

Rust Report

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

September 19, 2008

THE RUST BUCKET

Bring on the debate

Wayne Fitzsimmons, the vice chairman of the Pearcey Foundation, noted while addressing a symposium on how the ICT industry could or should respond to Dr Terry Cutler's *Venturous Australia* report on innovation that the Australian ICT sector is diverse and fragmented. "The industry is also an industry that constantly transforms itself; it's innovative and creative; it drives major change in Australian business and commerce — as measured by productivity improvements across the nation's economy," Fitzsimmons said.

The Pearcey Foundation's aim is to promote ICT-based innovation by generating dialogue among industry stakeholders and participants, and through award programs, which celebrate role models past, present, and future. The foundation's aim also is to promote an objective, independent debate on ICT issues and opportunities.

Many politicians and business gurus are extolling the virtues of innovation as a key to national and corporate salvation. What is innovation? Ask an ICT vendor and you'll generally be told its products. The *Venturous Australia* paper seems to forget the ICT label completely.

Innovation is our future, not just for ICT but for the whole Australian economy. Exploiting technology in innovative ways is central to that future. Over the past few months many debates have addressed this subject. Submissions have been made about the state of innovation in this country. Unfortunately, very few ICT companies responded to the request for submissions.

But what next? The debates have proved we have the desire, ability, and ambition to achieve economic success, now we have to respond to the paper by September 23.

Crafting effective policies that boost innovation and encourage the widespread use of ICT is critical to ensuring robust economic growth and an improved standard of living. However, as in any new and changing situation our policymakers have varied awareness of what is needed and what will work.

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Jobs site sets sights on overseas marketplaces

Australian Internet jobs site Seek has set its sights on further international expansion by making investments in employment Web sites in Brazil and Malaysia.

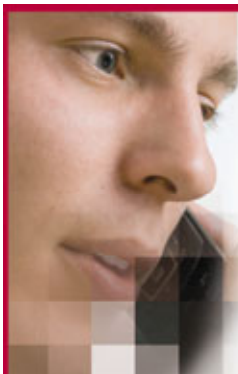
The Australian company will invest \$US67 million for a 30 per cent stake in Brasil Online Holdings, which operates two of Brazil's leading job sites. "The Brazilian market is very substantial with a population of over 190 million and a GDP of over \$US1.3 trillion," said Andrew Bassat, joint CEO of Seek. "The online classifieds market is expected to enjoy significant growth over the next few years."

In Malaysia, Seek has bought a 10 per cent holding in JobStreet Corporation Berhad, which provides employment Web sites in a number of South-East Asian countries. The total value of the holding is \$A19.3 million. Seek will fund the two investments through a new \$A200 million syndicated loan facility.

"Seek has for some time been looking for opportunities to expand its international footprint in attractive markets following on from our investment in China," Bassat explained. "Our international investments are now a substantial part of our business and hopefully a key driver of growth."
www.seek.com.au

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INSIDER EDITION

Aussies take Pakistani telco to UK

Australian Internet telephone specialist Freshtel has been awarded a contract to provide pre-paid calling services in the UK and Europe for Pakistan Telecommunications Company. The services on offer will be versions of Freshtel's pre-paid solution and all calls will be routed through Freshtel's network, explained Rhonda O'Donnell, CEO of Freshtel.

"We are able to offer consumers more choice and better value on their calls to Pakistan and a range of functionality that exceeds the traditional offerings," O'Donnell said. www.freshtelholdings.com

Barvura wins a super deal

Bravura Solutions has been selected to provide a single administration platform to South Australian superannuation fund Statewide. The fund has already implemented Bravura's Sonata Pensions and Sonata Investments software, and will implement the Sonata SuperB package in the next financial year. Statewide has also extended its licence for the ePass e-business solution for a further 15 years.

Statewide had been using a Bravura legacy system for the past eight years. www.bravurasolutions.com

Debt services group takes Admerex

National Credit Management plans to replace its receivables management software with the CWX application from Sydney-based developer Admerex. www.admerexgroup.com

RUST BUCKET

Continued from page 1

The Christian Science Monitor carried a story recently regarding the US situation: "In our national dream we were the high-tech champions, but we forget that other countries are also competing, doing just as America did to be the most innovative, productive, and competitive. Suddenly the signs are all over from Indian tech support to Finnish cellphones to Japanese hybrid cars".

The Innovation Minister, Kim Carr, in his *Art of Innovation* address at the National Press Club said: "My aim in innovation is not to flood the country with shiny gadgets, but to change the culture. Of course, we need new technologies to answer the challenge and grasp the opportunities that lie before us. But we will need institutions, new forms of community — new ways of understanding ourselves and our world".

The breadth of the task of looking across the whole national innovation system is somewhat daunting. The review makes important recommendations on actions to increase Australia's research spending, to invest more in education and the skills of our people, and to improve the tax treatment and legislative and regulatory rules that foster innovation. There is also the need to lift the innovation performance of government itself.

For more information on the Pearcey Foundation and the roundtable debate please visit www.pearcey.org.au

— Len Rust RustOz@bigpond.com.au

QMastor drives coal through Qld port

Australian software developer QMastor has been awarded a contract to provide a comprehensive coal supply management system to the Dalrymple Bay Coal Terminal at the Port of Hay Point in Mackay. The system will include coal tracking and inventory management, train management, stockyard management, stockpile modelling, ship loading, vessel management, and Web-based reporting. The QMastor system will be integrated with systems from the 20 supplying mines, rail services providers, and plant SCADA systems, explained Trent Bagnall, managing director of QMastor. www.qmastor.com

Orders & Installations

- Mobile marketing specialist m.Net Corporation has created a system that provides customers of the Fitness First chain of health clubs with access to information about their nearest gyms and class times. www.mnetcorporation.com
- Zylotech has been selected to implement its Smart G Enterprise Protection digital surveillance technology throughout a major Australian island resort. The company declined to name its customer or implementation partner. www.zylotech.com.au
- US developer NetSuite has won a number of recent contracts for its business management software. New clients include carbon management company Carbon Planet, Sydney-based content management developer Netcat, and radiology systems developer Healthinc. www.netsuite.com

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BEING GREEN

Green tinge turns CSIRO to SGI

A demonstration of the ability of a new blade-based server to keep up with the demands of scientific research while at the same time addressing power and space limitations was enough to convince CSIRO to place an order for an SGI machine.

CSIRO acquired a 128-core SGI Altix 4700 with 512G-bytes of globally-shared memory, which will be tied into its existing 1.5 peta-byte SGI InfiniteStorage Data Migration Facility environment, a spokesman explained.

The new system uses half as much energy and requires just 25 per cent of the data centre space of the organisation's Altix 3700 server, yet performance is 28 per cent greater, a spokesman said. SGI has estimated that the new installation will save CSIRO at least 288 megawatt-hours of power over three years. <http://www.csiro.au/>

Restating the obvious on data centres

US company TrendPoint Systems — which provides data centre energy management solutions — has climbed aboard the publishing bandwagon with a four-point plan for actively monitoring and managing energy use in data centres.

Noting a McKinsey & Co forecast that data centres will surpass the airline industry as the largest source of carbon dioxide emissions by 2020, TrendPoint's CEO Bob Hunter forecast that data centres will soon be hit by a "perfect storm in terms of coal and natural gas-driven utility cost increases coupled with new carbon caps".

The company's plan to avoid the worst fallout from the problem involves: setting an energy budget; virtualising servers; equalising heat and cooling balance; and managing to the metrics. Details online from www.trendpoint.com/press/082608.html

Click the switch, stupid

The Planet, a US provider of on-demand IT services, is claiming a power-saving breakthrough by switching off its data centres' lights at night. The company operates six data centres housing more than 56,000 servers and claims that by imposing a lights-out policy from 5pm to 8am it will save more than 1.4 million kilowatt hours a year.

The lights-off policy extends to all of the company's data centre facilities, including the computer, electrical, battery, UPS and mechanical rooms. www.theplanet.com

Aussies worth watching

A roundup of companies making waves at home and abroad

- **VIVAZ** is a management consultancy specialising in the call and contact centre industry. The company combines research, training, and consulting with experience across a range of industry sectors from tourism and retail to local government and banking. Clients include Caroma Dorf, Canada Bay Council, Sensis, and Reuters. www.vivaz.com.au

- **OCA GROUP** is a holding company for three businesses: Oceanic Consultants, which provides services to international students wishing to study in Australia, NZ, or the UK; BPO Intelligence, which helps educational institutes around the world cut costs and increase efficiency; and OB3JECT NEXT Software, which develops IT systems for educational bodies that recruit international students. www.oceanicconsultants.com

- **ADVATEL** develops and provides a range of advanced solutions for the telecommunications industry. The company's clients range from large users, through PABX companies, to service providers and carriers. Solutions and products are sold globally and through AdvateL's channel community, and more than 50 per cent of sales are overseas. www.advatel.com.au

- **VISUAL ANALYSIS** is a software sales and services company that specialises in data visualisation and analysis for the intelligence and investigations market. The company's staff are industry-trained professionals and the company works in partnership with its clients worldwide to meet new challenges and achieve a professional and competitive edge. www.visualanalysis.com

- **CARBONBLACK TYREXCHANGE** is an online pre-shopping and sales lead Web site for new passenger and 4WD tyres. CARBONBLACK provides sales leads via the telephone, and online quoting as well as e-mail and search engine marketing. CarbonBlack is extending its services to include parts and handbook servicing with information on more than 900,000 spare parts for some 7800 vehicles. www.carbonblack.com.au

- **LEXIAN** offers a range of technology and supply chain management consulting services using a number of methodologies and technologies focused on the delivery of implementable supply chain solutions. Clients include CSR Timber Products, Goodman Fielder, Rice Growers Co-operative, Pacific Brand Household Products, BHP, and Dunlop. Events managed include the Athens, Sydney, and Beijing Olympics. www.lexian.com.au



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DEALMAKERS

Aussie products in Nortel range

Software products from Australian company AdvaTel are being offered for sale by Nortel in North America, Europe, the Middle East, and Africa. The products — the PhoneEasy IP Console and the PhoneEasy Desktop software applications — complement Nortel's BCM and SCS500 platforms through the provision of unified communications capabilities to the desktop, claimed Michael Terry, managing director of AdvaTel.

The products achieved Nortel Orderable Compatible Product status after Nortel analysed AdvaTel's business plan and input from Nortel customers. "Additionally, AdvaTel successfully completed compatibility testing in a Nortel lab environment, earning the designation of Nortel-Compatible Product," Terry added. www.advatel.com.au

Logistics developers merge

Australian companies Advanta Software — which provides software to the logistics markets — and TransLogix Holdings — which supplies transport solutions to the third-party logistics market — have merged their operations. "The two companies have been operating in complementary marketplaces and we believe the merger will generate significant synergies and will benefit clients and staff alike," claimed Robert Kery, managing director of Advanta.

In the wake of the merger the combined entity, which will have more than 70 staff, will have offices in Sydney, Melbourne, Brisbane, and Auckland. www.advantasoftware.com.au

Ansearch takes on the US

Australian Internet search specialist Ansearch has opened a US arm of its search advertising business, Searchworld. The new operation will be headed by Benjamin Hillegeist, a former senior product director of search with Lycos.

"Searchworld's expansion to North America demonstrates Ansearch's commitment to growing its presence in the global search market," claimed David Burden, managing director of Ansearch. <http://corporate.ansearch.com>

- Ansearch subsidiary Webfirm has been appointed a Yahoo search marketing ambassador. The appointment is a recognition of the company's ability to help small and medium businesses exploit the benefits of Yahoo search marketing campaigns, Burden said.

Ipernica settles some stat mux suits

Australian technology commercialisation specialist Ipernica (formerly known as QPSX) has entered settlement agreements with two of the defendants of patent infringement suits involving Ipernica's statistical multiplexing patent.

Cases remain outstanding against Ericsson, UTStarcom, Zhone Technologies, Tellabs, and Carrier Access Corporation, explained Graham Griffiths, managing director of Ipernica. "We are delighted by this recent wave of settlements," Griffiths added. www.ipernica.com

Feds name innovation financiers

Andover Venture Partners, Yuuwa Capital, and IB Australian Bioscience Fund have been named as the successful applicants under tranche two of round three of the Australian Government's Innovation Investment Fund. Each fund has a different focus, with Andover specialising in Australian media, information, and clean technologies.

Senator Kim Carr, Minister for Innovation, Industry, Science, and Research, said that for round three the government has committed \$A200 million and aims to license 10 new fund managers. Details at www.ausindustry.gov.au

Favourable Comet review released

A review of the federal Commercialising Emerging Technologies (Comet) program has been released by Senator Carr. The evaluation, which was undertaken by ACIL Tasman, found that the program has been very successful in facilitating the commercialisation of innovative products, services, and processes, Carr noted. The government will now consider a recommendation that the program be expanded and continued for a further five years. The report is at www.innovation.gov.au/Section/Innovation/Pages/EvaluationoftheCOMETProgram.aspx

SAP joins forces with Qld CRC

SAP Research Brisbane is collaborating with the Queensland node of the Co-operative Research Centre on Smart Services to develop new Web services applications. SAP has been the largest industry contributor to the centre with funding of more than \$A12 million over seven years, claimed Dr Karsten Schulz, vice president of SAP Research.

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DEAL MAKERS

Continued from page 4

RMIT opens research institute

Melbourne's RMIT University has opened a research institute that will seek to improve the operational capabilities of a range of industries through the integration of smart materials and systems into technology platforms. Industries affected by the work of the Platform Technologies Research Institute will range from information security to aerospace, claimed institute director Professor Xinghuo Yu.

"The institute will drive innovation in four key areas: nanotechnology, sports engineering technology, e-security solutions, and intelligent information technologies," Yu added. www.rmit.edu.au

3CX sets sights on Aussie VoIP

European developer 3CX has opened an office in Sydney to exploit the "staggering growth of VoIP in Australia", according to Richard Rundle, director of the new operation. The company has its eye on the IP PBX software market, which it will service with its 3CX Phone System for Windows.

"Our Australian team can give businesses in the area the know-how and support required to successfully adopt a complete IP PBX for Windows and enjoy the many cost-reduction and productivity enhancement benefits," Rundle added. www.3cx.com

Business Briefs

- The US Federal Communications Commission has granted Pipe Networks a cable-landing licence in Guam for its non-common carrier fibre optic submarine system linking Australia, Guam, and Papua New Guinea. www.pipeinternational.com
- Australian business solutions provider Eclipse has entered an agreement allowing it to sell business analytics solutions from Queensland developer Zap (www.zaptechnology.com). "Zap's solutions will enable customers to improve efficiencies, measure and communicate performance, and make better informed decisions," claimed Brad Stroop, CEO of Eclipse. www.eclipsecomputing.com.au
- Australian IP products distributor Lan 1 has been appointed a distributor of unified e-mail security solutions from US company Proofpoint. www.lan1.com.au
- The Australian arm of contact centre integrator GlobalConnect has entered a memorandum of understanding with Kiwi company Agile. The two companies aim to work together to provide uninterrupted service and support for customers across Australia and NZ, a spokesman claimed. www.globalconnect.com.au
- Pronto Software's data synchronisation tool Pronto-Xi iSupply Global has been certified by the Australian data standards body GSInet. www.pronto.com.au

BY ASSOCIATION

Ambitious goals for innovation

By Heather Ridout*

The Cutler Review into Australia's National Innovation System has correctly placed significant emphasis on positioning innovation as a central plank of economic policy. Improved innovation outcomes are the key to Australia meeting the challenges of the 21st Century. Raising productivity by innovating more is critical to our ability to continue to raise living standards while confronting an ageing population, slower productivity growth, and environmental challenges.

Proposals contained in the Cutler Review report represent an ambitious set of measures aimed at lifting Australia's innovation effort. And statistics show that our innovation efforts are in need of some heavy lifting. In 1993/94, investment in science and innovation was 0.75 per cent of GDP, but this had dropped by 27 per cent to 0.55 per cent of GDP by 2007/08.

Dr Terry Cutler, who chaired the review, has described Australia's innovation efforts as average at best. His review has made 72 recommendations aimed at reversing Australia's anti-innovation trend. Many of his proposals are in line with Ai Group recommendations.

These include the establishment of a National Innovation Council and a National Centre for Innovation Research; the strengthening of Enterprise Connect to build innovative capabilities in SMBs; a new program to support industry research collaboration; a new commercialisation grant program; and the introduction of a simplified tax credit to support R&D expenditure.

Small and medium-sized enterprises would particularly benefit from the proposal for a 50 per cent refundable tax credit that would increase the effective rate of assistance from 7.5 cents in the dollar to 20 cents. It also will not be restricted to companies that incur a loss.

Ai Group welcomes the recommendation that eligibility should be expanded to companies with turnover of less than \$A50 million, compared with the current cut-off at under \$A5 million. The recommendation to make foreign-owned firms eligible for the 40 per cent tax credit is also a necessary step.

However, the proposed measures are quite extensive, which means the government will need to consider the recommendations as part of a co-ordinated approach to lifting the productivity of Australian industry. This will include measures for the automotive and textile, clothing, and footwear sectors, along with any proposals arising from the review of trade policy.

Ai Group research contained in our national CEO survey *Skilling for Innovation* has confirmed that Australia's skills shortages are undermining our innovation effort and so any measures will also need to be complemented by appropriate skills development strategies.

As a result, Ai Group urges the government to consider a formal review of management education in regard to innovation when it responds to the Cutler Review's proposals at the end of the year.

*Heather Ridout is Chief Executive Australian Industry Group www.aigroup.asn.au



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RUST e-RESEARCH

All talk but no action on networks

IT departments and decision-makers may well express concerns on the impact that network performance problems have on their employees' ability to do their jobs effectively, but their approach to either preventing, managing, or resolving these issues is not up to scratch.

That's according to research findings in Dimension Data's report on *Network Performance Frustration*. The research, which was sponsored by Blue Coat Systems, surveyed 957 IT users and 267 IT decision-makers responsible for managing IT networks in Europe, Australia, Central and Latin America, the Far East, Middle East, and Africa, and North America.

The results revealed that while a staggering 30 per cent of end-users globally reported frequent computer crashes and slow running software, only around 30 per cent of IT departments had complete, defined processes for handling network performance issues. And the warning signs didn't stop there: fewer than 40 per cent of IT departments had the full capability to monitor network performance, and even fewer showed evidence of a granular view of network traffic – a critical factor in effective performance management.

The research painted a slightly more positive picture in Australia, with 23 per cent of users reporting computer crashes and slow running software, and 45 per cent of IT departments having the capability to monitor network performance.

George Atrash, Dimension Data's general manager for connectivity, said that despite the fact that new business initiatives can impact network performance if implemented without prior network consideration, the research showed that network implications were not always considered by IT decision-makers.

"Comparing Australia to the global figures, we're about 10 per cent ahead of the curve because we deal with greater network performance challenges due to geographical distance and also bandwidth costs, which are typically higher in Australia than regions like the US. So we have a more positive outlook and savviness towards network performance optimisation, and we're more vigilant about monitoring and managing network ROI," Atrash explained.

The report showed that globally, almost half of the IT decision-makers surveyed believed their networks were prepared for future increases in network traffic and changing traffic patterns. "As strategic projects such as data consolidation and virtualisation gain more favour, and bandwidth-intensive technologies continue to be voraciously adopted into the workplace, not having a firm handle on performance management could be hazardous and extremely costly," Atrash said.

Varied impact of economic downturn

More than 40 per cent of large businesses have cut their IT budgets this year due to the global economic slowdown, according to a recent survey by Forrester Research. The Forrester Business Data Services report surveyed almost 950 senior IT managers across North America and Europe regarding their IT services spending and overall services strategies and priorities.

The economy's affect on IT spending is evident in some specific data points contained in the report:

- Forty-three per cent of companies have already cut their overall IT budgets in 2008 in reaction to the slow-down in the global economy, while 24 per cent of companies have put discretionary spending on hold. Twenty-eight per cent of respondents said the economy has had no impact on their IT budgets.

- Asked how the economy will affect IT services spending, 70 per cent of respondents said they will probably negotiate lower rates with suppliers, and 16 per cent said they have already cut their IT services spending.

- IT departments in the financial services industry were hit hardest — 49 per cent of IT shops in the financial services sector have cut their budgets. At the other end of the spectrum was the media, entertainment, and leisure industry, where only 39 per cent of respondents have had to reduce spending.

- IT departments in North America have been affected by the economy more than their European counterparts: 49 per cent of North American companies have cut their IT budgets compared with 31 per cent of respondents in Europe.

"This is not an across-the-board spending slowdown; the impact of the economy on IT budgets varies widely by industry and geography," said Forrester's principal analyst John McCarthy. "With regard to the services sector, the slowdown has firms renegotiating rates, being more selective in choosing vendors, and examining spending plans more thoroughly, but they still expect to pay more for services. The demand for enterprise IT services has not dropped significantly".

Mobility moves to a new generation

The wireless broadband sector continues to evolve as worldwide demand for wireless connectivity increases. For some time there has been an ongoing information war waged over wireless broadband developments and in 2008 it is becoming apparent that WiMAX and Long-Term Evolution are emerging as the most likely candidates for next generation mobile networks.

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RUST eRESEARCH

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However, attitudes towards the two technologies are divided, differing at a regional level and also between the types of service providers vying for this space, according to Paul Budde, principal of BuddeComm.

Both the emerging and developed markets around the world will benefit from wide-spread affordable wireless broadband access as there are now important social, health and economic services provided by such infrastructure as telehealth, e-education, e-business, digital media and e-government, Budde explained.

While LTE it is still in the standards process, WiMAX is beginning to be launched after standardisation three years ago. LTE is also gaining industry support however, particularly from the mobile operators, as it offers a migration path to 4G from existing 3G/HSPA technologies.

In 2008 it has also become apparent that the Next Generation Mobile Network Alliance is favouring LTE for 4G.

Budde said he sees the future of WiMAX remaining in niche and emerging markets. There may be some good fixed wireless opportunities for WiMAX in regional markets and opportunities also exist in the enterprise segment. Operators in well developed telco markets should also be examining the various business models, rather than just appropriating the technology. In the emerging markets, the reason WiMAX is being deployed is simple and quite basic — in most cases it is the only way to obtain a broadband connection.

As we wait to see how the WiMAX versus LTE battle will unfold, the road to 4G has seen other technologies firmly establish themselves in the market. Around the world, HSPA systems continue to be deployed with more than 200 HSDPA and 51 HSUPA networks now in commercial operation. The question is, will HSPA ever reach its true mass market potential or will 4G (ie, WiMAX, LTE) take that position? Operators around the world are also contemplating and deploying IP Multimedia Subsystem, a mobile platform that makes seamless communications possible between fixed and mobile networks.

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A VIP TOLD ME

Anastasia Ellerby

Managing director of
The Infohrm Group

RUST: Please start with an overview of Infohrm.

ELLERBY: Infohrm specialises in workforce planning, reporting, and analytics. Our solutions provide organisations with the tools to improve the quality of their data-driven human capital decisions. These tools range from enablement technology, human capital dashboards, strategic consulting, HR professional development and thought leadership, to human capital benchmarking. We were founded in 1982 and are an Australian Government Endorsed Supplier with offices in Brisbane, Washington DC, and London.

RUST: What are some recent achievements?

ELLERBY: Building on the success of our Australian headquarters region and ongoing momentum in the US, we recently established an office in London and are now handling programs for clients across Europe, including Nokia and Morley Fund Management Limited. At the same time, we have conducted workforce planning research for the railway and water utility sectors, which was well received by their industries.

RUST: What are your top priorities for this year?

ELLERBY: We will continue to invest in research and development to ensure that our SaaS-delivered model continues to present real benefits for customers. We have just released our fourth generation (4G) of Infohrm technology. The i3 Portal's 4G Release represents significant change and enhancements. Our continued growth is critical to continue to deliver the best to our members across the world and provide exciting and challenging career opportunities across the globe for our talented staff.

RUST: How long have you worked in HR analytics?

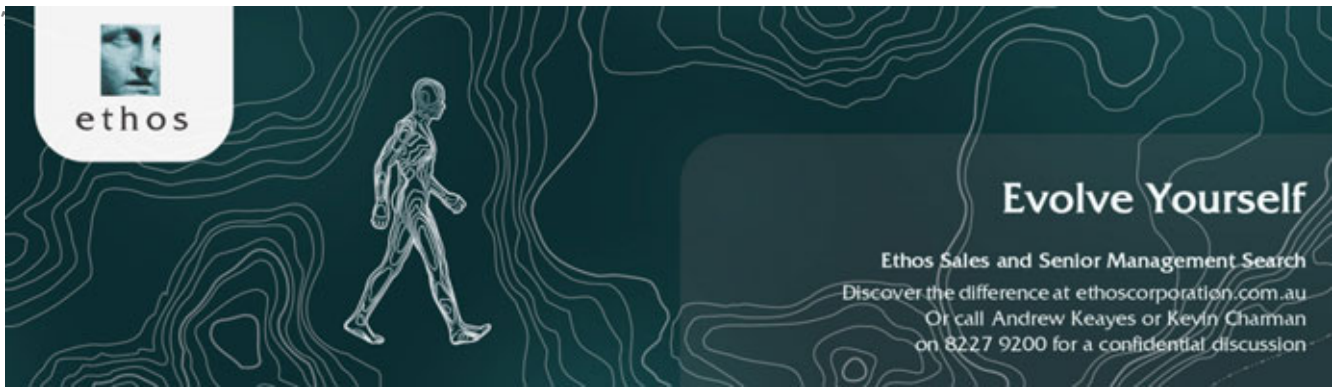
ELLERBY: I have been working in HR analytics for 13 years. I was in the process of finishing my MBA and for a brief moment I thought of entering the world of accounting but my path crossed with Peter Howes, the founder of Infohrm, and I joined his business, which focused on bringing numbers (finance) into workforce related decisions.

RUST: Who are your major customers?

ELLERBY: Our clients include many of the world's leading organisations such as Nokia, Starbucks, Ameriprise, HSBC, and a number of Australia's major banks and large retailers. We have a spread of Federal Government agencies and a number of state-based utilities, such as Ergon Energy and Sydney Water. We also have a strong university placement including our latest project with Australian Catholic University and Swinburne University developing an integrated dashboard encompassing student information, research, facilities and asset management, finance, and HR.

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

ELLERBY: We are focused on growing our presence in our global community of members across North America, Europe, and Asia/Pacific. We will also maintain our status as the leader in workforce planning, reporting, and analytics: our niche focus as we continue to work in different ways with clients all over the world, including expanding our offerings into industry standard tools such as Oracle and SAP, which we currently work with.



REVOLVING DOORS

Jim Maranis replaced at IT&e

Andrew Wood has been appointed CEO of IT&e following the resignation late last week of Jim Maranis. Wood joined the company in May as CFO. He had previously worked for software development and business consultancy organisations in Australia, the US, and the UK.

Serena finds new MD Down Under

Serena Software, a US developer of business mashups and application lifecycle management systems, has appointed John Hummelstad managing director for Australia. He was most recently with Microsoft in Singapore, prior to which he was with IBM for 10 years in a number of senior roles in Australia and the Pacific. Hummelstad is also on the board of industry advisers to the School of Management at Griffiths University and of Queensland Government incubator i-lab.

Karlsson joins Learning Group

Anette Karlsson has been appointed to the newly-created role of director of business solutions, Asia/Pacific, for e-learning development company The Learning Group. She will be based in Sydney.

Karlsson had previously worked for The Learning Group for five years, before moving to SAP as education account manager.

IntraPower imports sales chief

IntraPower — a managed IP, voice, data, and applications service provider — has appointed Darc Rasmussen national director of sales. He was previously senior vice president of CRM-on-demand business, planning, and development for SAP in the US. He has also worked as vice president of global sales for WebTrends.

Lavelle-Mangan joins Knowledgeone

Information management software specialist Knowledgeone has appointed David Lavelle-Mangan national sales manager. He was previously with Telstra and has also worked for Xpedite, Dell, and NEC.

Hanmer takes health role

Matthew Hanmer has been appointed Tandberg's healthcare business manager, based in Sydney. He was previously with Hewlett-Packard as services account manager, and has also worked for Adnet Technology, and Forrester Research.

REA Group loses CIO Vulovic

Chris Vulovic has resigned as CEO of the REA Group — which is made up of realestate.com.au and its subsidiaries. A replacement has not yet been found, but Vulovic said she will stay on to help with a smooth transition.

Bytemobile sets up regional sales

Bytemobile, a US provider of mobile Internet solutions, has appointed a new Australian sales team with Renato Trentin regional sales director and Luke Anderson sales engineering manager.

Trentin was previously with VeriSign Australia and has also worked for Ericsson and Openwave Systems. Anderson previously worked Openwave Systems in Australia and Europe. His career started at Cap Gemini in the UK.

Mapping group expands exec team

NearMap, a photomap media company that is being acquired by ipernica (*Rust Report*, July 25, p4), has appointed Guy Perkins COO and Simon Cope CTO.

Perkins has worked for ESRI, Mapinfo in the US, ER Mapper, and ERDAS. Cope previously worked for ER Mapper, fotoMuse, and ERDAS.

Around the Traps

- Ron Giezekamp has been appointed account director for 3Com Australia. He previously spent 12 years with Hewlett-Packard, which he joined from Compaq, and Cisco.
- Michael Yandell has been appointed environmental compliance service line manager at IT services company Ajilon. He was previously with BHP Billiton.
- Australian ISP Netspace has appointed Matthew Phillips regulatory and carrier affairs manager. He was most recently with Telstra Wholesale, and has also worked for Siemens and Cisco Systems.
- Simon Baker, until recently managing director of the REA Group, has joined the board of 3eep, an Australian provider of social media services for sporting bodies. Baker is also executive chairman of Artshub and a director of RedBubble.
- Paul Tyler has been appointed non-executive chairman of BigAir Group. He is currently head of Nokia Siemens Networks.
- David Boyles has announced that he will stand down as deputy chairman and as a director of Integrated Research in November.