

# Rust Report

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

December 14, 2007

## THE RUST BUCKET

### ICT stands for change

WE LIVE in a shrinking world where individuals have many more choices in almost every aspect of their lives than ever before, and are presented with more ways to communicate with each other and the world at large. The bonds that held buyers loyal to their suppliers are quickly disappearing, or have already gone.

When one walks down the industry's Memory Lane one notices that many prominent players have disappeared. Hyperion, Outlooksoft, Cognos, Mercury, Ironport, Business Objects, Geac, Systems Union, Pilot, Candle, Great Plains, etc — all of them are now either part of a larger organisation or in the process of being acquired.

M&A activity has played a major role in the growth strategy of many of the industry's leading players throughout 2007. We saw numerous companies complete multiple acquisitions as a means of extending their product/market reach and of adding new technologies to their portfolios.

Over the past 12 months *The Rust Report* has highlighted almost 300 great Aussies Worth Watching, most of them with little in common other than being high-tech companies that are either growing rapidly or are in an area of technology that is emerging as a major sector of opportunity.

Like human nature, the IT economy has had its ups and downs, at times growing robustly with consumers happily spending and companies hiring and expanding. Then there are times when the economy looks tired with growth barely happening, less spending, and little if any new business investment under way.

As we gaze towards 2008 we find our inboxes swamped with predictions from every man and his dog. The analyst community is all still big on India, which will grow and grow and grow. But now India is not the only country they are telling the offshoring story about. Brazil, Russia, India, and China (The BRIC countries) are all chasing the worldwide opportunities.

The rise of the offshore players will continue to expose the cost models of the local IT services companies. Scaling up through acquisition will be targeted at niche players, rather than the mega deals, and certainly not acquisitions that add substantially to costs and lower margins.

Change will be continual in most markets over the coming 12 months. Downsizing, rightsizing, and offshoring will continue to be the norm. Globalisation will provide greater competition. This will put the industry on further notice, especially in the software and services sector. Successful software and service providers will differentiate themselves by deepening their knowledge levels, their ability to compete on price and to achieve profitability through the development of repeatable processes and solutions.

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

## US bank to cut risk with Razor from Down Under

Australian software developer IT&e has been selected to provide its Razor risk management system to Calyon New York Branch. A recently developed 64-bit version of the software will be implemented to support the requirements of the bank's regulated AAA derivatives trading program, explained James Maranis, CEO of IT&e.

"Razor will measure and report market risk, integrated market and credit risk, counterparty credit risk, and economic capital. It will also be used to perform the multiple complex margin calculations required by each regulatory agency, and will support portfolio decision-making via Razor's powerful what-if analytical capability," Maranis said. [www.ite-fs.com](http://www.ite-fs.com)

## Adacel scores European air orders

Australian technology developer Adacel has been awarded a contract worth about \$A3.7 million to provide air traffic control tower and radar simulators to a European training organisation. The company has not named the customer, which is scheduled to receive its systems in the second half of 2008. [www.adacel.com](http://www.adacel.com)

This is our last issue of *The Rust Report* for 2007 but we will be back in your in-boxes on January 18, 2008

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

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## INSIDER EDITION

### Big Australian signs on for BabelFish

Perth-based developer ISS Group has been awarded a contract to provide its BabelFish integration platform to BHP Billiton Nickel West. Under the terms of the deal BHP will use the BabelFish software to access and analyse plant operations and lab data for Nickel West operations throughout WA.

"Our products help our customers establish best operations and business process management practices by providing a comprehensive view of operational information," claimed Grant Eggleton, business development manager for ISS Group. [www.issgroup.com.au](http://www.issgroup.com.au)

### Xstrata takes Aust e-recruitment

Giant mining company Xstrata has awarded a contract to Australian company NGA.NET for the implementation of the Job Office Enterprise e-recruitment system in all of its operations worldwide. The system will be rolled out as Xstrata's group online recruitment system in 18 countries and will cover 50,000 employees, explained Mike Giuffrida, CEO of NGA.NET.

NGA.NET's e-recruitment system had been used by Xstrata's Australian operations for the past four years. The global roll-out will help businesses within the Xstrata group to advertise vacant positions, while also giving employees the opportunity to access jobs across the group. "Our system . . . will enable company-wide changes to be made to processes which in turn will deliver a wide range of benefits across the board to Xstrata, its employees, and potential employees," Giuffrida said. [www.nga.net](http://www.nga.net)

### Pressure on users boosts GRA

Marketplace pressures have provided a mini-boom for Victorian consulting firm GRA. The company has recently been awarded contracts to implement its GAINS demand, inventory, and supply chain planning system for Mitre 10, Super Cheap Auto, Speciality Metals, Wesfarmers Industry and Safety (Blackwoods), and Honda (Motor Vehicle) Australia.

"We are increasingly finding companies are under intense pressure to reduce operating costs and increase cash flow to gain a competitive edge. One obvious way to achieve this is to reduce inventories, but the key is to do it whilst simultaneously improving service levels," claimed Carter McNabb, GRA partner. [www.gra.net.au](http://www.gra.net.au)

### Beam receives repeat Telstra orders

Beam Communications, a subsidiary of Tele-IP, has received a number of sizeable orders from Telstra for satellite communications equipment. The latest round of orders are worth more than \$A2.7 million, a spokesman claimed.

Some of the orders are being placed under an eight-year agreement that Telstra and Beam entered to support the Australian Rail Track Corporation's emergency and back-up communications system (*Rust Report*, Apr 13, p3).

Other orders will provide equipment for Telstra's own mobile satellite business. [www.beamcomm.net](http://www.beamcomm.net)

### IBM snaps up huge Telstra deal

Telstra is aiming to save hundreds of millions of dollars in cost reductions through a new phase in its seven-year supply chain agreement with IBM. The early phase of the project has saved the telco \$A500 million, claimed Ian Wheatley, Telstra's procurement executive director. "We will now take what we've learned from phase one to drive further efficiencies in Telstra's logistics and inventory management and achieve a total supply chain cost reduction of \$A700 million over a seven year period," he said.

The second phase involves the provision of a single, end-to-end view of Telstra's inventory supply chain, which will enable the telco to improve customer service and reduce costs, Wheatley added.

Steve Hodgkinson, an analyst with Ovum, noted that the deal is noteworthy for more than just its scale. "Both parties appear committed to the customisation of structures, processes, and people to fit IBM's core supply chain processes and software platforms, as opposed to customising the systems to suit the client's preferred way of doing business," Hodgkinson noted. "It's a good example of software asset-led transformational outsourcing."

### Hyro puts TV program on mobiles

Australian digital services company Hyro has created an application that allows users to browse and search Foxtel pay TV programs from 3G mobile phones. "Foxtel gave us a brief to make forgetting your favourite show a bad memory of the VCR era for anyone with a 3G phone," said Chris Flintoft, Hyro's director of wireless and broadcast. [www.hyro.com](http://www.hyro.com)

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**INSIDER EDITION**

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**Aussies figure in regional awards**

Australian companies Cargowise and ReadOn won their sections at the recent Asia/Pacific ICT Awards (APCITA) in Singapore, and two other Aussies groups were acknowledged for their entries — TrustDefender in the Financial Applications section, and the University of Tasmania for a distributed services management system it entered in the Tertiary Students Projects section.

Cargowise, which develops applications for logistics, freight forwarding, and customs broking, cleaned up the General Applications category.

ReadOn, which specialises in special education software, won the Education and Training category.

Other Australian companies in the finals were NetCat, Senetas, Synetek Systems, Pikistrips.com, Open Kernel Labs, and Sensear. [www.apicta.com](http://www.apicta.com)

**BlueFreeway drives winemaker**

McGuigan Simeon Wines has engaged digital marketing specialist BlueFreeway to provide digital marketing services and to redevelop two Web sites. One of the sites is a corporate Web site and the other is a McGuigan brand site. Both are due to be operational during the first quarter of 2008.

**— Orders & Implementations —**

- Mobile response service provider Ad.IQ has deployed a mobile commerce payments platform for the Australian arm of The World Society of the Protection of Animals. The platform will be used in conjunction with a TV campaign to raise donations to the society through SMS messaging. [www.adiqglobal.com](http://www.adiqglobal.com)

- US company Charles River Development has been selected to provide an investment management system to Telstra Super. The software will be used to automate the portfolio management, trading, and compliance monitoring of the fund's Australian equities, futures, and options operations.

- The Salvation Army has selected StayinFront to develop an integrated donor relationship management system for use in eastern Australia.

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

**RISING SUN PICTURES** delivers visual effects for films, mainly in the US. The ability of visual effects providers to deliver key technology as part of the film-making process is critical in winning projects and establishing a reputation in the field. The progress of working remotely led RSP to develop its own solution, which it now sells through its affiliated company Rising Sun Research and which is now being used by visual effects companies worldwide. [www.rsp.com.au](http://www.rsp.com.au)

**DOMAIN CENTRAL** is a domain registrar and Web hosting services provider. The company deploys a leading domain registration and management interface. Domain Central is committed to getting Australian businesses online simply and cost effectively, and the company also provides customers with 24/7 support. [www.domaincentral.com.au](http://www.domaincentral.com.au)

**MAXIWORKS** offers software products and services that are designed to improve the control and protection of individuals' and organisations' computing and online experiences. MaxiWorks has a clear focus on IT security, consistently developing and working on software that bridges the gap between IT convenience and security. The company's software portfolio includes a suite of secure desktop, server, certificate and identity management, and protection software applications all with optional biometrics/smartcard authentication. [www.maxiworks.com](http://www.maxiworks.com)

**MINT** focuses on the development and management of wireless technology products and services. The company's core product is a portable mobile payment system that offers users easy credit card payment facilities without the need for a fixed line payment system. The application allows businesses to invoice customers and directly process credit card transactions securely anywhere, anytime. Mint is eyeing opportunities in Canada, the UK, the US and certain Asian markets. [www.mint-wireless.com](http://www.mint-wireless.com)

**NAXTOR TECHNOLOGIES** offers a range of IT services across the manufacturing, retail sales and distribution, transportation and logistics, travel, and entertainment sectors. Core areas of expertise include enterprise solutions, Internet and Web applications, as well as high-end applications such as WAP, mobile commerce, RFID, and smart card solutions. [www.naxtor.com.au](http://www.naxtor.com.au)

**SARUGO** has developed the Memory Box online backup solution that utilises community networks for data storage. The innovation behind the product is in the proprietary algorithms developed by Sarugo to ensure data integrity, the upshot of which is that only a network controller is required to manage the integrity. Sarugo's Memory Box ensures that customers receive high quality, totally secure backup service at a fraction of the cost of other systems. [www.sarugo.net](http://www.sarugo.net)

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## DEAL MAKERS

### BQT takes satellite venture to Italy

BQT Solutions' expansion into satellite communications moved further ahead this week as BQT Satellites (60 per cent owned by BQT) formed an Italian joint venture with Politecnico di Torino. The new operation, in which BQT Satellites holds a 75 per cent stake, will design, build and operate low-equatorial orbit satellites for earth observation and surveillance applications. The craft will be equipped with synthetic aperture radar (SAR), which enables clear imaging through cloud and night skies, explained John Genner, managing director of BQT Solutions.

"The increasing demand globally for SAR satellite images, especially for surveillance applications, such as borders and oil and gas pipelines, creates a great market potential, especially for governments in the Middle East, Africa, and Asia/Pacific," Genner added. [www.bqtsolutions.com](http://www.bqtsolutions.com)

### Amethon rings up office in New York

Amethon, a Sydney-based developer of mobile analytics products, has opened an office in New York to handle the marketing and distribution of its products. "By establishing our New York office we are in a strong position to address the demand by US wireless carriers, mobile hosting companies, and mobile content providers for a solution that accurately analyses and, therefore best commercialises, browsing activity across the mobile Internet," explained Michael Stone, CEO of Amethon.

Stone claimed that a recent survey by M:Metrics found that almost 23 million Americans browsed the mobile Internet in the three months to May 21, 2007. [www.amethon.com](http://www.amethon.com)

### EMT gains Malaysian tax-free status

A wholly-owned subsidiary of Australian company Entertainment Media & Telecoms Corporation has been awarded Multimedia Super Corridor Pioneer status in Malaysia. "The status is a major step forward for the company as, amongst other matters, it affords EMT a five-year exemption, which is renewable for 10 years, from Malaysian income tax," noted John Houston, CEO of EMT. "The tax exemption will have considerable measurable benefits to EMT's net-profit-after-tax results this year and in future years," Houston added. [www.emtcorp.com.au](http://www.emtcorp.com.au)

### Open source specialists win Pearcey

Pia and Jeffrey Waugh have taken out the NSW Pearcey Award for 2007 for their focus on collaboration within the open source software sector and their sustained contribution to the Linux movement in Australia. The husband and wife are directors of Waugh Partners, a Sydney-based open source research and consulting firm.

The Pearcey has not previously been awarded to more than one person, noted Ian Dennis, chairman of the Pearcey Foundation. "Their professional and altruistic approach to their industry epitomises the goals of the Pearcey Foundation," Dennis added. [www.pearcey.org.au](http://www.pearcey.org.au)

### LANSA signs CSC as partner in Asia

Australian software tools developer LANSA has entered an alliance with Computer Sciences Corporation to co-operate on marketing software and services to the Asian insurance sector. Under the terms of the deal CSC will promote LANSA's tools and solutions to its client base, while LANSA will in turn promote CSC's insurance applications.

"With CSC continuing to invest in its insurance solutions at a regional level we are confident that together we can add significant value to insurers on a country-by-country basis throughout Asia," said Gordon Davies, LANSA's vice president, Asia/Pacific. [www.lansa.com](http://www.lansa.com)

### NICTA works the alliances

Australia's main ICT research body, NICTA, has forged ahead with a number of commercial alliances in Australia and overseas.

Leading the way is a commercial licence agreement with US optical systems specialist Optimum involving optical signal-to-noise ratio monitoring technology. It is the commercialisation deal involving the Managing and Monitoring the Internet (MAMI) project undertaken at NICTA's Victorian labs.

NICTA has also entered a software licensing deal with Sydney company Pavement Management Services. The agreement will allow PMS to commercialise research from the Smart Cars Project, which is being undertaken in Canberra. <http://nicta.com.au/>

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- Leading Solutions ([www.leading.com.au](http://www.leading.com.au)) has agreed to merge with ASX-listed ComputerCORP (ASX:CZP) to create a company expected to generate revenue in its first year of more than \$A300 million. The merged entity will retain the Leading Solutions name and will be headed by Leading Solutions' Frank Colli. Robin Rindel, CEO of ComputerCORP, will become CFO and CIO. [www.computercorp.com.au](http://www.computercorp.com.au)
- Broadcast transmission services provider Broadcast Australia ([www.broadcastaustralia.com.au](http://www.broadcastaustralia.com.au)) has made an offer of 41 cents a share for all outstanding shares in Hostworks. The offer is a premium of about 37 per cent at the time the bid was made and has the unanimous support of Hostworks' independent directors. [www.hostworks.com.au](http://www.hostworks.com.au)
- PK Business Advantage, the latest venture of industry veteran Peter Kazacos, has acquired Townsville company Lane Technical Services. PKBA will merge Lane with CWS, which it acquired early this year. [www.pkba.com.au](http://www.pkba.com.au)
- DWS Business Solutions has agreed to acquire Strategic Data Management, a systems integrator that specialises in Microsoft platforms and products. The deal is valued at \$A8.3 million.
- Mobi, an ASX-listed provider of phone installation and telephony services, has agreed to buy AK Communications. AK is a Sydney-based full-service communications company and the deal is valued at \$A2.1 million, if performance goals are met.
- Jumbuck Entertainment has lifted its stake in mobile phone content provider MobileActive to 10.4 per cent through on market share purchases.

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A VIP TOLD ME

## James Brackenrig

Vice president and managing director, Pacific, of Infor

**RUST:** May we start with a brief overview of the company?

**BRACKENRIG:** Infor is a different kind of software company. Our growth through acquisition, our different approach through business-specific solutions, and our different value proposition through lower total cost of ownership have helped make us one of the world's largest business software providers.

**RUST:** What are your areas of coverage?

**BRACKENRIG:** We deliver what the large, one-size-fits-all enterprise software providers cannot — business-specific solutions with industry experience built in. One of Infor's biggest strengths is its breadth and depth of solutions. When customers come to us, they know we have specific solutions for their industry and we have a range of solutions for each industry, depending on their needs. In Australia, we have experienced a lot of success across local government, manufacturing, distribution, warehousing, and retail.

**RUST:** What kinds of issues are clients facing today?

**BRACKENRIG:** Many of our new manufacturing and distribution customers are moving away from their legacy ERP systems because of the cost of customisation and maintenance. Our customers need to be sure that their investments will be protected and that they won't be forced off trusted solutions for change's sake. Infor provides business-specific solutions that require less customisation, shorter implementation times, and fewer IT resources to maintain. The ability to integrate through a free, open SOA enables our customers to improve their systems through evolution, not revolution.

**RUST:** What is your strategy for the next level of growth?

**BRACKENRIG:** Infor's growth strategy has previously relied on acquisitive, as well as organic, growth. One area that we do expect to experience further growth in will be the supply chain industry. As a growing number of companies offshore their manufacturing, they are increasingly relying on a supply chain infrastructure in Australia that needs to be supported by business-specific software.

**RUST:** How do you see the competitive landscape today?

**BRACKENRIG:** The competitive landscape is an interesting one. Everyone talks about customised solutions for specific markets but we believe Infor is the only company that is truly doing it. We are not one-size-fits-all. We employ industry-experienced people from R&D to sales and that is why we have experience built in — our experience is reflected in our solutions.

**RUST:** Typically who are your customers?

**BRACKENRIG:** Our customers range across industries, but typically, they are businesses of all sizes that choose Infor because they want industry experience built in. They can either be local companies or large corporations — we don't focus on company size, we focus on providing a solution that is specific to their needs.

## RUST e-RESEARCH

### Strong support for SaaS CRM in Asia

The SaaS CRM market in Asia (excluding Japan) will grow at a compound annual growth rate (CAGR) of 61 per cent between 2006 and 2010, according to studies by Springboard Research. The company's studies pegged the SaaS CRM market in Asia at \$US69 million in 2006, and forecast that it will reach \$US460 million by 2010.

Australia, Singapore, Hong Kong, Korea, India, and China are the key SaaS CRM markets in Asia/Pacific. Of these, Australia remains the top market, accounting for 35 per cent of all SaaS CRM sales generated in the region.

"SaaS CRM has gained acceptance in Asia's business mainstream and the coming year will see higher adoption rates as larger enterprises opt for SaaS CRM," explained Balaka Baruah Aggarwal, senior manager for emerging software at Springboard. "At the same time, the market is set to witness unprecedented growth in the SME sector as a spate of new initiatives by vendors such as SAP, Microsoft, and Oracle promote their CRM offerings," Ms. Aggarwal added.

Increased adoption among larger enterprises will be the turning point in the uptake of SaaS CRM and will bring the model a legitimacy that it did not have when it was mainly used by small and medium businesses (SMBs). Already, leading vendors like Salesforce.com, who had traditionally targeted the SMB market, are eyeing larger enterprises. As traditional software players step up their activities by offering proprietary SaaS CRM applications, large enterprises will be lured to the market, creating an entirely new base of customers who had previously been fence sitters. Springboard Research has also forecast that the SaaS CRM market is set for consolidation as the number of players increases and bigger players make serious forays into the marketplace.

Springboard estimated that SaaS CRM represents the largest segment of SaaS application expenditures in Asia at 45 per cent, followed by collaboration, ERP/PLM/SCM applications, and human resource applications.

### Mobile e-mail is a killer app in SMBs

More than half of Australian small and medium-sized businesses (SMBs) exhibit entrenched usage behaviour of mobile and wireless technology, according to IDC.

Australian SMBs are widely embracing mobile phones by either providing fully-paid mobile phones to their employees or by reimbursing employees using their own mobile phones, IDC's research found. Mobile phones are nowadays strongly entrenched in Australia's working culture. Mobile data spending is steadily increasing in SMBs, primarily driven by mobile e-mail, thanks to the widespread availability of 3G/3.5G mobile networks.

"Business adoption and usage of mobile e-mail is the most dominant application" said Jean-Marc Annonier, IDC's research manager for SMB markets. "However, second-wave business productivity applications, such as field force automation and sales force automation, are currently idling as developments are in still in progress. Leading mobility providers are taking this opportunity to revamp and streamline their communications solutions," Annonier added.

"There is a great deal of opportunity to educate the SMB market about the benefits of mobilising business communications and eventually, applications. Developments around enterprise mobility suites as well as the hype around unified communications creates a very valid case in demonstrating that first-wave enterprise mobility has a great deal of potential left untapped and is a powerful catalyst to mobile applications," he concluded.

### Mobile Internet comes of age

In January 2007 there were an estimated 2.7 billion mobile handsets in use around the world, of which one billion were sold during 2006. This is more than three times the number of PCs, and roughly double the number of fixed landlines in use. And most of these handsets have the processing power of yesteryear's PCs. The wireless sector can no longer be discharged as merely a sub-segment of telecoms or a niche-channel to reach young geeks. It is a market all in its own, both in size and value, and any service, product, company, brand or entity needs a strategy for its digital, mobile phone-based presence.

Being absent from the mobile Internet should be a conscientious choice, not one made by neglect, as it might mean giving your competitors the most direct and personal access to your customers, regardless of who they are. The connected handset will become a natural and convenient Internet terminal in any situation, including at home.

*RUST e-RESEARCH continued on page 7 >>*

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**RUST e-RESEARCH**

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**Service bundling strategies in A/P**

Full quad-play bundling by telcos will be slow to take off in the Asia/Pacific region, and the real action around bundling strategies will be in fixed services for the foreseeable future, according to studies by Ovum. David Kennedy, research director at Ovum, said that there is still a cleavage between household buying and personal buying. "Fixed services like voice, broadband, and video content are typically a household purchase. In contrast, mobile services are typically a personal purchase and are most effectively marketed as a separate service. We see little to suggest that this will change."

Ovum also sees this manifested at the organisational level. Fixed and mobile businesses are still managed separately by many operators in the region, and the move to customer-focused structures is slower than in other advanced markets like Europe. "This is associated with the relatively low level of bundling compared to Europe", added Kennedy.

Apart from the split between fixed and mobile marketing, Ovum also sees differences between advanced economies and emerging economies in the region. "In advanced Asia/Pacific markets the most common strategic driver for offering service bundles is concern about customer retention", said Kennedy.

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GUEST SPOT

**Like it or lump it:  
looking for value in Web 2.0**

By Cyril Brookes\*

**WHAT DOES Web 2.0 really mean for BI? Will the My Spacers really act differently from us oldies when it comes to collaborate time?**

No doubt, like, My Space, Facebook etc are great, like. Everybody uses them, like. Sadly, most of us could have built them instead of working on far less remunerative activities, like. Ah well, life is naught but missed opportunities, like!

But I diverge, like!

Although touchy, feely, warm, and cosy can help with BI collaboration and teamwork, they're not the end results we're after — it's better decisions, made right time, right place. This implies the business has instrumentation and metrics. And metrics invariably come down to numbers.

Therefore, BI is a numbers play; presenting them, assisting their assessment, finding issues hidden in them, empowering action to resolve issues, and sometimes automating them.

Web 2.0's contribution to corporate BI isn't related to collection, storing, and disseminating numbers though. It can't be, because it's social, and social isn't numeric.

Web 2.0 is about making sense of situations, finding people with similar interests, sharing experiences, and (my hobby-horse) creating knowledge from tacit resources. For BI, the critical element, Dear Reader, is that Web 2.0 enables collaborative commenting and assessing significance of facts — especially numbers that may or may not be important.

Therefore, Web 2.0 can play a vital, but subsidiary, support role in BI; it's not the main event. That doesn't mean it's not important, just that it will be a secondary design, something built to enhance the reporting.

I'm not sure how a corporate My Space would play out in the longer term. There's heaps of scope for embarrassment, witness the use made of YouTube's videos to embarrass Kevin Rudd on the earwax thing.

Certainly, the new generation of My Spacers will be familiar with online collaboration. Will this translate to sharing information and knowledge that could come back to bite them? I think not. Whatever the new generation is, it's not stupid!

Will project team ingénues blow the whistle on a bad manager, or will they respect team solidarity? Solidarity will surely remain dominant.

I think that the My Spacers will be just like employees are today; they'll be most circumspect when it comes to collaboration that could be risky to their careers, such as publicising a rumour that could be wrong but if correct would be very important to the business. They won't take that risk.

However, they will be much more ready to participate in Web 2.0-style corporate collaborative activity (Wikis, if you will) that is peer level, peer driven, and allows each person's contribution to be recognised.

Summarising, Web 2.0 capability and experience will lead to a more collaborative local workplace, but self-interest will ensure the corporate-wide, more strategic, cultural barriers remain.

\*Cyril Brookes' blog is at <http://cyrilonbi.wordpress.com>.



## REVOLVING DOORS

### Change of chief at Commander

Embattled ASX-listed company Commander Communications has replaced CEO Adrian Coote with Amanda Lacaze, who will take an acting role until Coote formally takes his leave on January 7. Lacaze has also taken a position on the Commander board as an executive director, and Shane Allan has joined as a non-executive director.

Lacaze has held senior positions with Orion Telecommunications, Internet company AOL|7, Telstra, and ICI (now Orica). Her early experience was in consumer goods with Nestle and Philip Morris.

While announcing the management changes Commander's chair Elizabeth Nosworthy moved to put investors' minds at rest by stating that the board "will not be contemplating any proposals for a break-up of the core elements of the company. With the strategic review and data room process concluded, Ms Lacaze will focus on rebuilding the business . . ."

### Hampel leads Siemens arm in A/NZ

Eric Hampel has been appointed general manager of Siemens Enterprise Networks in Australia and New Zealand, replacing Mario Vecchio, who is now running strategic initiatives for the company's indirect channel. Hampel, who will be based in Melbourne, joined Siemens Australia in August after spending five years in the company's headquarters in Munich.

### Chariot CEO changes industries

Garry Hersey has resigned as CEO of listed ISP Chariot to "take up a senior appointment in the manufacturing sector". Until a replacement can be found Peter Buttery, the company's chairman, will be acting chief executive.

### Ingres boosts A/NZ staff levels

Ingres has lifted its Australia and NZ staffing levels to 32 people after adding four new faces to the team.

- Murray Armfield has been appointed systems engineer. A 12-year industry veteran he has held a variety of jobs.
- Ian Murray has been appointed partner director for Australia/New Zealand. He was most recently with EnterpriseDB and has also worked for Canon Australia, Informix, and IBM Data Management Solutions.
- Jason Venkataya has also been appointed a partner director. He joined Ingres from HP Services.
- Ken Lindner is a consultant in the professional services team. He was previously with EDS.

### ACS elects two life members

Dr Bob Cross and Edward Mandla have been appointed honorary life members of the Australian Computer Society.

Cross, who is based in Perth, has been a national councillor for the past five years, and is also a board member of the WA Chapter of the ACS Foundation.

Mandla was ACS president in 2004/05, and NSW branch chairman in 2002/03.

The ACS has also elected a record 16 fellows. Details are on the society's Web site at <http://www.acs.org.au/news/061207.htm>

### SimCorp expands front office team

SimCorp Asia has expanded the implementation team for its new front-office trading system — known as Order Management — with the appointment of project manager Chitra Shanker and senior business consultant Jamie Fenchel.

Shanker was previously with Colonial First State Global Asset Management, and also worked for BT Fund Management and IAG Asset Management.

Fenchel was also with Colonial First State Global Asset Management and has also worked for Impact Investing, and Challenger Financial Services Group.

### Mooter signs up US bigwig

Mooter Media has hired Brian O'Kelly, a founder and former CTO of US online advertising company Right Media Inc, to provide strategic advice and consulting. As a result of the appointment Umhali Inc, a think-tank of which he is now CEO, will receive one million Mooter shares in return for O'Kelly's services.

Mooter has also had a number of board changes following the resignation of Baboo Jeena, John Diddams, and Chris Gollis. Stephe Wilks has been appointed chairman, and Mike Game and Peter Jermyn have been appointed non-executive directors.

### — Around the traps —

- Peter Jermyn, who has just joined the board of Mooter Media (see item above) has resigned as chairman of Ansearch. He has been replaced as an interim measure by Andrew Barlow.
- Vince Leone has been appointed an executive director of Mobi to focus on the management of MobiData's global operations with a particular focus on India. He joined the board in a non-executive capacity in July.
- Clive Levido has been appointed to the newly created position of NZ country manager for Fortinet. He was previously with Gen-I.