

# Rust Report

News and views of the action in Australasia's IT sector this week

October 17, 2008

## THE RUST BUCKET

### Embracing innovation

Entrepreneurial businesses and small and large corporations play complementary roles in today's complex economy. History shows us a common pattern; small entrepreneurial start-up firms serve as incubators for new ideas. Many fail but a large number succeed. The winners in this competition often attract outside interest from large companies with greater resources, which then give a boost to the most promising innovations through investment or acquisition.

As Australia tries to sort out its priorities for the next 10 years, fostering entrepreneurship must be a cornerstone of our economic policy. If we fail in this regard the costs could be enormous. Abraham Maslow, some 50 years ago, stated it this way: "Good managers and good enterprises and good products and good communities and good states are all conditions of one another".

Despite the evidence of ICT entrepreneurship in the Australian economy, it is difficult for policy-makers to embrace this view when their economic advisers do not validate its importance.

Australia is not seen as a suitable location for globally scaled investments in ICT any more, unlike our neighbours in Asia, unless several important impediments are overcome, including incentives offered by neighbouring countries.

The 21st century is bringing many new challenges — such as the consequences of climate change, globalisation, infinite bandwidth, the emergence of new economic superpowers, and an increasingly mobile labour market. Industry, its customers, and governments need to work together if we are going to meet and surpass these challenges. We must embrace change and new business models and ensure that as an industry we fight for the right infrastructure, regulatory policy, and economic environment we need to build and develop Australia.

The Review of the National Innovation System commissioned by the Federal Government has highlighted that Australia is stalling when it comes to innovation and "requires an urgent re-appraisal and restructuring".

— Continued on page 2

### eServGlobal aims for a greater stake in Pakistan

eServGlobal, a Sydney-based developer of smart communications and payment services for telcos, has confirmed its faith in the potential of the market in Pakistan by entering an implementation and support agreement with Averox Inc. Under the terms of the deal, Averox will provide systems integration and professional services for the delivery and support of eServGlobal's charging and payment solutions to telcos in Pakistan and the region, explained Laurent Lafarge, CEO of eServGlobal.

"This agreement supports our aim to strengthen our ties with Pakistani network operators," Lafarge added. "eServGlobal's solutions are already in use by more than 60 per cent of mobile subscribers in this important market, and we are looking to further expand our reach." [www.eservglobal.com](http://www.eservglobal.com)

### Microsoft honours TechOne boffin

Bill Bartholomew, development productivity specialist with TechnologyOne, has been recognised as a Microsoft Most Valuable Professional for 2009 (<http://mvp.support.microsoft.com>). The award was in recognition of his work on the Visual Studio Team System (VSTS) suite, with a particular focus on education, processes, and tools.

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## INSIDER EDITION

### Argus breaks new ground in WA

The Western Australian Department of Corrective Services has broken new ground in the use of identity management systems with an implementation of the Cornerstone technology from Australian developer Argus Solutions. Bruce Lyman, CEO of Argus, explained that the department extracts critical biometric functions and services from Cornerstone for integration with its Total Offender Management System (TOMS). "The day-to-day use of the software is a seamless experience which does not require them to operate two solutions side by side," Lyman added. "This architectural approach ensures customers can preserve previous software investments." Argus is now working on similar integrations with domestic and international partners, he said. [www.argus-solutions.com](http://www.argus-solutions.com)

#### THE RUST BUCKET

*Continued from page 1*

**The chair of the review, Dr Terry Cutler, said that the competitiveness of the Australian economy depends on the capacity of businesses to embrace innovation and use it to capitalise on new markets and to satisfy changing customer demands. The review provided a scorecard that showed Australia slipping dangerously behind international competition in the innovation stakes.**

**Other countries are climbing the technology ladder. To help business and government become more innovative we need to understand the gaps in the current system, find ways of bridging those gaps, and successfully implement solutions. The review is one of many steps towards these ends. With the technology sector playing a significant role in the Australian economy it is vital we safeguard its future. The technology sector is not just an important sector in its own right; it is an enabler of all other industries. However this has not been reflected by an accompanying recognition of its importance in policy-making.**

**For the industry to answer the challenge and to take urgent action, we must get organised. Stakeholders from all fields must join forces if we are to respond to these crucial challenges and rally around a common vision. This co-operation could take many forms, such as a research consortia, joint ventures, and strategic alliances between organisations, as well as stronger and more efficient links between associations, universities, governments, and corporations.**

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

### m.Net to build mobile sports site

Mobile marketing company m.Net has been selected by Premier Media Group to build a dedicated mobile site for Fox Sports in Australia. The site will provide up-to-date news, scores, and action from the range of sports covered by Fox Sports.

"Australians are early adopters of new technology and increasingly open to accessing a wide range of content from their mobile handsets," noted Scott Johnson, chief marketing officer of m.Net. [www.mnetcorporation.com](http://www.mnetcorporation.com)

### Port managers get Objective

The Newcastle Port Corporation in NSW has selected Sydney-based developer Objective Corporation to provide an enterprise content management system. The contract was awarded under the Government Selected Application contract program of the NSW Government. [www.objective.com](http://www.objective.com)

### Toro goes for no bull BI

The Australian operation of US outdoor maintenance products supplier Toro has rolled out the QlikView business intelligence system to more than 40 operational, sales, and management staff. With minimal training the system has been used to consolidate data from SAP BW, as well as the company's service centre, freight, and CRM systems, explained Stuart Barnard, managing director of Inside Info, which distributes QlikView in Australia.

QlikView allows Toro to explore and analyse sales and margin impacts of more than 5000 products from every angle of the business, Barnard added. "Toro is a prime example of how QlikView really does simplify analysis for everyone," he said. [www.insideinfo.com.au](http://www.insideinfo.com.au)

### Orders & Installations

- Kiwi company DataSquirt has supplied its multi-channel communication system — Contact — to the NZ Electoral Enrolment Centre, which is using it to allow eligible voters to request enrolment forms. [www.datasquirt.com](http://www.datasquirt.com)
- Pittwater Council of Sydney has incorporated Ethernet switches from Juniper Networks in a disaster recovery system. The switches are in the council's main office and the backup centre.



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## BEING GREEN

### Internode switches to green power

Adelaide-based IP carrier Internode has switched to green power throughout its operations. The move was not without cost, including an increase of 20 per cent on the company's power bill, but is significantly more effective than simply purchasing carbon offsets, claimed Simon Hackett, Internode's managing director.

"We feel strongly that anywhere we can eliminate CO2 emissions at source is the best answer for us, for our customers, and for the world we live in," Hackett explained. [www.internode.on.net](http://www.internode.on.net)

### States can afford Feds' PC push

The Australian states should stop worrying about the cost of running all the PCs the Federal Government intends to push into schools and instead make savings through responsible management of those computers, claimed Mark Winter, founder of Computers Off Australia.

Noting that NSW has complained about the power bill associated with running the 74,838 PCs it was allocated in the first round, Winter said the state could solve the problem for itself. "The NSW Education Minister has the ability to self-fund the shortfall and save \$A3.8 million in power consumption by mandating simple measures that all PCs within schools are centrally shut down when not in use.

"This will not only have substantial savings for Australia's states, enabling them to use these savings to fund the ongoing costs, it will also assist with reducing Australia's carbon footprint," Winter claimed. [www.computersoff.org](http://www.computersoff.org)

## Green Shorts

- NComputing, a US company focused on the production of low cost desktop computing solutions, has been selected to provide 5000 computers to schools in the Indian state of Andhra Pradesh. The company claims that by using the systems the government will consume just 10 per cent of the power of a traditional all-PC solution. [www.ncomputing.com](http://www.ncomputing.com)
- Consumers in the US are reacting to the green message, according to a survey by retailer Plow & Hearth. The survey found that 50 per cent of Americans plan to purchase an environmentally friendly gift this Christmas, with women (55 per cent) leading the way. P&W is already involved in tree-planting projects. [www.plowandhearth.com/trees](http://www.plowandhearth.com/trees)

## Aussies worth watching

### A roundup of companies making waves at home and abroad

- **SERVICE SEEKING** is an online service where people bid to win a supplier's work. Interested bidders compete against each other on the site to win the business. When the bidding closes the supplier logs in to the Web site, views the job and chooses the best bidder. Bidders' profiles, service scores from previous jobs, contact details, experience, references, and qualifications, are all available. [www.serviceseeking.com.au](http://www.serviceseeking.com.au)
- **UNIFIED** provides Internet technology and communications consulting. The company's list of clients includes governments, businesses, NGOs, and NPOs across Australia. Unified's expertise includes the programming, design, computer and communications technology, corporate and institutional communications, and advertising. [www.unified.com.au](http://www.unified.com.au)
- **MIDWINTER FINANCIAL SERVICES** specialises in the development of practical advice solutions to guide financial advisors through the advice process and help them provide a reasonable basis for their product and strategy recommendations. Midwinter's reasonable basis software has three key drivers: compliance, strategy implementation, and advice generation. [www.midwinter.com.au](http://www.midwinter.com.au)
- **MILESTONE GROUP** supplies fund processing and investment analytic software to investment managers, banks, life insurance companies, custodians, and hedge fund administrators. The group's solutions enable complex business functions to be automated without replacement of existing core technologies. Milestone's pControl and pQuant applications are designed to deliver enhanced end-to-end process control and efficiency. [www.milestonegroup.com.au](http://www.milestonegroup.com.au)
- **ZAPTION** builds mobile — including mobile Web — applications. The company's recently launched [Handsetdetection.com](http://Handsetdetection.com) provides users with the knowledge of which device each visitor to their Web site is using — a phone, Blackberry or different portable device. Zaption also provides, SMS, MMS, a campaign management system, IVR system, IVVR systems (interactive video streaming to 3G phones), and Web hosting. [www.zaption.com](http://www.zaption.com)
- **ENTERPRISE ARCHITECTS (EA)** provides a structured way to relate and co-ordinate business and IT processes. EA methods can be applied to a problem, a project, a program, or an organisation to help decision-making by assessing impacts, trade-offs, risks, costs, benefits and opportunities. [www.enterprisearchitects.com.au](http://www.enterprisearchitects.com.au)



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## DEAL MAKERS

### Feds ready procurement guidelines

A new procurement regime to be introduced by the Australian Government in December aims to cut government costs, while at the same time simplifying the process of selling into government, especially for small businesses. "Improved value for money will be achieved through aggregation of government demand and negotiating whole-of-government procurement contracts in a variety of core government areas, such as IT, professional services, and travel," explained Lindsay Tanner, Minister for Finance and Deregulation.

"Where it is sensible to do so, we will be looking to standardise procurement documents to ensure consistency in format, content, application, and contracts. These documents will make it easier for small businesses to sell their goods and services to the Australian Government," Tanner claimed. [www.finance.gov.au/publications/fmg-series/procurement-guidelines/index.html](http://www.finance.gov.au/publications/fmg-series/procurement-guidelines/index.html)

### ContentKeeper wins a patent

ContentKeeper, an Australian developer of tools to monitor and secure corporate Internet resources, has been awarded an Australian Government Innovation Patent for its Closed Loop Collaborative Filtering technology. Mark Riley, CTO of ContentKeeper, said the patent is for a globally-meshed closed-circuit system designed to discover, collect, analyse, categorise, edit, and distribute Web site URLs worldwide. "It is aimed at ensuring that the control list of classified URLs is constantly changing and updating as the Internet does," Riley explained. [www.contentkeeper.com](http://www.contentkeeper.com)

### Ansearch pulls in network partners

Ansearch's search advertising network, Searchworld, has secured 40 search advertising distribution partners just six weeks after beginning a global roll-out of its operations. The new partners include a number of US-based search engines and parked-domain portfolio companies.

"Within two months we have developed capacity to monetise 20 to 30 million search queries each day with pay-per-click search advertising," noted Josh Edis, global head of search for Searchworld.

The company has engaged Click Forensics to measure the quality of the traffic it receives from its downstream publishers, while controlling the quality of traffic provided to advertisers, Edis added. [www.searchworld.com.au](http://www.searchworld.com.au)

### Nortel sets sights on SMBs

Nortel has indicated that it will make a serious attempt to win the custom of small and medium businesses by launching a sales campaign that focuses on significant discounts. The company's channel partners will offer the discounts on the full range of Business Communications Manager IP PBX products. "The My Business BCM Program effectively eliminates price as a barrier to entry to unified communications," claimed Martin Hatcher, Nortel's A/NZ SMB sales leader. [www.nortelnetworks.com.au](http://www.nortelnetworks.com.au)

### Broadband brouhaha comes to boil

The Federal Government's planned national broadband network generated more than its share of controversy and confusion this week as the various parties moved to protect their positions.

One stunning move was the decision of AAPT to withdraw from the Terria consortium, in which it had been a senior player. Michael Egan, chairman of Terria, moved quickly to reassure the market that the Terria bid would continue regardless. "Its decision will not affect Terria's bid," Egan claimed. "AAPT's owner, Telecom NZ, is undertaking major capital investment in New Zealand and I can understand it wanting to focus on its home turf."

Also during the week the government tabled in Parliament a report by the Regional Telecommunications Independent Review Committee ([www.rirc.gov.au](http://www.rirc.gov.au)). While the government will review the report and does not expect to respond until March 2009, Telstra was quick to join the fray, branding the report "a stop sign to telecommunications investment in regional Australia". "The recommendations that the report makes will only increase the divide between regional and city telecommunications," claimed Geoff Booth, group managing director of Telstra Country Wide. [www.telstra.com](http://www.telstra.com)

• Telstra has entered a three-year agreement with Prime Digital Media covering deployment of out-of-home digital signs. Under the terms of the deal Telstra's Enterprise and Government Division will work with PDM to sell solutions based on Telstra's IP infrastructure, which includes both the Next IP fixed and Next G wireless IP networks, explained Telstra's Randy Lynch.

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## DEAL MAKERS

Continued from page 4

### Aipex sets sights on banking sector

IT integrator Aipex has been appointed sole Australian distributor of content networking systems from Canadian software developer Solace Systems ([www.solacesystems.com](http://www.solacesystems.com)). Aipex will market the systems as tools to help financial institutions operate more efficiently and effectively, explained Trevor Townsend, director of Aipex.

"Solace provides a unique hardware approach to messaging middleware, which is 10 to 50 times faster than traditional software middleware," he explained. "With Solace, financial firms enjoy more scalable and more reliable financial data distribution with lower cost of ownership. [www.aipex.com.au](http://www.aipex.com.au)

### NEC opens in new Qld city

NEC Australia has opened a facility at Greater Springfield, a designer-city being constructed in Queensland. The Springfield Land Corporation selected NEC to provide the ICT infrastructure for the entire city. In addition, NEC signed a \$A15 million leasing agreement with the Polaris Data Centre to support its hosted ICT services. [www.nec.com.au](http://www.nec.com.au)

#### Business Briefs

- Australian opto-electronics specialist Arasor has been forced to abandon its plans to sell non-core assets due to "external factors", including the US credit crisis. "We are continuing to work with the buyer, however, the transaction has been delayed indefinitely," said William Mackenzie, CEO of Arasor. [www.arasor.net](http://www.arasor.net)
- Siemens Home and Office has appointed Ingram Micro a master distributor for Australia. The deal covers Siemens SHC's range of cordless telephones, VoIP handsets, and broadband Internet devices. The products are currently available through Harvey Norman, Myer, and JB Hi-Fi.
- IOGear ([www.iogear.com](http://www.iogear.com)), a US company that manufactures keyboard-video-mouse, connectivity, and networking equipment has been introduced to Australia by Brisbane-based distributor NetOpt. [www.netopt.com.au](http://www.netopt.com.au)
- Sydney-based BPM services provider Eagle Systems & Programming ([www.esp-ital.com](http://www.esp-ital.com)) has been appointed a regional reseller of the ITIL Process Map from German company IT Process Maps ([www.it-processmaps.com](http://www.it-processmaps.com)).
- Mint Trading, a subsidiary of portable technology company Mint Wireless, has found outlets for the V10 Pocket Project from Taiwanese company Aiptek through various Dick Smith operations, Harris Technology, Crazy Johns, and WOW Sight and Sound. [www.mint-wireless.com](http://www.mint-wireless.com)

BY ASSOCIATION

## Driving the digital economy

By Kumar Parakala\*

WHEN I attended last month's Global Forbes CEO Conference in Singapore, the digital economy was a key topic of discussion amongst participants, who recognised that it will be THE economy of the future, with e-commerce, business, and workforce development all increasingly based on digital applications.

As part of our commitment to help Australia play a key role in this global phenomenon, the ACS recently partnered with the Committee for Economic Development of Australia (CEDA) to stage a forum on this issue. A key outcome of the event was a recommendation that the government develop a "clearly articulated digital economy strategy that addresses production, use, participation, regulation, and policy".

The ACS believes that success in the digital economy requires that:

- Australia be a strong producer of content and solutions as well as a competent user;
- The Australian Government make the building of a stronger digital economy a national imperative;
- The government should adopt a sound economic model with a strong statistical base (with agreed KPIs) to measure and report on the digital economy;
- We adopt a national education strategy that supports a national ICT curriculum for schools, providing multiple entry paths (VET, TAFE, University) to ICT careers; and
- We implement a clear and effective e-security framework to build confidence and promote the use of online business models.

In order to take advantage of the new economy, Australia also needs a viable and innovative ICT sector to drive productivity and enable growth. And that must be predicated on an environment of trustworthy people, processes, and systems.

The ACS is pleased to see the Federal Government giving greater focus to advancing Australia's digital economy. In early September, the Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy, hosted his own forum on the digital economy and he has promised that a Roadmap for the Digital Economy will be released in early 2009.

We look forward to the timely completion of this and other documents outlining strategies and initiatives around some of the key building blocks of this economy, including ICT infrastructure, skills, and ICT literacy.

Australia has always punched well above our weight on the world stage and the digital economy offers the chance to take our performance to the next level, if we play our cards right.

This demands a concerted effort from government, industry and the profession.

\*Kumar Parakala is chairman of the ACS and Global COO for IT advisory at KPMG. See [www.acs.org.au](http://www.acs.org.au) for more information.



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## RUST e-RESEARCH

### Video surveillance comes of age

Security is the best-known application of video surveillance, but by no means the only one. Transportation systems and retail are both promising markets for video surveillance, where its uses extend to legal liability prevention, customer behaviour analysis, and store design, according to ABI Research.

Global spending on video surveillance for transportation markets will jump from about \$US630 million in 2006 to a projected \$US2 billion in 2013, while retail will account for a spending rise from about \$US1 billion in 2006 to almost \$US4 billion in 2013. According to ABI Research vice president Stan Schatt, transportation and retail activities are found in every populated region, so video surveillance markets in both segments are poised for terrific growth.

We have come to expect security-related video surveillance in airports, but railways, buses, and port facilities are equally important, and often overlooked, markets. Buses, for example, may have video surveillance cameras facing both out and in, to provide documentation of any accidents and to disprove any spurious claims for injuries. Firetide, Strix Systems, and Tropos Networks are just a few of the leading transportation surveillance vendors.

"Shoplifting prevention came first in the retail environment", Schatt noted, "but new video surveillance technologies enable market research, so funding for such systems will be available from sales and marketing budgets." Better cameras and new software mean an ability to determine what kinds of retail display are most effective. They track items that are picked up and then put down. They can also analyse traffic patterns within a store, allowing optimal layout. It is not surprising that IBM, with its many large retail customers, is one of the leading vendors in this space, while Object Video leads the field in analytic software.

"I also see a huge potential market down the road for managed video surveillance services," said Schatt. "Marketing departments aren't interested in the technology, just the results, and IT departments frequently don't really want to get involved."

### Online gaming goes mobile

The mobile online gaming market in the Asia/Pacific excluding Japan (APEJ) region grew by 35 per cent in 2007, according to IDC's research, which has been presented in *Mobile Online Gaming Trends and Opportunities*. The growth was one per cent lower than IDC's previous forecast, as growth in Hong Kong, China, and Malaysia came in softer than expected.

"IDC expects the APEJ region's mobile online gaming market will continue to grow and achieve a CAGR of 19.9 per cent over the next five years," said Poon Wei Ang, market analyst of IDC's Asia/Pacific software research. "However, the development of mobile online gaming in the region will remain fragmented as rich multimedia content relies a lot on the mobile infrastructure of the country."

Even though many users have begun to utilise their handsets for rich multimedia and gaming experience, the acceptance and availability of 3G and HSDPA in certain countries across the region has yet to take off.

"While China and India continue to work on the provision of 3G services, the mature markets will be focusing on the available 3G services to churn out multimedia-rich content," Poon Wei added.

Looking forward, content developers and operators in the region will likely face challenges in most countries in the region as mobile online gaming is still in its nascent stage. Nevertheless, as the mobile network coverage and the ability of high speed data connection for mobile phones begin to stabilise, and more mobile content becomes available, IDC expects to see a steady growth of mobile online gamers in Hong Kong, Malaysia, and Singapore by 2012.

### European mobile telcos still strong

Europe's mobile telecoms industry remains strong despite fears about the impact of the global credit crunch, according to a report from global advisory and consulting firm Ovum titled *Europe's top MNOs unfazed by credit crunch*.

"It is business as usual for Europe's mobile operators," said Emeka Obiodu, senior analyst at Ovum and author of the report. "Whereas the markets expected them to take a hit from reduced consumer spending in their operational market, Europe's mobile operators have continued to grow their revenues, with the economic downturn having little impact. Apart from isolated cases, the operators are more susceptible to their usual competitive dynamics than to any credit crunch".

Ovum's report tracked the revenue growth trends of Europe's leading mobile operators in the region's biggest markets from 2007 to date. It reveals that overall mobile network operator (MNO) revenues have grown steadily.

*Rust eRESEARCH continued on page 7*



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## RUST eRESEARCH

Continued from page 6

The revenue growth rate pattern in France, Germany, and Italy suggests the operators are improving revenues. This is in contrast to operators in Spain, which show evidence of sustained decline in revenue growth rates. Revenues for UK operators are mixed.

The report identified two key factors that have guaranteed steady revenue growth for Europe's MNOs. Firstly, mobile services have now become quasi-utilities that people can no longer do without. Secondly, to offset declining voice revenues, operators are turning their focus to non-voice services, with mobile broadband becoming a big hit for them.

### PC shipments keep climbing

PC shipments reached 80.6 million units worldwide in the third quarter of 2008, a 15 per cent increase from the third quarter last year, according to preliminary results released this week by Gartner.

"The mini-notebook segment experienced strong growth in the global market, led by robust growth in the Europe, Middle East, and Africa (EMEA) region," said Mika Kitagawa, an analyst with Gartner. "In North America, the economic crunch created more interest in the sub \$500 segment. Because the mini-notebook is still a new segment, it is too early to determine if it created new market opportunities, or if it cannibalised lower priced systems."

"At the same time, the global PC market finally felt the impact from global economic downturn. The US professional market experienced the biggest hit from the economic crunch. The US home market saw definite softness in PC sales after a few quarters of strong growth," Kitagawa said. "The Asia/Pacific PC market was impacted by a slowdown in China. PC growth in Latin America was slow relative to historical levels, but it was still in line with the forecast."



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A VIP TOLD ME

## Anthony Banek

Managing director, BlueCentral

**RUST:** Please start with an overview of the company.

**BANEK:** BlueCentral provides hosting and mobility solutions to small and medium businesses, large businesses, and government departments around the world. We serve more than 8000 customers.

BlueCentral was one of Australia's first Microsoft Windows-based hosting companies and it has been existence since 1997 as Ozhosting.com, which was then rebranded to destra Hosting and acquired by BlueFreeway, a publicly listed digital and interactive marketing group in 2007.

**RUST:** Describe the competitive landscape.

**BANEK:** There are many hosting companies ranging from start-ups to established players. However, not all of them are pure-play hosting companies. We are currently the only hosting company in Australia that provides a single, integrated solution with mobile messaging aggregation, mobile billing, and delivery services. This allows us to support clients that need the efficiency and accountability of running online and mobile campaigns from a single platform. Having worked with small to large businesses, we have an intimate understanding of their requirements. The latest developments around mobile handsets such as the iPhone will increase the demand for mobile compatible Web sites and BlueCentral is well positioned to assist customers who require a single campaign platform.

**RUST:** Who are your major customers?

**BANEK:** Our customers include my247.com.au, DMG Radio, SageMetrics, destra, mp3.com.au, Sportal, and iPrime.

**RUST:** What are your top priorities for the next 12 months?

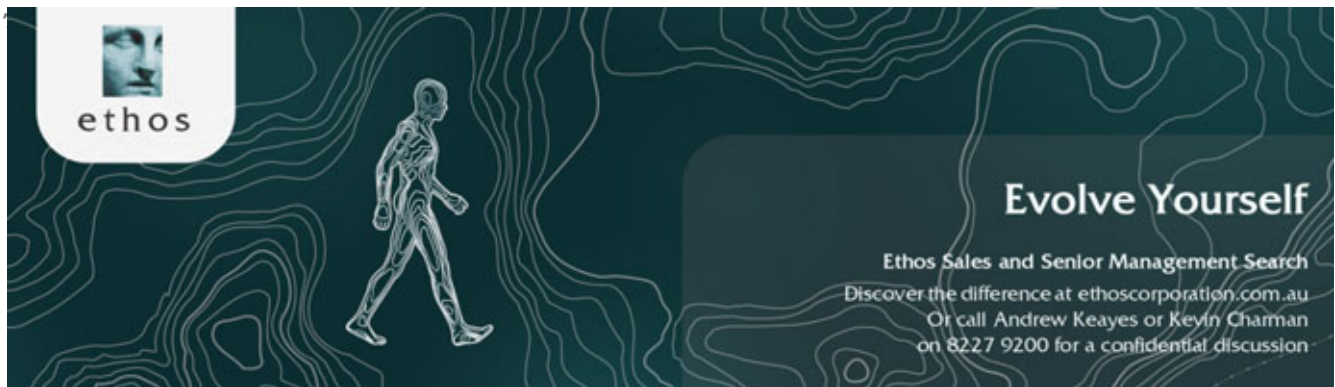
**BANEK:** My top priorities would be to keep our customers satisfied and employees happy. As businesses are increasingly reliant on being online 24/7, BlueCentral will be introducing new services that will keep their businesses running and secure at all times.

Customer satisfaction is our number one priority. We are currently preparing to achieve our Service Capability & Performance Standards accreditation through Service Strategies and we are aiming to be the first hosting company globally to achieve this standard. Companies such as EMC, Nokia, and Fuji Xerox are accredited with this standard.

The shortage of skilled talent in Australia makes investing in retaining our staff and attracting talent to serve our business' growth another key priority. We are currently working with consultants to ensure BlueCentral continues to attract quality talent and we maintain our reputation as a true employer of choice.

**RUST:** Where do you expect to see the company five years from now?

**BANEK:** Green IT will continue to remain high on businesses' agendas. With energy efficiency being one of the key ways of reducing an organisation's carbon footprint, we anticipate that our data centres will be more energy efficient. Our goal is to become an enabler of green IT for organisations globally by offering advanced server virtualisation products and services to consolidate data centres and to make them easier to manage.



## REVOLVING DOORS

### Polycom boosts Aussie team

Videoconferencing specialist Polycom has made a number of appointments in its A/NZ operation to meet "increasing demand for collaborative communications amongst large corporations".

- Dean Cunningham has been appointed sales operations manager, ANZ. He will be based in Sydney. Cunningham joined Polycom from Netforce, and has also worked for AAPT and Telstra.
- Gabrielle Florentine has been appointed major account manager, enterprise. She was most recently regional account manager for global systems integrators, Asia/Pacific, at Verizon, prior to which she worked for MCI Worldcom. She will be based in Sydney.
- Tim Cordner has been appointed major account manager, enterprise, based in Melbourne. He was previously with Genesys, prior to which he worked for Sensis.
- Neil Gerber has been appointed major account manager, Telstra, and will also be based in Sydney. He was previously with Premiere Global Services.

### Coetzer heads NetStar in Qld

Nitha Coetzer has been appointed Queensland business development manager for NetStar Australia and will work from the company's newly opened office in Brisbane. Before joining NetStar Coetzer was a solution sales specialist with Data#3. She has also worked for ITCS Managed Services Contracts and Milton. Her appointment lifts NetStar's Australian headcount to 90.

### Empower takes on Campbell Ross

Australian HR systems provider Empower has appointed Campbell Ross business development manager. He will be based in Melbourne. Ross was previously with retail software supplier Retail Directions, and has also worked for BenQ and ADT Security.

### Cadwallader joins Inlink

Adam Cadwallader has been appointed Australian sales and marketing director of Inlink Media, a Melbourne-based provider of digital media for office towers. He was previously with Eye Media as sales director for Australia and NZ and in that role handled sales representation for Inlink. Before that he was national sales director of Ooh Media, formerly known as Network Limited.

### Jones takes global role for Canon

Canon Australia has appointed Wayne Jones global major accounts relationship manager for the Business Imaging Solutions Group. He was previously with the IRD Group, and has held a number of other roles in the IT, security, and media sectors.

### Elliott-Sysum runs Pilat Media here

Pilat Media, which supplies business management software to the media industry, has appointed Jules Elliott-Sysum general manager of sales for the Asia/Pacific region. She will be based in Sydney.

Elliott-Sysum, an Australian, was a founder of Pilat in 1999 and previously worked in the company's UK headquarters. The company opened an office in Sydney in 2003 and its A/NZ customers include Foxtel, Network Ten, SBS, Southern Cross Broadcasting, and TV3 in New Zealand.

### Kenny sells ticketing solutions

Damien Kenny has been appointed Australian general manager of British company ENTA ([www.galatheasts.com](http://www.galatheasts.com)), which is the developer of the ENTA and Ticket Switch event ticketing and marketing solutions. Before joining ENTA Kenny spent three years consulting to a number of international software companies wanting to launch Australian operations. From 2003 to 2005 he worked for UK developer Anita.

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The Rust Report is published by  
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