a sandwich. The playing field has truly been leveled," he said.

AARNet terabit ready with Cisco

AARNet, Australia's Academic and Research Network and Cisco have announced the successful trial deployment of a 40Gb service for the Commonwealth Scientific and Industrial Research Organisation (CSIRO) and radio astronomy community. The trial demonstrates Australia has the infrastructure and capabilities in place to support the demanding ICT requirements of the Square Kilometre Array (SKA), should Australia be selected to host this international mega-science project in 2012. The 40Gb trial is a significant breakthrough in demonstrating the ability of AARNet's existing network infrastructure to support the extreme data set transfers required for radio astronomy projects including the Australian Square Kilometre Array Pathfinder (ASKAP) currently under construction in Western Australia, and ultimately the SKA.

Internode links its first customer to NBN in Willunga

Yesterday Internode connected its first customer, technology entrepreneur Raaj Menon, to SA's first National Broadband Network (NBN) location in the southern suburb of Willunga. Interestingly Mr. Menon, CEO of Australia's specialist broadband device distributor PCRange, moved his home to Willunga in February this year in order to get early access to an NBN broadband service. With SA's first connections available this week in Willunga, NBNCo is starting a test process with a small number of residents before its trial is extended to about 100 Willunga premises over the next two months. If there is widespread community disinterest to the NBN as some suggest, Menon is not representative of that sentiment. "I'm live and it's a cracker," he said. "At the moment, I'm downloading from newsgroups at nine megabytes per second, with Speedtest showing 95.5Mbps downstream and 35.5 upload," he added. "Broadband Internet access is the lifeblood of my business, so I intend to put the NBN through its paces". Internode managing director Simon Hackett said: "Connecting up Mr. Menon as our first NBN customer in Willunga demonstrated our ongoing commitment to the NBN. Internode is determined to be first with the NBN in every new area that it rolls out".

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Asia-Pacific software market

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The Asia-Pacific (AP) business software market will burst into life this year, when it will grow by 8.4 per cent to hit \$46 billion, according to Ovum. In a new forecast, the independent technology analyst predicts recovery from the global economic downturn will begin in earnest this year for the sector, which did not grow at all in 2010.

The promising outlook means the business software sector will grow at a compound annual growth rate (CAGR) of 8.9 per cent over the next four years, reaching revenues of \$65 billion in 2015. The strong growth is driven by exploding volumes of data, increased enterprise mobility, the transition to cloud computing models and the emerging markets, such as huge demand in China and India, although the markets in Japan, South Korea and Australia are expected to show strong single digit growths as well.

The information management software sector will experience the biggest increase in revenues of all the business software areas. This area will grow at a CAGR of almost 11 per cent from 2010 to 2015, as businesses grapple with spiralling volumes of data and try to extract business value from them.

Tim Jennings, Ovum chief analyst, commented: "As the global economy continues its recovery, the emphasis of IT investment is moving on from the traditional area of back-office automation and transaction processing, towards the exploitation of information to add value to the business.

"The volume of information within enterprises continues to grow at an astonishing rate and investment is needed both to manage this information and to turn it into actionable intelligence, through technologies such as business intelligence and analytics".

Ovum has also released a new vendor rankings analysis, which paints a picture of the companies that are dominating the software space. Microsoft continues to be the AP's number one software company with more than 15 per cent market share. It is followed by IBM, Oracle and SAP, in second, third and fourth place respectively. Ovum principal analyst Richard Edwards commented: "Microsoft is still a major player and market maker, with revenues of \$66 billion in 2010 in AP. The company has gained huge mass and velocity over the past 20+ years, and this looks set to sustain the company in the short and medium-term.

The historic broadband deal

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According to Budde.com there is no doubt that the deal between Telstra and the Government that will lead to the roll out of the National Broadband Network in Australia is of global historic importance. While many countries (so far over 40) have indicated that broadband is critical infrastructure this requires government leadership; Australia is the first country to act in such a decisive way on this issue.

This is a shift from a telecommunications based policy to one of national infrastructure. The NBN will not be used simply for traditional telecoms services but also for e-health, e-education, smart grids and so on. The massive capacity of the network, its ubiquitous nature and the low costs to end users will see a shift in the national economy towards a digital economy. The combined features of the NBN will create a new economic platform for a range of new businesses and indeed industries who can harness the enormous information processing power of the NBN. Indeed it will be in this environment that the new 'Googles' of the future will be born. Many international ICT companies are for this reason expanding their activities in Australia.

The deal will see Telstra transferring its customers from its old copper based network to the NBN and the company's

infrastructure will be leased by NBN Co, which of course will make its roll out much cheaper and faster. The deal with Optus that leads to a similar arrangement with this company adds to that same new infrastructure environment Australia is creating.

The deal means that NBN Co can now start speeding up its plans to roll out the NBN.

There are obvious still issues that need to be resolved, as always the devil is in the detail. What still needs to be sorted out are the regulatory circumstances around the structural separation of Telstra based on the progression of the NBN. However, more important at the moment are the regulatory arrangements for the transition period. The various players are still at loggerheads. The industry still doesn't trust Telstra to do the right thing and demands far reaching regulatory intervention that would see some sort of a functional separation of the Telstra network from the Telstra retail services. This would provide the transparency and the equality needed for the wholesale services the industry needs from Telstra as the NBN will take 10 years to be completed and the industry will still have to rely for a long time on these Telstra wholesale services.

Cloud deployment: 70% see benefits

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A new Tecala survey reveals that more than 70 per cent of Australian organisations have experienced cost savings as a result of cloud computing deployments, with 69 per cent of companies planning to maintain or increase their budget for cloud computing by mid-2012.

Sydney-based ICT infrastructure and solutions provider, Tecala, surveyed 113 IT decision makers at the recent EMC Inform events in Melbourne and Sydney, learning that more than one in four organisations (26 per cent) will migrate their desktop infrastructure to the cloud by the middle of next year.

An overwhelming 95 per cent of survey respondents felt that the benefits of cloud deployment far outweigh any potential risks. However, 32 per cent of those companies choosing not to migrate their IT infrastructure to the cloud in the next year cited risks in potential bandwidth consumption, while 25 per cent cited the chance for latency and poor user experience issues as inhibitors. Eighteen per cent of companies feared a security risk by moving to cloud infrastructure, with more than one in three (37 per cent) organisations believing that public clouds are less secure than private clouds.

As the debate about cloud computing enters the boardroom agenda, 21 per cent of respondents feel they are under greater pressure from top management within their companies to procure cloud services in the year ahead. However, 16 per cent of respondents also believe that cloud computing will reduce their IT team's headcount.

In terms of overall IT expenditure, the survey found that 23 per cent of Australian organisations plan to invest in virtualisation technology in the year ahead, while 18 per cent of organisations will invest in cloud computing and 16 per cent in storage

technologies. Only eight per cent will invest in green IT, seven per cent in mobility and five per cent in Unified Communications.

Finally, the survey found that when choosing an IT services provider, end users cite the vendor's breadth of service and product portfolio, as well as its security and adherence to privacy standards as key selection factors. Slightly less important factors were the quality of the local support and service team as well as price.

"It's clear that organisations are increasingly highlighting cloud computing as a major lever for IT change and investigating its ability to maximise core infrastructure, improve service levels, lower ongoing IT costs, increase agility and enhance user experience and employee profitability", says Gleuto Serafim, CEO, Tecala.

"At the same time, the survey has provided a wake-up call to vendors to ensure that they have the expertise to offer a broad range of technologies, and that their people and processes are agile enough to continually serve the evolving needs of today's businesses as they embrace new technologies for efficiency and collaboration".

Also commenting on the results of the new Tecala survey was Chris Moyle, EMC Australia's Channel Manager: "The Australian market was one of the first developed IT markets to adopt the notion of external service providers, so it's not surprising that Australian businesses are embracing the deployment of cloud computing. However, as the survey reveals, businesses are demanding cloud technology from vendors who have a best-of-breed approach and a strong partner, such as Tecala, to assist customers on their journey to the cloud and to provide peace of mind. Trust in the cloud is a key factor for businesses when determining how much data goes into the public cloud and what stays in the private cloud. Our experience when helping customers is that they require both private and public clouds - so more of a converged, or hybrid cloud approach," commented Moyle.

"However its level of innovation is not keeping pace with the rest of the market - it is doing just enough to stay in the game, but is not a star performer". Although information management software will experience the strongest growth, Ovum's figures show all the sectors will enjoy a healthy outlook. The security software market will grow by a CAGR of 10 per cent from 2010 to 2015, while applications software will grow by a CAGR of 9.7 per cent for the same period.

Jennings continued: "Organisations are breaking away from the shackles of desktop IT, and providing mobile workers with access to systems from any location and any device. The mobile revolution will generate strong demand for mobile applications, as well as for the development and management platforms to support this shift. Although it is still relatively early days for cloud computing, growth will accelerate over the next five years, as organisations move further towards a software-as-a-service model and take their data centres towards the hybrid combination of public and private cloud infrastructure. This will generate new demand for both infrastructure and application services".

The emerging markets will also make a substantial contribution to the strong growth the software sector is set to experience. Jennings added: "Emerging markets around the world have an insatiable appetite for technology-driven expansion, often unencumbered by the constraints of peers in mature markets".

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Public IT cloud services spending

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Cloud computing will continue to reshape the IT landscape over the next five years as spending on public IT cloud services expands at a compound annual growth rate (CAGR) of 27.6%, from \$21.5 billion in 2010 to \$72.9 billion in 2015. But the impact of cloud services will extend well beyond IT spending, according to new research from International Data Corporation (IDC). Cloud services are a critical component in a much larger transformation that IDC expects will drive IT industry growth for the next 25 years.

"Cloud services are interconnected with and accelerated by other disruptive technologies, including mobile devices, wireless networks, big data analytics, and social networking," said Frank Gens, senior vice president and chief analyst at IDC. "Together, these technologies are merging into the industry's third major platform for long-term growth. As during the mainframe and PC eras, the new platform promises to radically expand the users and uses of information technology, leading to a wide and entirely new variety of intelligent industry solutions."

As a critical component to the third platform, cloud services represent a strategic growth area for virtually all IT vendors. With spending for public IT cloud services growing at more than four times the rate of the worldwide IT market as whole, IDC expects one of every seven dollars spent on packaged software, servers, and storage offerings in 2015 will be related to the public cloud model. Moreover, the winners of the cloud platform wars will likely be the new power brokers of the IT industry.

In 2015, public cloud services will account for 46% of net new growth in overall IT spending in five key product categories –

applications, application development and deployment, systems infrastructure software, basic storage, and servers.

Software-oriented cloud services (SaaS) will account for roughly three quarters of all spending on public cloud IT services throughout the forecast. This includes all three software-oriented cloud categories, not just applications. Spending on hardware-oriented cloud services (servers and storage) will be largely driven by SaaS providers building out their infrastructure.

The United States will dominate overall spending throughout the forecast period, with nearly 50% of all public IT cloud services revenues coming from the U.S. in 2015. But regions outside the U.S. will show much stronger growth as cloud services adoption accelerates. In particular, IDC found that there are more cloud services vendors and greater end user spending in Asia/Pacific and Western Europe than previously thought.

IDC defines public IT cloud services as those offerings designed for, and commercially offered to, a largely unrestricted marketplace of potential users. The forecast does not include revenue from private cloud deployments, which are dedicated to a specific customer. While private clouds provide the customer with the ability to specify access limitations and the level of resource dedication beyond what is currently available in public cloud offerings, IDC's expectation is that public clouds will mature and eventually incorporate many of the capabilities (particularly security and availability) that make private clouds a more attractive option today.

Callcentres.net relaunches as fifth quadrant

RUST E-RESEARCH

Research and consulting company callcentres.net Pty Ltd recently announced that it is relaunching as Fifth Quadrant Pty Ltd, a Service Strategy and Research Consultancy. Due to the strong equity in the existing brand, the callcentres.net name will be kept for Fifth Quadrant's online, publishing and social media division, which now has about 9000 executive subscribers.

"The last few years has seen an amazing evolution for callcentres.net", says Dr Catriona Wallace, Director of Fifth Quadrant, and the relaunch of the business as Fifth Quadrant is the next step in our growth, reflective also of the rapidly changing service sector. No longer just experts in contact centre, we now provide specialist consulting, research and training across voice, face-to-face, online, correspondence and social media service channels. We've adopted a truly multi-channel and enterprise-wide focus".

Specialising in all things service, Fifth Quadrant's strategic intention is to fundamentally change the way organisations think

about Service Strategy and to ensure it has on-going presence at the Boardroom table.

"We're bored of service taking the back seat in terms of board-level strategies," says Wallace, "At Fifth Quadrant we firmly believe Service Strategy should sit rightfully alongside and integrate with the other core strategies of Finance, Marketing & Sales, IT/Operations and Human Resources.

"We know that great service leads to customer engagement and that engagement correlates strongly with business performance. We also believe that service has a tangible effect on a person's day and life and that the act of serving someone is one of the most powerful 'goods' an organisation can do. And our new name reflects these belief", muses Wallace. "It signifies the bringing of a fifth strategy, Service Strategy, to the traditional organisational strategic planning process".

DEAL MAKERS

Telstra expands global telepresence reach with Tata Communication

Telstra and Tata Communications have joined forces to allow high definition video conferencing equipment to connect locally and globally across both company's networks. The trial interconnection agreement will allow Telstra's worldwide network of Cisco TelePresence customers to connect to Tata Communications' Global Meeting Exchange which provides private and public telepresence services spanning 31 cities across five continents. Philip Jones, Executive Director of Telstra Innovation, Products and Marketing, said the agreement will help address the demand for telepresence meetings globally. "Telepresence is an increasingly popular way to conduct global business meetings because of the time, cost and environmental efficiencies it delivers," Mr Jones said.

IAK Verzekeringen looks to Sitecore to enhance customer experience

Sitecore this week announced that IAK Verzekeringen, a top Dutch insurance company and subsidiary of Aegon, an international life insurance, pension and asset management company, has implemented Sitecore's online marketing solutions to power its new digital strategy. "Sitecore's Online Marketing Suite gives us greater insight into the behaviors and patterns of our online visitors," said Dennis Janssen, e-business advisor, IAK Verzekeringen. "By taking into account the user behaviour, we can further optimise our website. Furthermore, we can create more positive and personalised interactions with our customers at a lower cost than traditional marketing campaigns, including direct mail."

Huawei Australia signs ANZ distributor agreement

Huawei Australia has signed a distributor agreement with leading IT supplier Simms International. In a partnership which will see both companies make an investment in the Enterprise market, the three-year agreement will see Simms distribute Huawei's suite of Enterprise products to resellers across Australia and New Zealand. "Huawei's Enterprise products will be a key focus for the company's global growth this year, and our success in the ANZ markets will play a pivotal role in that," said South Pacific Regional VP of Huawei Enterprise, Tony Zhang. "Huawei is already working with most of the major telecoms operators in ANZ, and with this new partnership we will further accelerate Huawei's rapid growth in the Enterprise market."

Frontier Software selects ClickSuper

One of the world's leading HR and payroll management software providers, Frontier Software has selected ClickSuper as its preferred eCommerce engine to process employee

superannuation contributions and deductions on behalf of its customers. Frontier Software offers payroll systems services to more than 800 medium to large sized organisations throughout Australia. David Heine, General Manager at Cuscal said, "We are pleased to have been chosen by one of world's leading HR and payroll management software providers. Once ClickSuper is integrated with Frontier's payroll systems, its employer clients will be able to move the superannuation payments into employees' accounts in a transparent and efficient manner. The unique selling proposition of our system is in the processing of superannuation contributions electronically, which minimises the disinvestment period for employees and for employers, it provides transparency around payment progress," David said.

Brisbane's Grabba International purchases Ballarat's Entermo's assets

Brisbane based hand held computer and smart phone attachment manufacturing company Grabba International Pty Ltd announced this week that the company has signed an agreement to purchase all of the business assets of Ballarat based Entermo Ltd. Entermo has designed and marketed a rugged case (EnterMoCase®) for BlackBerry® Smart Phones that enables capture of barcode identification and capture of signatures for use in logistics, chain of custody and courier work. Grabba CEO Frank Downes stated that this acquisition is a good strategic move for Grabba as it adds a new dimension to the product range offered by Grabba to its global customer base. Downes said that the EnterMoCase rugged hand held units will be welcomed by Grabba Customers throughout the world. Since commencing business in August 2003 Grabba has developed a global market with over 85% of sales being made outside of Australia. All Grabba product is developed and manufactured in Australia and Downes said that in future the EnterMoCase will also be produced in Australia.

ASI powers Down Syndrome Victoria services

Advanced Solutions International (ASI) has announced its iMIS software has been implemented to support Down Syndrome Victoria's new website. The website, which is underpinned by iMIS and its Web Content Management solution, greatly extends Down Syndrome Victoria's information capacity and significantly enhances its ability to interact with members and the public. Paul Ramsbottom, managing director, ASI Asia-Pacific, believes that the move to iMIS is a strategic investment in Down Syndrome Victoria's future: "The move from DonMan to iMIS is a natural progression for the organisation as it continues to expand its capacity and member base, and ASI is very pleased to be a part of this growth. This is an historic moment for Down Syndrome Victoria as it builds the foundations to support the Down syndrome community for years to come."

EMC's VNXe chosen for Cloud Plus storage

EMC Australia has announced that Cloud Plus has purchased

EMC's industry-leading unified storage technology, which will become a key component of a comprehensive cloud solutions platform enabling partners in Australia and New Zealand to take advantage of the increasing opportunities around the cloud. Cloud Plus is a provider of Private Cloud solutions in Australia and New Zealand, and assists partners to execute on their cloud strategy by providing an Infrastructure as a Service (IaaS) framework to enable them to rapidly develop and deliver cloud solutions to clients with minimal cost and complexity. Cloud Plus evaluated EMC against NetApp and other leading storage vendors, and decided to partner with

EMC, using VNXe as the primary storage platform for its virtual hosting services - forming part of an extensive a la carte menu that partners can select from when creating solutions for clients. Jules Rumsey, Chief Executive Officer, Cloud Plus, said: "We enable our clients and partners to leverage the substantial benefits available with cloud computing without having to make a significant investment in infrastructure, technology and staffing, whilst maintaining a high level of visibility and control".

COMPANIES TO WATCH

Who's who of Aussie IT

MERCURIAL helps businesses unlock the value of their people, processes, technology and information investments. Mercurial's skills are applied to overcome system/data integration hurdles, build best practice business, optimisation tools and provide ongoing services and consulting to their clients. Mercurial's proven techniques and technology alliances guarantee rapid, scalable, high quality results, enabling faster and better informed decision making. Mercurial's customers include CSL, Biotherapies, a member of the CSL group of R&D companies. www.mercurial.com.au

CARD ACCESS SERVICES specialises in payment based technologies and other complimentary applications which include: Recurring/Batch, Payment Solutions, eCommerce payment systems, customised payment systems, Mobile Payment solutions, Direct Debits, Supplying the Hardware for banking institutions. Card Access Services offer merchants secure service online payment gateway services via the Web, Wireless applications, Call Centre applications and IVR Platforms. Card Access Services eCommerce solutions are suitable for all types of payment environments. www.cardaccess.com.au

COMMUNICAT specialises in ERP solutions, web development, e-business, networking, security and full systems integration. Communicat supports Microsoft Dynamics GP, Microsoft Dynamics CRM, Arrow Financial and Crystal Reports. Communicat is a network of related IT support providers in other areas to assist with national and international projects.

Industries covered include Mining, Construction, Engineering, Wholesale, Retail, Hospitality, Transport, Logistics, Finance, Business Services and Public Administration and Communication Services. www.communicat.com.au

CSA is forging ahead in 2011 with its sights set on the development in Cloud Computing, Hosting Services, Unified Communications, Virtualisation, Blade Servers, Network Security, DR and more. The company has aligned with CISCO, HP and Microsoft in rolling out new products and services. This enables companies to converge data and voice and improve productivity for employees through collaboration, unified messaging, simplified networks, lower cost routing and other communications applications. www.csait.com.au

EMS Solutions works closely with a wide range of clients across a range of industry sectors in both Australia and New Zealand. EMS has developed Basic: Builder (@); an innovative and revolutionary software product for creating custom business software solutions. The software minimises the demands on scarce IT and programming resources, reduces risk and allows custom and packaged software to be delivered with far greater efficiency at lower cost. EMS has clients in Utility Organisations, Airports, Government Departments and the Housing Industry. www.ems-solutions.com.au

PRODUCTIV sprung from the merger of three companies within the Information Communications industry; Networking Plus, Quattro Technologies and Image Process Solutions. The K2 blackpearl platform combines business processes, people, services, information and systems into a single process driven application that saves time and helps streamline organisations performance. K2 blackpearl offers simple tools and familiar environments, so it's easy to create processes and application and modify them when business needs shift. The platform makes everything visual, intuitive, simple, direct and conveniently reusable. www.productiv.com.au

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REVOLVING DOORS



Microsoft director de Silva joins Velrada

Western Australian consultancy Velrada has appointed Microsoft director Malcolm de Silva to spearhead its

regional growth strategy. De Silva, formerly Microsoft's state director in WA, and managing director in Vietnam, Cambodia and Laos has a record of creating growth across enterprise and public sector customers. Velrada CEO Rob Evans said: "This rounds off a great 12 months for us in which we have grown to 70 professional staff and \$12m revenues, expanded into SA and Singapore and secured a significant forward order book of work," he said. "During that time we have secured major multi-million dollar engagements with global resource companies, as well as government and industry."

Stanhope retires from Telstra

After four decades John Stanhope has announced his decision to leave Telstra. "John's contribution to the company for more than 40 years has been enormous. He is a genuine leader in the industry and a valued leader in our company. Telstra CEO David Thodey said: "John Stanhope has been a driving force in landmark events including privatisation and the conclusion last week of definitive agreements with the NBN Co and Federal Government. We look forward to him continuing to play a critical role as we seek shareholder approval for Telstra's participation in the National Broadband Network," he said.

Orange Business Services appoints Makryllos ANZ MD

Orange Business Services, a provider of integrated business communications for multinational corporations, has announced it has appointed Gordon Makryllos as the new managing director for Australia and New Zealand. As new MD, he will lead the local team to continue the company's growth and deliver its network related services to Australasia's multinational customers. Makryllos has previously held executive roles at HP, IBM, Telstra and most recently APC. As Vice President of APC, Pacific, he successfully transformed that company into Australia's leading IT and data centre solutions provider with 300% growth in five years.

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Nuix appoint Bunting for global customer support and quality assurance

eDiscovery and electronic investigation technology company Nuix has announced the appointment of Angela Bunting to the global role of Customer Support and Quality Assurance Manager. Bunting brings more than a decade of experience in the Australian litigation support industry, including management and technical roles at Mallesons Stephen Jaques, and most recently as technical lead at Law in Order, Australia's leading litigation support bureau. Angela will be primarily responsible for providing Nuix customers with world class support, overseeing the product testing team and ensuring Nuix's software is not only of the highest quality, but also works well for their clients' changing workflows, all of which will have a significant impact on any organisations looking to implement, or have implemented eDiscovery or electronic investigation solutions.

HP appoints James-Killer to lead South Pacific imaging and printing

HP announced this week the appointment of Christopher James-Killer to lead the HP South Pacific Imaging and Printing Group Managed Enterprise Solutions business, effective immediately. James-Killer will lead the team to focus on continuing to build and deliver HP's Managed Print Solutions (MPS) in Australia and New Zealand. James-Killer joined HP in January 2007 as a Major Account Manager and was promoted to District Sales Manager in 2008 with responsibility for the Southern & New Zealand



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Regions. Prior to joining HP, Chris held sales and marketing roles at Lexmark and Ericsson Telecommunications. He replaces Guyon Collins, who has transferred to North America as the Account Director of Staples.

DB Results appoints Ruhl to board

DB Results this week announced the appointment of Jo-Anne Ruhl to the company's board. DB Results is an independent consulting company focused on total transformation programs and system integrations projects, specialising in billing, revenue management, customer management, financial services, smart grid and smart metering. Ruhl brings 15 years experience in senior IT management roles, specifically within the global utility, software and government markets and offers a wealth of industry expertise to DB Results. Most recently she held the position of Vice-President & General Manager within Oracle's Tax and Utilities Global Business Unit – managing the Japan & Asia Pacific region, where she achieved significant profit growth for the business unit. Andrew Dean, Managing Director of DB Results, said: "Jo-Anne has local, national and global experience of the consulting software, utilities and government sectors. When combined with her consulting, business development and corporate management background, Jo-Anne provides invaluable input into our business strategies ensuring they are focussing on what our customers need and want".

Chamonix appoints Dave Pette VIC director

Chamonix IT Consulting (www.chamonix.com.au) has appointed Dave Pettet as its State Director (Vic). Pettet brings 15 years of IT consulting experience in enterprise and government customers across telecommunications, FMCG, utilities, financial services and manufacturing sectors. Pettet will work closely with existing and

new enterprise customers in Victoria. Pettet joins Chamonix from Oakton where he spent the last 6 years in Business Development and Client Service roles. Chamonix has offices in Melbourne and Adelaide providing services across the full lifecycle of systems integration projects.

CN Group hires new operations chief

Aussie IT services company, the CN Group, has announced the appointment of Jeff Durham as its Chief Operating Officer. Durham joins the group from SAP Australia where he held senior sales and development roles in Australia and Germany. His responsibilities at the CN Group will include overseeing shared services and putting in place the necessary operational support for the rapidly expanding SAP and Technology practices. Durham will move into the role as Richard Gibbs takes over the Group's Sales and Marketing responsibilities. Brian Pereira, CEO, CN Group said, "Jeff's appointment is part of our plan to capitalize on being the only Australian company with local SAP hosting certification. As a leading, tier two hosting and services partner for SAP, our size and experience enables us to quickly turn around flexible, 'cloud' based SAP solutions for any size organization. The promise of the Federal Government's NBN coupled with our regional growth plans, gives us the opportunity to position ourselves in regional areas like the Central Coast and the Gold Coast. We have seen a business resurgence in these areas recently as younger couples escape the rising cost of living in Sydney and Brisbane, relocating or starting up their ventures in regional areas around NSW and QLD."

INSIDER EDITION [continued ...]

Kroll Ontrack teams with Covertec for data recovery insurance

Covertec, electronic equipment insurance specialists, has teamed with Kroll Ontrack, a leading provider of information management, data recovery and legal technologies products and services, to offer Australian businesses and consumers data recovery following accidental damage or electronic breakdown of their IT equipment. Covertec provides insurance for laptops, cameras and portable devices against theft and accidental damage underwritten by Chubb Insurance. "In recent years, there has been a dramatic increase in requests for data recovery insurance," said Julian Day, managing director, Covertec. "Loss of data can be a traumatic experience for consumers, be it last year's tax return, accounts, letters, document scans, wedding photos or music. At the same time, we believe that many small- to medium-size businesses that need to insure a fleet of laptop, tablet and mobile phone devices will consider this insurance program as part of their business continuity strategy."

Ninefold Cloud evolves beyond public Beta

Ninefold, the cloud computing company, this week announced that its cloud storage service - the first of its kind in Australia - is now in full production after a highly successful public Beta. Based on EMC Atmos and launched in March, the massively scalable storage service is fully tested, API accessible and ready to go as the first truly Australian-based equivalent to AWS' S3 storage service. With genuine 'swipe and go' credit card set up and self-managed service for under 10 cents per GB/month, Ninefold Cloud Storage is ideal for businesses of all sizes that want easy and flexible access to storage. Potential uses might include improving the performance of content-rich websites, secure back-up and business data archives, file sharing for easier collaboration and document control, or remote access to various files and documents. Peter James, Managing Director, Ninefold said: "Ninefold now offers a full range of production-ready compute and storage services with local support for individuals and micro-businesses right up to large environments, at a competitive price-point to other players".