

Rust Report

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

December 12, 2008

THE RUST BUCKET

Ten years on

TEN YEARS AGO when we started publishing *The Rust Report* we wondered whatever had happened to the paperless office and the cashless society. But considering all the news today about future shock, third waves, and online societies, they have probably arrived in the form of the economic reverse meltdown and print media cutbacks.

Ten years ago Sun Microsystems's co-founder Andy Bechtolsheim wrote a cheque for \$US100,000 to an entity that didn't quite exist then, a company called Google. On September 4 1998, Google opened a bank account in its newly established name and deposited Andy's cheque. Now, in December 2008, *PC Magazine* reports that Google has an uncanny knack for returning extremely relevant results. Google doesn't talk about what lies ahead, because it believes one of its chief competitive advantages is surprise. Surprise is sure happening around us today.

Ten years ago workers were flocking to the IT field for the challenging and rewarding work, good remuneration, and numerous opportunities that were available, combined with promises of future growth and long-term job stability. Outsourcing then crept in and altered many of the career fundamentals. Ten years ago specialisation was king; nowadays candidates are better positioned if they are skilled in multiple areas of both technology and business. Flexibility is king.

Today, the Internet and the World Wide Web have transformed commerce, creating entirely new ways for retailers and their customers to make transactions, for businesses to manage the flow of production inputs and to market products, and for job seekers and recruiters to find each other. The news industry has been dramatically transformed with the emergence of numerous Internet-enabled news-gathering and dissemination outlets. Websites, chat rooms, instant messaging systems, e-mails, electronic bulletin boards, and other Internet-based communications have made it much easier for people with common interests to find each other, exchange information, and collaborate.

The 1990s were industry boom times, with growth up in the double digits. The 2000s brought the dot.com crash, plus a Y2K hangover, and then Enron, downsizing, offshoring, India, and China. The economic downturn has sent business confidence wobbling, made capital harder to come by, and slowed consumer spending.

In 2009 it will not be how much buyers invest, but the strategy behind the investments that optimise IT infrastructures. Strategies like verticalisation can reduce cost and make businesses more competitive, flexible, and efficient at every level.

The rules have changed quickly for the suppliers of IT products and services.

— Continued on page 2

Aussie connection for Singapore search tool

Australian mobile location-based services provider, Seeker Wireless, has joined forces with messaging specialist Acision to create a mobile search marketing solution for SPH Search, a subsidiary of media company Singapore Press Holdings. The newly launched Rednano Locate system, which is built on the SeekerLocate location-based system, is a mobile application that allows users to carry out a keyword search on more than 100,000 vendors through SPH Search's directory of business listings, explained Dr Chris Drane, CEO of Seeker Wireless.

"The search results produced will have location-specific information on the establishment, including an option to view a map for directions to the selected listing."

"We have long recognised the value of location and presence as key enablers of value-added services for mobile network operators," Drane added. www.seekerwireless.com

Scots refine Objective application

Sydney developer Objective Corporation has undertaken an upgrade of its electronic records and document management system for the Scottish Government. The upgrade affected 6300 users. www.objective.com

This is our last issue of *The Rust Report* for 2008 but we will be back in your in-boxes on January 16, 2009

We wish all readers of
The Rust Report
a very merry Christmas and a
prosperous and peaceful
new year

INSIDE THE RUST REPORT

Insider Edition	Page 2
● This week's orders and installations	
Aussies worth watching	Page 3
● Companies making waves at home and abroad	
Deal Makers	Page 4
● Mergers, acquisitions, & funny business	
Being Green	Page 5
● The ongoing search for sustainability in IT	
Rust e-Research	Page 6
● What the analysts said and did this week	
Revolving doors	Page 8
● Who's in work and whose jobs they took	

INSIDER EDITION

Aussie tech protects US streets

Sydney company Digisensory Technologies has been selected to provide smart cameras to the East Orange Police Department in New Jersey. Twenty-five of the cameras are being installed on light and power poles where it is expected that their facial recognition technology will help spot and raise alarms about suspicious activity.

Tarik Hammadou, CEO of Digisensory, said the company will set up a small office in the US and will hold a function at the Australian Embassy in Washington DC early next year to showcase its technology to other US law enforcement and homeland security agencies. www.digisensory.com

NSW Police upgrade biometrics

Australian identity management specialist Argus Solutions has been awarded contracts valued at more than \$A400,000 to upgrade its software at the NSW Police. Bruce Lyman, CEO of Argus, said the current deployment will provide a state-wide enhanced investigation tool within existing change management procedures. www.argus-solutions.com

RUST BUCKET

Continued from page 1

With industry revenue growth constrained to low digits, new go-to-market strategies must replace those used during the previous period of hyper-expansion. Technology suppliers, buyers, and investors have been left with many questions. Are there any new technologies or killer applications that could be catalysts for increased IT spending? Will there be a rebound to double-digit growth?

As we go into our tenth year we'd like to thank our loyal group of sponsors for their support. Also the many columnists, associations, and organisations who have contributed to our success over the 10 years. To the Aussies to Watch companies and the VIP interviews, again thank you, also to the many PR companies who have provided us with so much information. After a four week break we will be back looking for more orders and installations, Aussies who are making waves at home and abroad, mergers, acquisitions, and funny business, research from the analysts, and hopefully not too many revolving doors.

Have a great Festive Season and a successful 2009.

— Len Rust RustOz@bigpond.com.au

Data-inCrypt eyes satellite role

Fastwave Communications, a WA satellite telemetry specialist that is a value-added manufacturer of US company Iridium Satellite, is assessing the SMX secure registered e-mail solution from Data-inCrypt.

"Much of Iridium's satellite telemetry is delivered to customers via plain text e-mail and it is with this in mind that Fastwave is evaluating the SMX platform over the coming months prior to introducing it to Iridium," explained Ronald Moir, managing director of Data-inCrypt's parent company Synergy Equities Group. "The potential integration of the SMX platform with Iridium's satellite systems is seen as a viable and exciting opportunity," Moir added. www.data-incrypt.com

Mikoh offers security solution

Australian technology developer Mikoh has been selected to design and implement an electronic vehicle registration system for use at a "major" Australian airport. The system will provide a secure RFID system for tracking all vehicles operating on and entering the secure airside areas of the airport, explained Matt Blomfield, managing director of Mikoh.

When the system is completed in 2009 it will be marketed to other airports in Australia and New Zealand, Blomfield added. www.mikoh.com

Infosys integrates Suncorp desktops

Indian services giant Infosys has completed a desktop integration project for Queensland-based financial services company Suncorp. The project was begun after Suncorp's acquisition of Promina last year and involved dozens of sites in Australia and New Zealand.

In the wake of the project all of Suncorp's 19,000 employees access one e-mail and calendaring system, a single domain log-in from any company desktop, access to Instant Messaging, and shared training programs, explained Paul Cameron, CEO of business technology infrastructure for Suncorp. www.infosys.com

Geologists use Toughbooks in field

Geologists employed by BHP Billiton Mitsubishi Alliance have been issued with Panasonic Toughbook notebook computers for borehole logging in central Queensland. The ruggedised machines are claimed to be dust-proofed. www.panasonic.com.au/toughbook/



p: +61 2 9900 1400

e info@pm-partners.com.au
www.pm-partners.com.au

Need Fast Results . . .

Project Management Education | Consultancy | Delivery | Resourcing

- ◆ Industry leading education and training
- ◆ Project delivery and on-demand extended workforce
- ◆ Methodology, PMO and Enterprise Project Management consultancy
- ◆ Project Management recruitment and contracting
- ◆ To provide you the best, unbiased solution we maintain all accreditations:



INSIDER EDITION

Continued from page 2

Amcom extends Adelaide fibre

Australian company Amcom Telecommunications has been selected to extend a high-speed fibre optic network in Adelaide for SabreNet. The extension will link the existing network to the Techport Australia naval industry hub.

Amcom's CEO Clive Stein noted that when completed the company's South Australian fibre network will be more than 150 kilometres long, covering the CBD and important commercial parts of the greater metropolitan area. www.amcom.com.au

Optus rings up \$143m deal

Optus has just announced that back in July it was awarded a contract worth an estimated \$A143 million to provide telecommunications services to the Australian Department of Immigration and Citizenship. The deal required Optus and its services group Alphawest to implement a virtualised contact centre solution and roll-out VoIP to more than 7000 seats. Optus has been providing services to the department since 2001. www.optus.com.au

Medical research relies on IP

The Prince of Wales Medical Research Institute in Sydney has selected technology from Siemens as the basis for an IP communications system. The new system, based on Siemens OpenScape UC Server, will be implemented by Commander and will run alongside an existing digital system.

"In research you are investigating the unknown so there is a tremendous need for flexibility," noted Andrew Cartwright, the institute's IT manager. www.commander.com

Orders & Installations

- NEC has won a \$A15 million contract to provide the technology, Australia-wide network, and management for the Federal Government's Broadband for Seniors program. NEC is part of a consortium that includes Adult Learning Australia, the Australian Seniors Computer Clubs Association, and U3A Online. www.nec.com.au

- Brisbane real estate agency Blue Realty, a Harcourts franchisee, has implemented a unified communications solution from ShoreTel. www.shoretel.com

Aussies worth watching**A roundup of companies making waves at home and abroad**

- **QSR INTERNATIONAL** produces qualitative research software and its products are currently used by 400,000 customers spanning 90 countries. The company's software works with non-numerical data, allowing researchers and decision-makers to manage and analyse text, video, audio, and images side by side. Foreign language versions of QSR applications help international research teams collaborate on projects. www.qsrinternational.com

- **BROADREACH SERVICES** provides solutions in visual communications, collaboration, and unified communications. Broadreach provides consulting services, complete solution delivery, support, and management to its clients, which include telecommunications companies, government departments, banks, legal firms, defence forces, and universities. www.broadreachservices.com

- **HYPERCOM CORPORATION**, which provides electronic payment solutions and value-added services at the point-of-transaction, was founded in Australia in 1978 and at the outset primarily focused on the Asia/Pacific region. In 1987 the company expanded its operations into the US and in 1990 it moved its headquarters to Phoenix, Arizona. Hypercom markets its products and services through a network of sales, services and development offices. www.hypercom.com

- **ACRYN'S** main software solution, Knowledge Community, was developed in 2002 and implemented for several Victorian schools. Since that time the company has expanded its software solutions into other markets involving membership, workplace, and aged care. The State of Oregon in the US has purchased the software for 1200 schools. www.acryn.com

- **APPLECROSS TECHNOLOGIES** provides security management software for users of the Linux, Unix, and Microsoft operating systems through a subscription-based licensing model coupled with commercial-quality support. Headquartered in Applecross, a suburb of Perth, the company has help desks located in the US and the UK. www.applecrossstech.com

- **MANAGE PROTECT** is a security software-as-a-service vendor for the small-to-medium sized business market. The company represents a number of vendors from around the world, building brand presence, mind share, operations, billing, product offerings, compliance, and distribution within Australia, New Zealand, and the Asia/Pacific region. www.manageprotect.com.au

Are your
Business Intelligence tools
giving you a competitive advantage?

TM1 COGNOS HYPERION QLIKVIEW PALO


 www.icompbusiness.com
 +61 2 8213 9100

DEALMAKERS

MYOB bows to Manhattan transfer

The directors of Australian business software developer MYOB have dropped their opposition to a takeover bid by Manhattan Software Bidco (*Rust Report*, Oct 31, p5), apparently believing that in these troubled times a slightly "restructured" bid was not so bad after all. The main variation to the bid was Manhattan's agreement that MYOB should pay a special fully-franked dividend of 8.15 cents per share when the offer becomes unconditional.

"Under the restructured offer the headline price has been improved, the majority of conditions have been removed, and greater flexibility has been provided to MYOB shareholders," explained Simon McKeon, chairman of the board of MYOB. The directors recommended that shareholders accept the offer. www.myob.com.au

M2 agrees to buy People Telecom

M2 Telecommunications Group has agreed to buy People Telecom through an exchange of shares and cash valued at a total of about \$A17 million.

"Bringing People into the M2 Group is both strategic and logical in that it adds considerable additional scale to the combined group together with complementary capabilities and marketing channels," claimed Vaughan Bowen, managing director of M2. The deal is expected to be completed by April 2009. It has the potential to lift M2's revenues to about \$A250 million a year, Bowen said. www.m2.com.au

ICT out of sight in export awards

Technology companies did not fare well in Austrade's Export Awards this year, apart from NSW speech technology specialist Appen, which cleaned up both the Prime Minister's Australian Exporter of the Year and the ICT Award sponsored by Ernst & Young.

Appen specialises in text, speech, and language technology and its products are used in telephone call centres around the world. In addition the company's technology is incorporated in many mobile phones. Other Appen applications include voice-controlled navigation systems, forensic analysis of electronic documents, and hand-held speech-to-speech translation devices, which are used by the US military. Appen employs 150 people in seven countries and exports 98 per cent of its products and services. Exports increased 50 per cent in the past 12 months. www.appen.com.au

Manacomm takes a punt on gaming

Software publisher and distributor Manacomm has been appointed an online selling agent for NSW Lotteries Corporation. Under the terms of the arrangement Manacomm has the exclusive right to sell lottery tickets via a co-branded Website at nsw.ozlotteries.com. Manacomm acquired the Ozlotteries.com site from TMS Global Services in 2005 and has been building it ever since.

"Ozlotteries.com will become the exclusive online agent for NSW Lotteries customers," explained Mike Veverka, CEO of Manacomm. Additional products will become available from the site, including Pools, Lotto Strike, and Lucky Lotteries, Veverka added. www.manacomm.com.au

Telstra joins Feds' crime fight

Australian telco Telstra has entered a joint co-operation agreement with the Australian Federal Police covering technology-enabled crime. Specifically the partners' joint efforts will focus on identity fraud and Internet-enabled crime, online paedophile activity, botnet networks, online terrorism activities, and targeted attacks on public, government, and private sector computer networks.

Telstra will help the AFP gain a better understanding of the evolution of the telecommunications environment, training, and development activities, claimed Greg Winn, Telstra's COO. www.telstra.com

Melbourne IT joins B2B leader

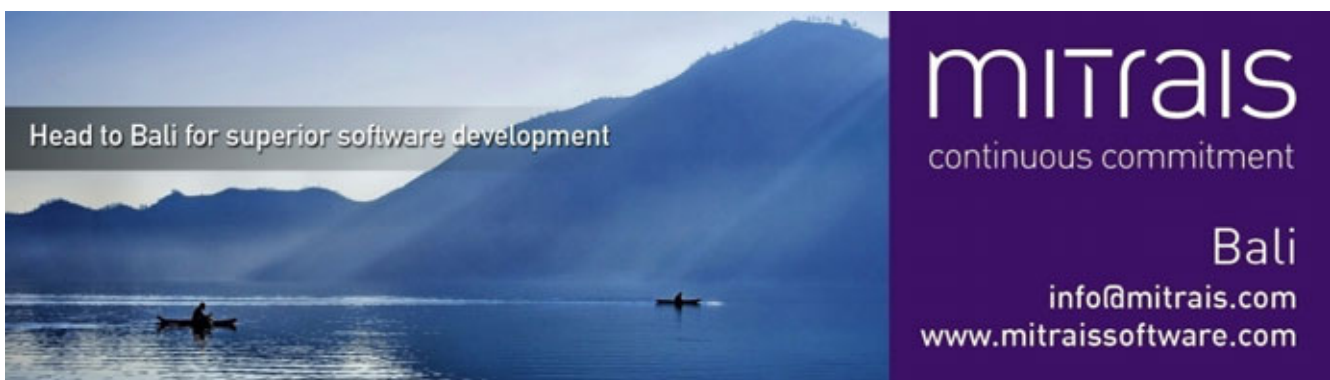
Melbourne IT hopes to expand the range of online services it can offer customers after entering a reseller agreement with B2B e-commerce company Alibaba.com.

Theo Hnarakis, CEO of Melbourne IT, said that the company will be selling Alibaba.com's TrustPass paid membership service, which incorporates third-party verification and authentication.

TrustPass will complement Melbourne IT's existing range of online products for SMBs, Hnarakis added. "By using Alibaba.com SMBs can conduct global trade anytime, anywhere." www.melbourneit.com.au

Cisco builds IronPort support

Cisco has opened an Asia/Pacific IronPort support centre in Sydney linked to IronPort's global network. www.ironport.com



Head to Bali for superior software development

mitrais
continuous commitment

Bali
info@mitrais.com
www.mitraissoftware.com

DEAL MAKERS

Continued from page 4

ComputerCorp continues expansion

Perth-based ICT integrator ComputerCorp has continued its expansion on the east coast by agreeing to acquire Victorian companies Paragon IT and Paragon Systems. Paragon, which was set up in 1988 by Bill Votsaris, focuses on the education market.

Domenic Martino, chairman of ComputerCorp, noted that the company has been considering a number of options for expansion, including the acquisition of Queensland company Coretech early this year.

"The acquisition of Paragon furthers the company's strategy by significantly strengthening its presence in Victoria, the second largest market in the country," Martino said. www.computercorp.com.au

Business Briefs

- Cincom Systems has signed up Synertec to become an implementation partner of Cincom's Enterprise Compliance and Quality Management Software in Australia, NZ, and the Asia/Pacific region. www.synertec.com.au
- Australian wireless technology specialist Applicon has been appointed a reseller of wireless mesh technology from US company MeshDynamics. www.applicon.com.au
- Software-as-a-service licensing specialist NewLease plans to offer virtualisation technology from VMware on a monthly subscription basis. NewLease has been appointed the sole distributor of VMware's Service Provider Program in Australia and NZ. www.newlease.com.au

The business location

perfectly positioned between London and mainland Europe

INVEST South East England

For further information, please visit www.investsoutheastengland.co.uk/aus

SEEDA SOUTH EAST ENGLAND DEVELOPMENT AGENCY

BEING GREEN

Uni works on lower carbon footprint

The University of Wollongong has called in Cisco to help it create a greener computing environment. Cisco will build a network to provide 1G-bit Ethernet to the desktop, video, unified communications, and virtualisation that can deliver innovative research and high-tech learning systems.

The virtualised network is based on the consolidation of data centre technologies and the establishment of a campus-wide multi-protocol layer switching (MPLS) fabric, explained Joe McIver, CTO of the university. "The convergence in network hardware and the creation of multiple virtual networks over a physical infrastructure via MPLS aligns with the university's vision for green networking and small carbon footprints," McIver said.

The network is being deployed by a number of systems integrators, including The Frame Group, Dimension Data, and Alphawest. www.cisco.com

Distributor wanted for power savers

Hong Kong company TrickleStar is looking for a national distributor for its suite of power-saving products. Bernard Emby, a founder of TrickleStar, said the TrickleSaver products stop the flow of standby power used by television sets and PC accessories when the appliances are in standby mode.

"When you consider that standby power has been estimated to contribute as much as 12 per cent of consumers' electricity bills, you realise just how much standby power costs, not just for the impact it has on our hip pockets, but on the electrical grid and the planet," Emby added. www.tricklestar.com

Green software has role to play

Green software can enable significant economical benefits — as well as environmental benefits — through the efficient management of existing hardware or services in data centres, according to IDC.

"While mainstream green IT in the data centres is largely a combined effort of more energy-efficient hardware, best practices, and consultation services, software is playing an increasingly important role in facilitating the whole green engine," explained Adren Lim, market analyst at IDC. "A large portion of green IT practices and supporting software revolve around virtualisation products, but equally important is the management of these consolidated virtual and physical assets that will bring value through lower power, hardware, and manpower costs, Lim said.

Green research on volunteer grid

Solar cell researchers from Harvard University are gaining the computing muscle they need from IBM's World Community Grid, which uses idle time on the computers of volunteers around the world. The researchers are examining a plastic solar cell that is flexible, light in weight, and much less costly to produce than the currently used silicon.

"World community Grid members will make this research possible because of the incredibly large amount of free computing power we will receive," a Harvard spokesman explained.

www.worldcommunitygrid.org

RUST e-RESEARCH

A/P outsourced services hold up

The IT services market in Asia/Pacific excluding Japan (APEJ) is expected to remain healthy and grow to \$US49.4 billion in 2009, according to IDC. The positive outlook remains despite IDC's recent downward adjustment of the IT spending forecast for the region.

The optimism is primarily due to continued demand for managed services and outsourcing as cost management becomes a key focus for organisations in the region. In addition, the relatively strong resistance to the global economic meltdown in the APEJ IT services market is being helped by continued double-digit growth for IT services in the developing markets of India and China, as well as contributions from emerging countries such as the Philippines, Thailand, and Vietnam.

The overall growth rate of IT services for 2009 in APEJ, has been lowered to 9.6 per cent as compared to the earlier forecast of 11.2 per cent made in 2007. This revised forecast implies a downside of \$US6.5 billion for the APEJ IT services market between 2008 and 2012, of which, approximately \$US2 billion is expected in 2008 and 2009 alone (using a 2007 constant currencies exchange rate).

Philip Carter, associate research director for IDC's Asia/Pacific IT services research said he believes that the APEJ IT services market will withstand the challenging economic conditions. "The impact on the services market has to be viewed from a number of perspectives – and these are changing constantly – but the point is that opportunities will be created. For example, according to IDC's Asia/Pacific Economic Impact Poll conducted post-crisis in October, more than 12 per cent of 400 organisations surveyed indicated they would increase their spend on managed or outsourcing services in 2009. This is the only category in which there are double-digit percentages across the spectrum of hardware, software and services. It does highlight that opportunities will exist in the services space in 2009."

Telco customers quick to defect

Almost half (49 per cent) of Australian consumers who were dissatisfied with their last call to a contact centre said they have moved their business to another company, or are likely to within the next 12 months, according to Avaya's Contact Centre Consumer Index.

Conducted by callcentres.net and commissioned by Avaya, the Australian report is part of an annual Asia-Pacific study of consumer experience with contact centres. At a time when the telecommunications industry is experiencing significant consumer backlash because of poor customer service and complaint-handling practices, these statistics are a sharp reminder to all companies that customer service is critically linked to customer loyalty.

On a positive note, more than half of Australian consumers were highly satisfied with their most recent calls to contact centres. Of the 320 consumers surveyed from the industry at large, 51 per cent said they were satisfied to extremely satisfied, representing a significant rise of 14 per cent over 2007's figure of 37 per cent. Interestingly, 52 per cent of consumers said they would give more business to an organisation whose contact centre is open 24/7.

Phone contact remained by far the most frequent method of contact — 70 per cent of contact was via telephone, 16 per cent via the Internet, nine per cent in-store or branch, and four per cent via e-mail.

However, 53 per cent of respondents said they would prefer to make contact by phone, 24 per cent preferred the Internet, 11 per cent visiting a store or branch, and 10 per cent e-mail. This suggests a shift in focus towards a more multi-channel-oriented strategy would meet the developing needs of the Australian consumer better.

According to Dr Catriona Wallace, managing director of callcentres.net, the Australian contact centre industry must think about emerging trends such as the prevalence of the tech-savvy Generation Y consumer and the impact they have on the organisation's approach to customer service. "The market is getting more comfortable with technology and those companies that focus on a multichannel strategy to meet the varying needs of the changing generations will be more competitive and see the results directly, and rapidly, on their bottom line".

SOA crosses the chasm

Enterprise adoption of service-oriented architecture (SOA) has crossed the chasm, according to a recent global survey undertaken by Software AG. More than 90 per cent of respondents indicated some level of SOA planning underway within their organisations. Over half of all enterprises have already implemented successful SOA-based projects and/or an enterprise-wide SOA. Respondents also reported considerable satisfaction with their progress to date.

The results indicate that the economic downturn will drive Australian companies to leverage their existing IT assets even harder to achieve business results. With SOA now considered a more mature, proven technology, an SOA framework can help them achieve this.

The survey showed the top drivers for SOA adoption were a desire to improve business agility, simplify integration, and support business process management (BPM) initiatives. The survey also identified key inhibitors to more widespread adoption, including the lack of skills, the complexity of current IT environments, the lack of business support, and the difficulty in quantifying ROI as key challenges.

Rust eRESEARCH continued on page 7



Ingres Icebreaker BI Appliance powered by Jaspersoft

World's first open source business intelligence appliance
Complete ETL, Reporting & OLAP solution in a single install

INGRES The open source model you want, the enterprise strength you need.

[Click here for more information](#)

RUST e-RESEARCH

Continued from page 6

Users identified SOA governance as a key component of sustainable implementations with holistic lifecycle approaches viewed as a core requirement. More than 90 per cent recognise that governance is either critically or moderately important to their SOA strategy. The challenge is that only seven per cent rate their governance practices as mature.

Video to blow out corporate nets

The popularity of video among consumers will fuel a similar interest in video within enterprises, leading to the severe disruption of existing content strategies, according to Gartner.

The proliferation of video within the enterprise will require numerous modifications in content authoring, training, and procedures; information management strategy; and improvements in analytic technologies. Information managers, architects, record managers, and content creators will all need to adjust their strategic plans accordingly.

"Consumerisation has proved a force of unmatched potency in the past and the same will be true when it comes to the explosive spike in the popularity of consumer online video, fuelling a similar interest in video within enterprises," said Whit Andrews, vice president at Gartner. "Video use on the Web is growing swiftly, with 73 per cent of the Internet audience watching a video online at least monthly, that is about 90 million viewers."

Andrews said that enterprises that see such growth as irrelevant to their operations risk alienating themselves from customers who start to request video communication services. He said the typical first uses of video for commercial entities have been for promotion, generating contests where users are encouraged to submit creative or funny videos to compete for prizes or for part of a promotion.

According to a Gartner survey of 800 end-user organisations in July 2008, software for the management of images and video is the fastest-growing segment of the content management market, with just 44 per cent of enterprises having such products today but 22 per cent intending to install them in 2009.

"The wave of content management products aimed at satisfying simple content management problems through consumer-attractive capabilities like blogs and wikis will surge through digital asset management (DAM)," Andrews said. "Users who film their children and pets at home and upload the results to the Internet in minutes will not accept onerous restrictions of inflexible security, access controls or forced metadata schemes in the workplace."

Gartner believes that the popularity of simple DAM will force a number of different technological problems to be solved, such as the ability to incorporate video simply into other document types. Such uses are likely to be so compelling and the demand for them so great that by 2013, more than 25 per cent of the content that workers see in a day will be dominated by pictures, video or audio.

Ultimately, according to Andrews, enterprise search will subsume video search as simply another format, just as it is doing with audio, and as it did with graphical media before that.

Crystal ball on Australian telecoms

As 2008 draws to a close amid uncertain business environments, Telsyte analysts reflected on the developments that have taken place in the Australian telecom market in the past 12 months and projected the top 10 trends that will shape the industry for the coming year.

"Australia's telecom market in 2009 will be underpinned by four major themes: cost savings and productivity improvements in business, content-rich collaboration, pervasive mobility, and broadband sans fibre," said Warren Chaisatien, director of Telsyte Research.

Telsyte's top 10 trends are:

- Counter-cyclical telecom service providers to gain as the economy slows;
- Green telecoms to remain top of mind, driven by cost savings, good corporate citizenship, and the prospect of carbon trading;
- Rapid increase in business partner networks as the slowdown accelerates collaboration;
- Hosted unified communications (UC) to thrive, particularly among small and medium businesses;
- Mobility to become the next UC element, bridging back-office UC deployment with mobile line-of-business application rollouts;
- Invasion of consumer applications in the enterprise, bringing powerful multimedia and social network capabilities to business;
- Contact centre functionality to become commonplace across the organisation;
- Year of mobile content fuelled by next-generation smartphones, dropping mobile data charges, and user preference to go off deck.
- Birth of an advertising-subsidised mobile market, powered by location-based technology; and
- Ethernet-over-copper to emerge as ADSL2+ speeds stall and fibre remains absent on the horizon.

The Rust Report

The Rust Report is a weekly newsletter that is e-mailed **FREE** to registered subscribers.

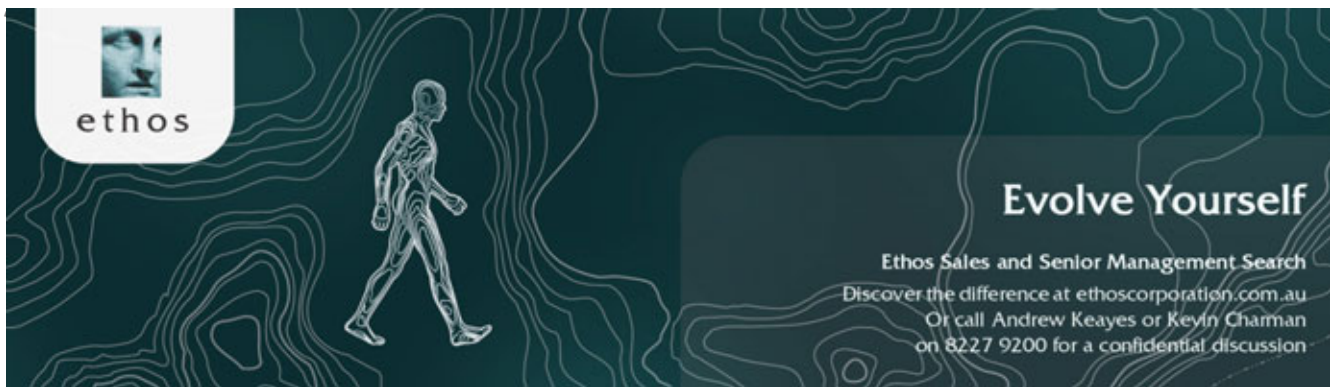
To **SUBSCRIBE** to
The Rust Report please visit our Web site
www.rustreport.com.au

To **UNSUBSCRIBE** please activate the "Manage your subscription" link at the bottom of the weekly e-mail alert

The Rust Report is published by
Dialog Marketing Services Pty Ltd,
PO Box 437, Roseville, NSW 2069, Australia.

Publisher Len Rust
RustOz@bigpond.com.au or phone 0413 588 728

Editor Peter Scott
Rust-Ed@bigpond.net.au or phone 0413 544 609



REVOLVING DOORS

Mike Korbel moves to the US

Centaman Systems, an Australian developer of visitor attraction management systems, has opened a new office in the US and appointed Mike Korbel general manager of its US subsidiary. He has been with the company for 11 years, most recently as general manager of Centaman Australia.

Centaman's US customers include Sahara Sam's Oasis Indoor Water Park in New Jersey, noted Mark Iles, CEO of Centaman.

Sherrington joins Quintiq

Dutch planning and scheduling systems developer Quintiq has appointed Paul Sherrington business development manager of its Australia and NZ operation, which was set up in January. Sherrington was most recently a corporate account exec with McAfee. At Quintiq he will focus on the workforce segment of the business.

Lehmann to drive partners for Cisco

Michael Lehmann has been appointed partner operations director for Cisco in Australia and New Zealand. He will be based in Sydney.

Lehmann was most recently with the Sydney office of Singaporean company Intuition Consulting, and he has also worked for reseller, wholesaler, and end-user organisations, explained Les Williamson, vice president for Cisco Australia and New Zealand.

Hans Van Pelt joins Mikoh as GM

Following Mikoh's acquisition of Global Integrity, Hans Van Pelt has been appointed general manager of Mikoh's Australia operation. He was previously managing director of Global Integrity (*Rust Report*, Oct 10, p4).

At Mikoh Van Pelt will oversee the company's digital imaging and SubScribe businesses and will develop RFID opportunities in Australia.

Moves at Melbourne IT

Melbourne IT has appointed Andrew Scott general manager of the Domainz domain name registry. He was most recently director for Executive Network in New Zealand.

Melbourne IT has also promoted Bernard Blake from general manager of business and consumer to group general manager for SMB markets, and Damon Fieldgate, a former general manager of WebCentral, to the position of executive general manager of business and consumer.

Domenic Carosa tackles investing

This has been a hectic year for Domenic Carosa, founder and former CEO of Destra, who parted ways with the company after the Prime Opes implosion (*Rust Report*, Apr 25, p8).

For the past nine months he has been building a "stable" of Internet companies, including MP3.com.au, which he bought from Destra some months ago. He has also invested in MailingLists.com.au and LegalWill.com.au, among others. "As you can tell, I love the Internet," Carosa explained.

He has now launched the Future Capital Development Fund, which is a pooled development fund with an investment program that is aimed at assisting emerging companies, and particularly Internet ventures. <http://dominet.com.au/>

Changes at top of EFTel

John Lane will take over as CEO of EFTel in February, when Simon Ehrenfeld becomes executive chairman. Lane has been with the company for seven years, most recently as COO.

Jurgen Steinert has resigned as a director of EFTel after six years on the board.

Fredericksen joins QMastor board

Ron Fredericksen, a former executive with BHP Billiton, has joined the board of Australian mining software developer QMastor.

Fredericksen has been involved in mining operations in Australia and Latin America for almost 25 years, and his roles have included global lead ITC for the BHP Billiton Steel Materials Group, and the IT manager for BHP Billiton Mitsubishi Alliance. He is currently the executive director of Cosol Australia.

Around the Traps

- Industry research company Gartner has appointed Linda Price vice president of executive programs for Asia/Pacific. When she joins the company in February she will replace Mary Ann Maxwell, who is to take a position with Gartner in the US. Price is currently director of IT for Fairfax Media.

- Richard Webb, former CEO of Red Sheriff and CEO of BlueFreeway, has joined the board of digital audience measurement company Effective Measure.

- Lindsay Phillips has resigned as chairman and a director of ASX-listed Kiwi company Datasquirt. Mark Loveys has taken over as chairman.