

# Rust Report

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

August 1, 2008

## THE RUST BUCKET

### Impressing investors

WE ARE CONSTANTLY reminded that this country's economic salvation lies in exporting innovation. Australians do possess skill and enjoy success in IT and the communication industries, but in worldwide competitive trends, and especially compared with the emerging IT nations, we should be exporting 10 or 20 times as much.

When the industry comes to financing there has been a Wild West feel to the past few years. Reality hit when the government slammed on the brakes and unexpectedly dropped the Commercial Ready Program at a time when hundreds of companies had applications in to it. Industry groups have been lobbying for the reintroduction of the program. Many R&D programs could now be 12 months or more behind due to this sudden funding freeze.

Determining the best strategy now depends on a number of factors, such as market conditions, the manoeuvring of competitors, long and short-term forecasts for cash flow, and the availability of cash from other sources.

I have enormous respect for what the previous government did over the past few years to support the development of early stage high-technology-based companies in Australia. But now we need people to educate and change the current government's mindset about what it takes to be a successful technology company.

Sure many technology companies have destroyed investors' dreams with their world-beating products that withered under the pressure of export markets and the strong competition of the mega players. But there are many companies that have made people wealthy and have now moved offshore to bigger markets.

Following the recent decision and the ensuing chaos I'm confident a whole new wave of entrepreneurs will emerge. They are putting business plans together now for their funding road-trip. What will be hot and what not is not too easy to say.

The first rule of raising a second round of funding is to do it before you really need to.

— Continued on page 2

### Aust developer to build lands system for PNG

Queensland software developer TechnologyOne has been selected to implement a system to manage the land records of about 70,000 land owners in Papua New Guinea. The \$A2 million deal includes the provision of TechnologyOne's DataWorks enterprise content management system to manage the legal and other documents associated with the land records, explained Adrian Di Marco, executive chairman of TechnologyOne.

"We will stabilise the fundamental system of land ownership, titling, and revenue collection in Papua New Guinea," Di Marco added.



TechnologyOne previously picked up a \$A6 million contract to provide its Financials software to the PNG Government in 2005. (*Rust Report*, Oct 21 2005, p2). [www.technologyonecorp.com](http://www.technologyonecorp.com)

### iSoft makes mark on Kiwi health

IBA Health's subsidiary iSoft has been awarded three contracts worth a total of \$A3.5 million to provide its i.Patient Manager system to district health boards in New Zealand. All three were existing iSoft customers. [www.ibahealth.com](http://www.ibahealth.com)

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## INSIDER EDITION

### Councils see Merit in new systems

Privately-owned Australian developer Merit Technology has been awarded contracts to provide CRM systems to two local councils.

Bankstown Council in Sydney will integrate the Merit system with existing software, which includes Pathway, GIS, SAP assets, and the DataWorks document management system.

Shoalhaven Council in NSW will integrate the Merit software with existing property and GIS systems, as well as the Tower TRIM document management system. [www.merit.com.au](http://www.merit.com.au)

### Eclipse fits out wine supplier

Eclipse Computing has been selected to deploy Microsoft's Dynamics NAV business software for Wine Selectors, a direct supplier of wine. Bradley Stroop, CEO of Eclipse, said the company had solid experience in the wine industry and its VinPoint system is in wide use in Australian vineyards. [www.eclipseone.com.au](http://www.eclipseone.com.au)

### Freshtel partners for uni deals

Freshtel Holdings and Star-Tech Communications will work together to install Internet telephony services in student accommodation buildings at five Australian universities. The installations will provide services to some 3000 students and administration staff. [www.freshtelholdings.com](http://www.freshtelholdings.com)

#### **RUST BUCKET**

*Continued from page 1*

**And it's critical to do your homework before you start looking for new money. Know which potential investors are best suited to you. Know what other deals like yours are going through in terms of valuation, amount of capital raised, and so on.**

**Also becoming more popular these days are the corporate investors. Companies such as the mega-players and others are committing great sums of money to investments in start-ups around the world. They are, of course, hedging their bets and trying to stake out claims in new and emerging markets.**

**Market potential is often extremely difficult to pin down, but the market is the market — a start-up can't create a market. Judging entrepreneurs is difficult, often because they are so young, particularly in the hottest areas. True entrepreneurs have such a strong orientation that winning each marketplace battle and, ultimately the war, becomes a compulsive need. The pursuit of the dream is punctuated by experiences that produce natural highs and hopefully not too many lows.**

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

### Holly Connects scores in Europe

Sydney-based voice recognition specialist Holly Connects has been selected to provide systems to two European hosted-voice service providers. "Hosted service providers increasingly are updating and expanding their voice infrastructure to cope with surging demand brought on by current economic conditions," noted Ryan Millar, Holly Connects' vice president of sales for EMEA. [www.holly-connects.com](http://www.holly-connects.com)

### BQT picks up orders in Qatar

Identity management specialist BQT Solutions has been selected to supply systems to two construction projects in Qatar — a tower building and a hotel in Doha City. Each of the contracts involves the provision of SmaX access control, and the hotel's installation, which will involve more than 170 BQT readers, will be the largest SmaX system installed in the Middle East, explained Anastasios Angeloglou, group CEO of BQT. [www.bqtsolutions.com](http://www.bqtsolutions.com)

### Bravura wins UK contract extension

Bravura Solutions has extended a contract with Scottish Friendly Group to enable it to service Norwich Union's Lifetime proposition. Under the terms of the expanded deal Bravura will provide secure hosted applications to support the relaunch of Norwich Union's high net-worth wrap proposition, explained Tony Klim, Bravura's CEO of EMEA. "This will cement our position as a leading platform provider in the UK market," Klim claimed. [www.bravurasolutions.com](http://www.bravurasolutions.com)

### Flying doctor picks BlackBerries

With both Telstra and Optus making waves about the availability of the new BlackBerry Bold PDA, Telstra was in a rush to announce this week that the Royal Flying Doctor Service has become the first of the carrier's regional business customers to sign up for the devices. Nigel Milan, CEO of the RFDS said the device used on the Telstra Next G network will allow the service's staff to stay informed while on the move. [www.telstra.com](http://www.telstra.com)

### m.Net builds mobile Olympics site

Mobile solutions developer m.Net has created a mobile Internet site to handle Telstra's coverage of the Beijing 2008 Olympic Games. In partnership with Seven Network Operations and Yahoo!7, Telstra will deliver live streaming feeds from the Channel 7 and SBS Games coverage to its Next G mobile phones.

"An event like the Olympics offers a unique opportunity to showcase the enormous potential of mobile technology to keep people informed and up to date," noted Scott Johnson, chief marketing officer of m.Net. [www.mnetcorporation.com](http://www.mnetcorporation.com)



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## BEING GREEN

### Feds support climate change R&D

A program that aims to support Australian companies that are developing products, processes, and services to tackle climate change, has been launched by Kim Carr, the Federal Minister for Innovation, Industry, Science, and Research. The program will provide dollar-for-dollar support for R&D, proof-of-concept, and early stage commercialisation activities, Carr explained. Grants will range in size from \$A50,000 to \$A5 million.

"Innovative products and processes that help tackle global warming can also create high-wage, high-skill jobs for the future, which is in all our interests," Carr noted. [www.ausindustry.gov.au](http://www.ausindustry.gov.au)

### Energy efficiency an enterprise goal

Although environmental and business concerns can sometimes be in conflict, reducing energy consumption is now a required strategic enterprise goal, according to Gerry McCartney, the CIO of Purdue University in the US. "The goals of environmentalists and the goals of business managers are in synch", he noted.

But achieving the goals will involve several factors, he believes. "I think we're going down two paths. How can we make the equipment we're already using the most effective? And, are there new technologies emerging that will allow us to make a significant improvement in our efficiency?"

### UK Govt issues suppliers' guide

The UK Government has issued a white paper that endeavours to explain to suppliers how it aims to achieve a carbon neutral public sector by 2012. "The white paper, *Greening Government ICT: Efficient, Sustainable, Responsible*, is the first step in a long-term vision to create a carbon-neutral government estate by 2012 and best practice for sustainability across the whole ICT lifecycle by 2020," explained Tom Watson, the UK Minister for Transformational Government. [www.cabinetoffice.gov.uk](http://www.cabinetoffice.gov.uk)

### Big names put heads in cloud

Hewlett-Packard, Intel, and Yahoo! Have joined forces to promote the development of cloud computing — where massively scalable IT capabilities are provided as a service. Although environmental concerns are not driving the initiative, cloud computing has the potential to improve the energy efficiency of ICT operations.

## Aussies worth watching

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

- **AAMHATCH** is a spatial information organisation that acquires spatial data for use in a variety of applications, including geographic information systems. The company uses a range of positioning, measurement, sensing, scanning, and mapping technologies to acquire the data and create the information that fuels GIS. Projects in Vietnam, India, Hong Kong, Singapore, Indonesia and Malaysia are making use of AAMHatch's full service approach to delivering spatial information. [www.aamhatch.com](http://www.aamhatch.com)

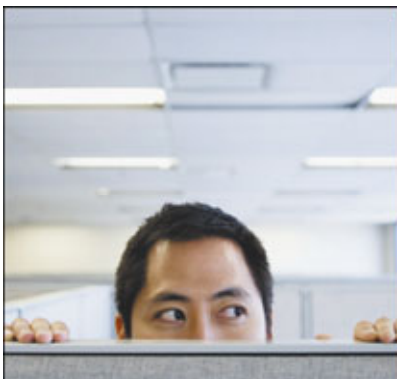
- **ANSARADA** is a virtual online data room specialist that provides virtual levels of security. The company's data rooms are customisable and powered by technology that accelerates online collaboration between multiple users, enabling them to access sensitive information securely via an Internet browser from anywhere in the world. [www.ansarada.com](http://www.ansarada.com)

- **UNICO** provides technical consulting, development, integration, testing, and ongoing support for mission-critical systems. Telecommunications, wagering and financial services companies use Unico to process telephone calls, SMS messages, and financial transactions in real time. [www.unico.com.au](http://www.unico.com.au)

- **VALINTUS** is a national consulting company that serves a range of industries — including local, state, and federal government departments and agencies — and has deep specialisation in e-health consulting. The company helps clients with change through the development of policies and strategies, the creation of capability, and the delivery of transforming programs. [www.valintus.com](http://www.valintus.com)

- **WATERSHED SYSTEMS** provides IT services to assist small and medium sized enterprises plan, develop and manage their computing environments. The company's core strength is in helping buyers achieve the best results in their IT infrastructures, resulting in streamlined business process and system performance. [www.watershed.com.au](http://www.watershed.com.au)

- **STRATEGIC ECOMMERCE** provides hosted e-commerce Web sites and e-procurement applications. Its StraightSELL application enables businesses to automate sales and order-processing via the Web, while its StraightBUY is a Web-based procurement and supply chain management package for local government authorities. [www.strightsell.com.au](http://www.strightsell.com.au)



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## DEALMAKERS

### Pro Medicus extends US alliance

Australian medical IT provider Pro Medicus has extended an existing arrangement with Agfa-Gevaert to give it greater control over the sale and servicing of its products in North America. Under the terms of the new deal Pro Medicus will be able to use the Agfa sales force to sell its products to end-users under the Pro Medicus brand rather than the Agfa brand, explained David Chambers, CEO of Pro Medicus.

"Pro Medicus has worked with Agfa in North America for three years now and this experience has reinforced our belief that we have more intellectual property than just software to bring to market," Chambers said. "Importantly, Pro Medicus will work the Agfa sales channels and will continue to be Agfa's preferred radiology integration system vendor for its digital imaging offering in the North American imaging centre market." [www.promedicus.com.au](http://www.promedicus.com.au)

### Argus awarded US patent

Sydney identity management specialist Argus Solutions has been awarded a patent for its computerised identity matching management technology. "This patent is central to the core technology which Argus is delivering in its Cornerstone product and is the basis of other families of Argus patents," said Bruce Lyman, CEO of Argus. "The [US Patent and Trademark Office] notice comes at a time when the company is targeting and winning international business and specifically when it is working to execute its US strategy," Lyman added. [www.argus-solutions.com](http://www.argus-solutions.com)

### MGM Wireless finds US partner

South Australian company MGM Wireless has entered a partnership with US student-tracking and truancy specialist Plasco. Under the terms of the deal Plasco will distribute MGM's messageyou school attendance system and School News Channel product in the US.

The messageyou solution will be sold by Plasco as a bundled, integrated, and interfaced option to Plasco's own Trac system, explained Mark Fortunatow, executive chairman of MGM. "The combined solution will enable schools to automatically record, manage, and send culturally sensitive SMS messages whenever their child commits a violation, or if a certain predefined threshold of violations occurs," Fortunatow added. [www.mgmwireless.com](http://www.mgmwireless.com)

### CSIRO works on emergency wireless

CSIRO has begun developing wireless technologies that can be used for locating, tracking, sensing, and communicating in areas where GPS systems do not work. The research organisation has signed a \$A1 million collaboration deal to develop the technology for emergency purposes in conjunction with Emergency Management Australia, the Australian Radiation Protection and Nuclear Safety Agency, and the National Security Science and Technology Branch of the Department of the Prime Minister and Cabinet. The high-accuracy location system could be used in applications like tracking workers in emergency situations, a spokesman explained. [www.csiro.au](http://www.csiro.au)

### Minister pays lip service to ICT

Senator Kim Carr, Minister for Innovation, Science, and Research, acknowledged the importance of ICT this week while opening the National ICT Careers Week. [www.aiia.com.au/pages/nationalictcareersweek.aspx](http://www.aiia.com.au/pages/nationalictcareersweek.aspx) The power of the ICT sector is transforming the way knowledge is shared in Australia at an individual and corporate level, the minister noted. "ICT is transforming existing industries and making them more efficient. It is making it possible to create flexible working relationships, networked organisations, virtual organisations, and new business models. In fact, it is even forming the basis for whole new industries."

Carr also acknowledged the seriousness of the skills shortage to the industry. "What we must do, collectively, is ensure greater numbers of talented young people enter this sector in the years to come to help push out the boundaries of innovation in this country."

### Zavanti targets UK developers

Zavanti, an Australian developer of project accounting and management solutions for the property and construction sector, has appointed British company Ra Information Systems a reseller in the UK and Ireland, and has entered a strategic partnership with ERP developer EasyBuild.

"By combining EasyBuild's core construction systems and our industry-specific developer feasibility, forecasting, and funding modules, this strategic alliance will add greater value for EasyBuild clients and provide Zavanti access to the UK market with an established partner," said Nick Varr, GM of Zavanti UK. [www.zavanti.com](http://www.zavanti.com)

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## DEAL MAKERS

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### Concerns over secret IP treaty

A loose grouping of Australian information and Internet bodies has expressed concerns that the Federal Government is rushing into the controversial Anti-Counterfeiting Trade Agreement (ACTA) to the detriment of the interests of Australians.

"Based on the name, the ACTA would appear to be concerned solely with counterfeiting, however, a discussion paper document leaked online, industry submissions on the United States Trade Representative Web site, and even the sketchy details provided on the Web site of the Department of Foreign Affairs and Trade all suggest that much broader subject matter is on the negotiating table," explained Derek Whitehead, chairman of the Australian Digital Alliance.

"The ADA fears that in the rush to conclude the ACTA the final text could contain strong IP enforcement measures that impinge upon individuals' privacy and interfere with fundamental legal principles, like the presumption of innocence," Whitehead added. The ADA is supported by the Australian Library and Information Association, Choice, and the Australian Internet Industry Association. [www.digital.org.au](http://www.digital.org.au)

### Loop community hits the US

The Moko mobile community developed by Australian company Loop Mobile has been launched on the US 3G mobile service Helio. Martin Hoffman, CEO of Loop, noted that Helio members are focused on mobile use. "Our Moko.mobi community members are very similar in profile and we believe that our innovations will be well received by Helio users," Hoffman said. [www.loopmobilelimited.com](http://www.loopmobilelimited.com)

#### Business Briefs

- Lawson Software has appointed integration services provider JIS Australasia an implementation partner to help users of the Lawson M3 enterprise management system. [www.jis.com.au](http://www.jis.com.au)
- Mooter Media intends to raise \$A1.5 million through placements of two tranches of shares. The funds will assist the commercialisation of Mooter's online advertising technologies. [www.mootermedia.com](http://www.mootermedia.com)
- Ansearch has raised \$A864,000 through a share issue. Two further issues are planned. [www.ansearch.com.au](http://www.ansearch.com.au)

BY ASSOCIATION

### ICT careers never looked better

By Ian Birks\*

This week is National ICT Careers Week, which has been designed to introduce a new generation of talented and creative students to the rewards that ICT studies can lead to. The ICT industry has a lot to offer, and it is a genuinely important message for students.

And 2008 is a particularly good year to hold the first of these weeks. Australia is currently engaged in a wide range of initiatives to develop its role in the global digital economy, and the role of ICT is firmly in the spotlight.

ICT has emerged as the main technological driver of productivity growth in Australia, and technological innovations have emerged as the main drivers of long-term productivity growth. In some sectors of the economy as much as 85 per cent of this growth is now attributed to information technology.

It is clear that ICT is transforming the nature of business and community at an exponential rate. As Australia places a mounting emphasis on developing an information economy and increasing productivity through innovation, the ICT industry has become central to our aspirations as a nation.

One result is that the opportunities for ICT graduates have never been stronger. ICT skills play an increasingly vital role in almost all occupations, and contribute to productivity gains, innovation, and job growth across all Australian industries.

This means that there will be a rising demand for workers with these skills in coming years, something that will provide people undertaking ICT studies with a fantastic range of career options and, of course, great salaries.

Over the past 20 years, employment in ICT occupations has demonstrated excellent long-term growth. More than 100,000 new ICT jobs have been created in the past decade alone.

While national employment levels have risen by 1.6 per cent over the past five years, ICT professionals have seen a growth of 47.6 per cent in the past 10 years.

Further employment growth in ICT occupations is expected in the next five years and this will only increase the demand for ICT graduates. Long-term career prospects in ICT are excellent and only continue to strengthen.

National ICT Careers Week runs until August 2, and aims to create a true understanding of ICT career benefits with parents, students, teachers, and career advisors.

\*Ian Birks is CEO of the Australian Information Industry Association [www.aiia.com.au](http://www.aiia.com.au)

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## RUST e-RESEARCH

### ANZ ID management takes shape

The identity and access management (IAM) market in Australia and New Zealand (ANZ) was valued at \$US89.4 million in 2007 and is expected to increase at a compound annual growth rate (CAGR) of 13.1 per cent to reach \$US189.3 million by 2012, according to analysis released by IDC.

IDC found that customers will increasingly be looking for end-to-end solutions built on a common platform, providing strong integration, management, reporting, and workflow capabilities. There continues to be a high level of vendor consolidation in the IAM market and with many large suite vendors IDC expects to see more aggressive competition for tenders and better solutions for customers.

"Spending is expected to continue to be strong as organisations turn to IAM solutions to help manage risk, improve corporate oversight, protect assets, improve productivity, reduce cost and complexity, and enforce and simplify the compliance process", said Patrik Bihammar, an IDC analyst.

"Key developments in the IAM market over the forecast period will include its role within the broader governance, risk, and compliance (GRC) market; application-, service-, and user-centric identity management; and integration between IAM and security information and event management (SIEM), network access control (NAC), and system management solutions," Bihammar added.

There continues to be a high level of vendor consolidation in the IAM market. As a consequence, there are now many strong suite vendors in the ANZ market, and competition is expected to be fierce. In 2008 Sun acquired Vauu Inc; IBM acquired Encuentate; Quest Software acquired PassGo Technologies; Ping Identity acquired Sxip Access, a product for on-demand identity management, from Sxip Identity; and Hitachi bought a majority stake in M-Tech.

### Slow uptake of residential VoIP

Although residential VoIP services have been available in Australia for the past four years, the uptake has been slow compared with Europe and the US, according to a recent IDC survey.

The slower uptake was attributed to several factors including lack of — and high cost of — broadband, poor quality of service (QoS), number portability, and high complexity. However, over the past six-to-12 months there has been an upswing in consumers moving to residential VoIP services as many of these inhibitors are overcome, IDC found.

"A key driver to this is the bundled sell of broadband and VoIP together and, more recently, the offering of naked DSL services, which is a business model that has been enabled via regulation more than by technical capabilities," said David Cannon, program manager, telecommunications at IDC.

Throughout 2007, the Australia residential VoIP market enjoyed strong growth. At the end of 2007, there were an estimated 285,000 residential VoIP subscribers with an estimated value of \$A40.67 million.

IDC believes that the network-based VoIP service will become the dominant residential VoIP service offering in Australia over the next 24 months.

Incumbent service providers in various countries across Europe and the US have been offering naked DSL services for the last two years in order to stymie their competitors' rollout of their own DSLAM infrastructure.

Many consumers are now more reliant on their mobile phone than they are on their landline phone. A point of frustration for this type of consumer has been that in order to have a broadband connection, you still need to have an active PSTN line, which meant paying two access services fees for just one service.

Scalability and flexibility are synonymous with VoIP. The functionality that VoIP delivers, even at its early stages of maturity, supersedes that of the PSTN. This means that VoIP is ultimately a better product that also enables fixed/mobile convergence (FMC) and unified communications (UC).

### Aust games growth beats 50%

Australia's video and computer game industry has recorded sales of \$A1.57 billion over the last financial year, an increase of 52.9 per cent on sales of games software, consoles, peripherals, and PC games in the previous corresponding period, according to the Interactive Entertainment Association of Australia (IEAA). The statistics, compiled by GFK Australia, showed that the sales of games software increased 55 per cent from the previous year and games console sales increased by 74 per cent.

According to Ron Curry, CEO of the IEAA, these figures highlighted that interactive entertainment is increasingly enjoyed by a wider range of people. "Today video and computer games have highly advanced technology that supports sophisticated plot lines and rich interactive experiences. Interactive entertainment is no longer marketed towards a niche audience but caters to a range of tastes and interests."

*Rust eRESEARCH continued on page 8*

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Contact Len

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

0413 588 728

## RUST eRESEARCH

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"With sales of video and computer games increasing over 50 per cent over the last financial year, it is clear that interactive entertainment is now firmly entrenched as a mainstream activity. More people of all ages and all walks of life are now choosing video and computer games as a regular form of home entertainment".

The survey found that:

- 60 per cent of players are male and 40 per cent are female;
- Eight per cent of gamers are seniors (over 60 years old);
- Women and older Australians are the fastest growing audiences for interactive games; and
- 35 per cent of gamers are parents.

## Rosy future for consumer telematics

Despite the automotive industry being severely hit by the economic downturn and high fuel prices, the consumer telematics industry continues to see healthy levels of innovation, with BMW and Chrysler leading the way; both plan to bring Internet access or Wi-Fi connectivity to cars in the US this year.

"While safety and infotainment remain the cornerstones of consumer telematics offerings, the current global economic climate may shift the focus of many telematics service providers," said ABI Research analyst Dominique Bonte. "Applications that contribute to cost savings will become more important in the future".

The most obvious cost-savings application candidate is fuel consumption monitoring and reporting. Nissan's award-winning Eco-drive service, which allows drivers to track individual fuel consumption trends and driving behaviour while also comparing fuel-efficiency rankings, may well be copied by other telematics providers around the world. Similarly, telematics insurance applications are becoming more popular as they allow drivers to reduce their premiums by up to 30 per cent.

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**Publisher Len Rust**  
[RustOz@bigpond.com.au](mailto:RustOz@bigpond.com.au) or phone 0413 588 728

**Editor Peter Scott**  
[Rust-Ed@bigpond.net.au](mailto:Rust-Ed@bigpond.net.au) or phone 0413 544 609

A VIP told me

## Stuart Barnard

Co-founder and managing director  
of Inside Info

**RUST:** Tell me about Inside Info

**BARNARD:** Inside Info's mission is to help people make better business decisions faster, simplifying analysis for everyone. We're the exclusive distributor and local representative in Australia of the QlikView business intelligence software. We deliver powerful and interactive analysis, dashboards, and reporting solutions that, among other things, improve on-time delivery, advance daily sales and financial performance, and measure marketing effectiveness for mid-market and large organisations.

**RUST:** What are the leading trends in the BI space?

**BARNARD:** Firstly, rather than just having an internal BI focus, we're seeing customers turn external as well, looking to business intelligence tools to deliver value through the supply chain from suppliers, to partners and to customers for improved visibility and performance.

Secondly, it's about the widening gap between what software users experience in their work environment and the applications they use to run their personal lives. The consumerisation of business software is rapidly underway. Today, people download applications from the Web and use them on their own. Their expectations are that the software they use at work will be equally powerful, simple, and engaging. Unfortunately this isn't the case with traditional business intelligence.

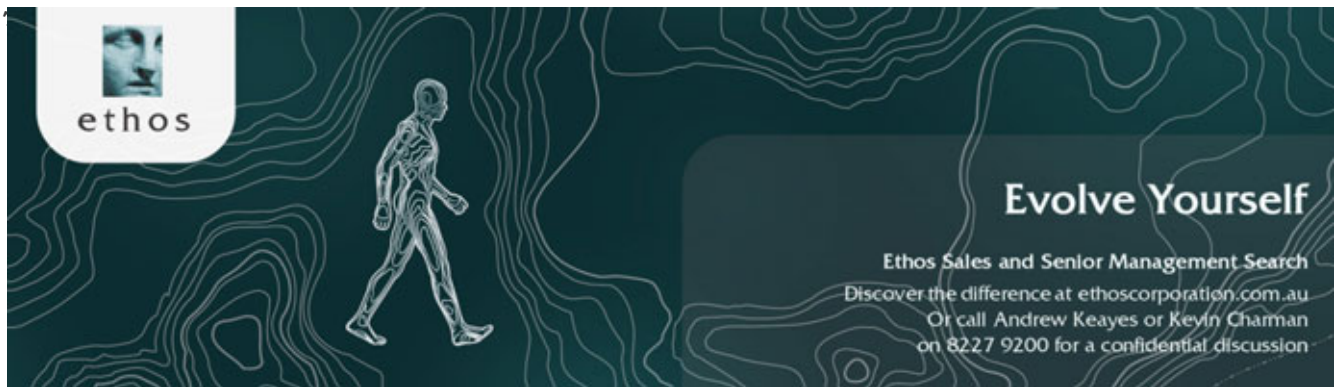
We have been getting a lot of calls from companies that either have an existing business intelligence software package that has been sitting on the shelf since they bought it, or that have a specific challenge that simply can't be solved because of the cost and complexity of resolving it with traditional BI approaches. Organisations are looking to deliver value quickly from business intelligence initiatives, wanting to deliver insight on demand out of business information, increasingly in a self-serve format, via a tool just as they would use a Web browser.

**RUST:** What are your target markets?

**BARNARD:** We focus on those areas we know well. We believe that domain expertise is a key determinant in the success of any business intelligence project and have proved this time and time again. Inside Info delivers business analysis solutions to mid-market and large organisations in the manufacturing, wholesale, pharmaceutical, logistics, retail, and telecommunications industries, across marketing, supply chain, service, sales, management, and finance disciplines. We also work with reseller partners to service industries outside these sectors.

We have more than 180 customers using QlikView locally, and add an average of one new customer every two working days. Customers include Vodafone, Avnet Technology Solutions, Toro Australia, CNH Australia, Manassen Foods, Toyota Material Handling, Fujitsu General, and Merck Australia.

Around the world, QlikView has more than 381,000 users at more than 8400 customer sites in over 87 countries.



## REVOLVING DOORS

### Advantate builds exec team

Advantate, a newly-formed company that offers search engine marketing services to SMBs in Australia and New Zealand, has built its leadership team, which will report to CEO Lisa Watts.

- Chris Afentoulis has been appointed chief financial officer. He was previously financial controller of Melbourne IT, and has also worked with PKF.
- Joseph Hanna has been appointed chief technology officer. Most recently he was technology director of MyCareer.com.au
- Remone Tawadros has been appointed operations director. Google-certified and a Yahoo! Search ambassador, Tawadros has worked in Australia and overseas for a number of companies, including Melbourne IT, iProspect, Telstra Dome, and Holden.
- Shane Tomlinson has been appointed sales director. He has previously been involved in business development for a number of companies, including Seek.com.au, Telstra, and BOC Gases.

### Beardsell leads Misys in region

Graeme Beardsell has been appointed Asia/Pacific general manager of banking software solutions developer Misys. He will be based in Singapore with responsibility for managing strategy, business development, sales, and day-to-day operations in the region.

Beardsell was previously regional vice president of sales and operations at salesforce.com. He has also worked as director of Asia/Pacific telecom solutions at IBM Global Services in Hong Kong.

### Dickinson takes new role at Oxygen

Stuart Dickinson has been appointed general manager of solution delivery, Australia, for SAP solutions company Oxygen Business Solutions. In the newly-created role Dickinson will lead Oxygen's team of 150 SAP consultants in Sydney, Melbourne, Canberra, and Brisbane.

Dickinson was previously Oxygen's general manager of people and brand with responsibility for the company's marketing strategy and implementation, as well as human resources.

### Hogg heads new Citect unit

Peter Hogg has been appointed director of Vijeo Citect, which combines with Vijeo Historian to form an integrated operator control and business systems interface for Schneider Electric automation systems. He will move from Citect's head office in Sydney to Schneider Electric's HQ in France.

### Ashby named CIO for Qld Health

Dr Richard Ashby has been appointed acting CIO of Queensland Health. He has previously held senior roles in emergency medicine and medical administration at the Royal Brisbane and Women's Hospital, and the Princess Alexandra Hospital.

Ashby replaced Paul Summergreene, who departed after only a few months in the job. He had previously been CIO of Queensland Transport.

### Lund heads advertising body

Rohan Lund has been appointed the inaugural chairman of the Interactive Advertising Bureau (IAB) Australia. He will work with recently appointed CEO Paul Fisher (*Rust Report*, May 23, p8) to promote the industry in Australia. Lund is the CEO of Yahoo!7 and chairman of Yahoo!X in New Zealand.

### SAP man joins Lawson

Axel van der Smagt has joined Lawson Software as partner engagement director. He will be based in Sydney. Van der Smagt was most recently with SAP as managing principal, mid-size enterprise. He previously worked for JD Edwards/PeopleSoft/Oracle, KPMG, and PricewaterhouseCoopers/IBM.

### Rhodes joins SaaS provider

Mark Rhodes has been appointed a senior systems engineer with SaaS provider Emantra with responsibility for building and supporting the company's hosted SharePoint and CRM solutions.

Rhodes was previously with WebCentral, now Melbourne IT, as senior systems engineer with the Microsoft hosting team. He has also been a systems administrator for Brisbane Grammar School.

## Around the Traps

- Huw Wilkinson has been appointed executive consultant in the SCADA and advanced technologies group of UXC Engineering Solutions. He was previously with Tenix.

- Emerson Network Power Australia has appointed Angela Olyslager channel account manager for Queensland and the Northern Territory. She is new to the ICT industry.

- We goofed last week. The three former KAZ staffers on the board of Intelledox are Peter Kazacos, David Knox, and now Michael O'Sullivan. We apologise for any confusion we may have caused.