

Rust Report

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

February 11, 2005

THE RUST BUCKET

Future thinkers

TECHNOLOGY BUYERS are still looking for bargains as budgets remain tight in 2005. Growth rates are modest so, like it or not, it's time for another reality check and a return to normality.

One way or another, vendors will have to specialise. Either they will have to choose to become a gifted brand builder or they will have to compete as a subcontractor in terms of time, price and quality.

If you are absolute Number One in your chosen market, you can probably keep calling the shots for your services and products for some time to come. The closer you are to the business process, the more important that will be in the future.

Many vendors are still structuring and running their companies the same way they did five years ago. And among the most inappropriate anachronisms is the notion that marketing needs to be driven by a product focus.

In many cases customers have changed to focus on ownership experience as their key for decision-making. In the majority of situations, the relative performances of products are no longer different or compelling enough to drive their purchase. Instead, as customers strive to run their IT operations more efficiently, they view non-product issues as much more important.

There will be spending — but it will track much more closely the growth of the economy as a whole. There won't be lots of maverick technology purchases out of line with the ability of the economy or a company's top line to support them.

The value thing

Management today is less enthused by the next big thing and more interested in the economic life cycles of the purchases. It is clear that technology must be viewed not in the terms of the most recent announcement, latest release, or cheapest price, but in terms of developing trends. What will be the return on investment of today's technology purchases and the developing trends that should be explored in the future?

The consensus of best practice organisations is to focus on extending the economic life of existing hardware and software and making better use of installed technology instead of constantly paying the expense of newer technology without deriving any additional benefits.

It is also imperative that the industry changes its business practices to meet the standards of its clients. Vendors that don't change — no matter how dominant their presence may be today — will not survive. So what's the answer? Every decade has its character, architecture, fashion, and culture. The 60s, 70s, 80s and 90s were unique and distinct. Each in many ways a reaction on the past. Survivors now will be future-thinker vendors that can see six months to two years further than competitors.

— Len Rust RustOz@bigpond.com.au

Hansen cashes in on first HUB sale in Japan

ASX-listed software developer Hansen Technologies has scored its first contract in Japan where, in partnership with Toshiba Solutions Corporation, it has licensed its HUB billing software to Tokyo Electric Power (TEPCO). The software will become a core system that will help TEPCO — the largest electricity utility in Japan — to meet new contestability regulations that will be introduced by the Japanese Government in April, explained Andrew Hansen, managing director of Hansen Technologies. The contract value to Hansen is initially \$A5 million, Hansen added.

“As the largest utility, TEPCO is significantly affected by the government's reforms and requires new systems and procedures to allow multiple energy retailers to compete for the business of energy customers,” Hansen said. www.hsntech.com

DataDot wins US backing

Newly-listed Australian company DataDot has appointed the US National Motorcycle Dealers Association a distributor of its DataDot vehicle security products. Initially the NMDA will market the technology to its members before setting its sights on consumers. www.mdatatech.com

Redflex's secure comms in demand

Redflex has been awarded a contract to provide its Secure Switchplus Conference System to the US Government Joint Personnel Recovery Agency. It is only the second sale of the system, a spokesman said.

Back on its home turf Redflex has secured extensions of a contract involving supply of its Switchplus Communications System equipment to Tenix Defence. www.redflex.com

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INSIDER EDITION

Prophecy confirms sale to UK utility

Cambridge Water in the UK has accepted a billing and customer information system from Australian software developer Prophecy after six months of implementation and acceptance testing. The testing of the basis2 system was completed apace by Prophecy and its UK business partner Imass, a spokesman explained. "Typical times for software acceptance for mission-critical systems in the utility industry can be 12-to-18 months and often much longer," the spokesman added. www.prophecy-open.com.au

Lawlex helps airport with compliance

Newcastle Airport in NSW has implemented the Lawlex Compliance & Risk management system in order to tackle the increasing load of compliance and regulatory requirements. Graham Giddey, manager of facilities and operations at the airport, said the Web-based Lawlex system will help in the management of all regulatory, legislative, and corporate requirements "with technology that breaks down the mass of obligations into clear, delegated, easily actionable tasks, embedding compliance and risk management into the everyday operations" at the airport.

"More than meeting regulatory obligations, we can now monitor all our corporate responsibilities," Giddey said. www.lawlex.com.au

Developer wins WA clinical contract

Pacific Knowledge Systems (PKS), the Australian developer of the LabWizard intelligent pathology reporting system, has won a contract to provide a range of clinical pathology support systems to PathCentre, the Western Australian Centre for Pathology and Medical Research. The services will be based on LabWizard.

"Today's clinicians are faced with the many challenges of patient consultation, processing and recalling large amounts of information, and making informed decisions on the patient's behalf, all within a restricted time period," noted Bruce McConochie, CEO of PKS. "LabWizard helps clinicians because it systematically harnesses the combined knowledge, experience, and judgment of the organisation's expert pathologists to make recommendations about the appropriate course of action."

Late in 2004 Star Laboratories in the Netherlands began a pilot of LabWizard, McConochie added. www.pks.com.au

Powerlan wins banking business

FinancialBPO, a subsidiary of Australian IT products and services provider Powerlan, has been awarded a contract to provide unit registry services to ANZ Custodian Services. The deal involves the provision of full unit registry services, including call centre, application and redemption processing, adviser commissions, management fees, distributions, and client reporting.

A spokesman claimed FinancialBPO is in "final negotiation" over sales to two other financial institutions. www.financialbpo.com

Cameron gateway OK for German SX

Australian software developer Cameron Systems has received certification for the connection of its CameronFIX Universal Server to the Xentric FIX Gateway of Deutsche Boerse Systems.

The gateway enables connectivity via the Financial Information Exchange (FIX) messaging standard and supports the functionality of the Xentric FIX Gateway for market participants and trading on Xetra and Eurex, explained Glenn Cruickshank, sales director of Cameron Systems.

John Cameron, founder of Cameron Systems, was a member of the team that wrote the SEATS system for the Australian Stock Exchange. He is now CTO. www.cameronsystems.com

Three big banks cheque in on Fiserv

The Commonwealth Bank of Australia, National Australia Bank, and Westpac have awarded Fiserv a contract to provide cheque processing services for a 12-year term. The deal is valued at \$A600 million over the term of the contract even though cheque processing requirements are expected to decline during that time, a spokesman said.

"In addition to providing technology improvements the contract with Fiserv is expected to deliver scale and efficiency benefits in the face of declining cheque volumes," the spokesman added. www.fiserv.com

NAB faces systems update in UK

The National Australia Bank will need to rationalise management structures and consolidate technology platforms at its two under-performing banking franchises — Clydesdale and Yorkshire Banks — in the UK. The admission was made this week by Lynne Peacock, NAB's European chief executive.

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LongReach scores sale to Feds

Australian wireless equipment manufacturer LongReach Group has been awarded a "significant" order to provide multiservice switches to a "major" — but undisclosed — Federal Government department. The \$A5.5 million deal was clinched by a LongReach business partner in Canberra.

Ken Carr, CEO of LongReach, said other contracts are expected to flow from the Federal Government. "LongReach switches provide the intelligent architecture for many government departments and this order builds upon our longstanding reputation for reliability and functionality, especially for secure networks." www.longreach.com

Wavenet extends big supply deal

Wavenet, the WA manufacturer of wireless modems, has received follow-on orders for its BM3 devices from Lipman Electronics, an Israeli provider of point-of-sale wireless devices. The new deal brings the total value of orders from Lipman to more than \$A1.2 million, noted Steve Metlitzky, recently appointed CEO of Wavenet.

"There are very positive signs that growth of the wireless EFT/POS market is accelerating in the USA and Wavenet is well positioned with our partnership with Lipman to take advantage of this growth," Metlitzky said. www.wavenet.com.au

Lipman's first order was placed early in 2004 (*Rust Report*, Feb 27, p1) and a follow-up order was made in October (*Rust Report*, Oct 22, p5).

Large credit union picks Onyx CRM

Fujitsu has completed the implementation and a pilot of the Onyx Enterprise CRM application for the Australian Central Credit Union. The credit union is using the package as the basis for a member relationship management project which will provide staff with a complete view of each member's history and allow them access to all products and services in a single system.

The Onyx package is integrated with ACCU's core banking and insurance systems, a spokeswoman added.

Investment group takes StayinFront

Vanguard Investments Australia plans to implement the Visual Elk CRM system from StayinFront. The package will be combined with the StayinFront Panorama data analysis and decision support system to enable the integration of customer information from several databases, a spokesman added.

Qantas adopts digital charts

Qantas has begun implementing digital navigation charts after awarding a contract to US company Jeppesen. Under the terms of the deal Jeppesen will provide its e-Link Internet chart and delivery service, which will provide Qantas with access to a library of tailored electronic charts via a secure Internet connection. Initially the service will be made available to ground-based operations of the airline before being extended to aircraft flight decks, a spokesman said.

Aussies worth watching

An ongoing roundup of Australian companies making waves at home and abroad

• **ATLASSIAN** is an Australian software company that provides enterprise software solutions. The company, which develops Web-based applications for use by small teams of knowledge workers, recently opened a New York office (60 per cent of sales are in the US) ATLASSIAN'S two products, Confluence and Jira, are used by more than 2000 customers around the world. www.atlassian.com

• **SYNOP** specialises in providing solutions and products in all aspects of information management, architecture and design. SYNOP provides products and mission critical solutions for a wide range of customers including the ACCC, AIHW, and the United Nations Joint Logistic Centre. SYNOP with the support of an Ausindustry Start R&D Grant is currently beta testing new products in the blog and RSS feed space. www.synop.com

• **PACSOFT** originated in 1984 as a developer of solutions for the timber and hardware industry. More than 2000 customers around the globe have come to rely on PACSOFT's technologies to deliver strategic solutions that are both open and flexible and provide efficient profitable business management.

PACSOFT takes customers to the forefront of their businesses through the use of technology to power every element of their business. www.pacsoft.com.au

• **DATADOT TECHNOLOGY** is an Australian incorporated holding company with offices in nine countries. DATADOT has a range of products that are designed to deter theft, counterfeiting, and product redirection. In addition to acting as a deterrent, the DATADOT products also have features that assist in identifying criminal activities and returning goods to their rightful owners. The DATADOT system ensures that assets can be easily identified and traced back to their owner with the use of recognised police and government databases. www.datadotid.com

• **PAPERLESS WAREHOUSING** has been developing and implementing a specialist warehouse management system since 1988. The company's system combines computerised warehouse management with up-to-date technology and is currently used in sites across Australia, Asia, and South and North America in a wide cross-section of industries. www.paperless-warehousing.com

• **OPTIMA Technology Solutions**, which was founded in 1989, has grown to become Australia's leading manufacturer of notebook and desktop personal computers and servers. OPTIMA supports customers through a national supply and service network and its markets include major retail outlets, government agencies, and educational institutions. OPTIMA has recently focused additionally on developing products in the consumer electronic space. www.optima.com.au

DEAL MAKERS

IBA buys another Kiwi group

Australian health care technology developer IBA Health has completed the acquisition of New Zealand health information systems provider Terranova Pacific Services for \$A1.7 million in cash and shares. The deal follows hot on the heels of IBA's acquisition of Kiwi health IT company E Pi last November (*Rust Report*, Nov 5, p1).

In a statement to the ASX Steve Garrington, IBA's CEO, said that Terranova Pacific specialises in clinically-based maternity, neo-natal, and children's health information systems. "We are sending a further clear signal to the New Zealand health market that we are committed to developing our presence in New Zealand and this region by taking world-leading products developed in Australia and New Zealand to the international healthcare markets," Garrington added. www.ibatech.com

RealTech Aust taken over by locals

German SAP support partner RealTech has sold its Australian subsidiary to a management buyout led by Stephen Lloyd-Jones. An upbeat Lloyd-Jones — who began consulting to RealTech last September after holding senior positions with Cincom, MRO Software, Legato, and SAP — will be managing director of the operation.

Although the RealTech parent company in Germany said it was offloading its subsidiary because of its "unsatisfactory income situation", Lloyd-Jones said the Australian operation has "enormous potential". "The company enjoys the benefits of a long-standing loyal customer base and an enviable pool of dedicated inhouse talent," he explained.

Resonance acquires Isogon A/P

Australian IT asset management specialist The Resonance Group has acquired the assets of Isogon Asia/Pacific, which provides mainframe software asset management and contract management solutions. Isogon's parent company is a privately owned outfit based in New York

The acquisition strengthens Resonance's product set and extends its offerings of unified IT asset management solutions, claimed Bill Baker, Resonance's CEO. www.resonancegroup.com

Power teams up with uni on health

SA healthcare software developer Power Solutions is working with Flinders University to develop predictive analytics technology that will alert hospitals to trends and adverse events as they occur. www.power-solutions.com.au

ETT to launch online marketing tool

ETT, an ASX-listed provider of technology solutions for prepaid products, plans to launch the Voucherbank.com online marketing engine in Sydney, Melbourne, and Brisbane after undertaking tests in WA. Voucherbank.com provides its customers with an array of marketing applications, including an integrated online loyalty program.

ETT holds 51 per cent of Voucherbank.com and the two companies plan to raise \$A300,000 to be used as working capital to support the establishment of sales teams in the eastern capitals, explained Martin Callaghan, CEO of ETT. "The array of commercial applications was proving very attractive to the market and ETT is expected to start immediately attracting advertising customers in the eastern states," Callaghan added. www.etlimited.com.au

Developer builds Sybiz e-commerce

South Australian developer Systems Practice has created a version of its SPNet software to act as an e-commerce engine for the Evolution financials software distributed in Australia by Sybiz.

"SPNet simplifies the process of creating a dynamic e-commerce Web site by completely integrating it with a company's accounting software," explained Eric Doctor, manager of Systems Practice. "Sybiz has a loyal and successful reseller channel that provides a route to market for us." www.sysprac.com.au

Agitar names Aussie partners

Agitar Software, a US developer of enterprise developer testing systems, has appointed Software Improvements as its exclusive business partner for the ACT, and AIPEX as its reseller partner for NSW and Victoria.

"Agitar Software's tools have particular relevance for outsourced software projects where developers can easily demonstrate their code is error-free and built to specification," claimed Trevor Townsend, AIPEX's Melbourne-based director. www.agitar.com

Microsoft involved in NSW health

An online health management system developed by Microsoft Australia in collaboration with the NSW Health OBSTET Consortium and Meridian Health Informatics, has gone live at three hospitals in NSW with further implementations to follow. The ObstetriX system has been designed to improve patient safety through the implementation of expanded data management processes, a spokesman said. www.meridianhi.com

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COMMS BITS

Equant picks up miner's comms

Equant has been awarded a contract to provide managed communications infrastructure services to BHP Billiton Mitsubishi Alliance Coal Operations (BMA). Equant will work with Nexium to connect 14 BMA sites in remote parts of Queensland, as well as other office locations in the state.

Equant will provide Ethernet services and integrate BMA's network into BHP Billiton's global IP virtual private network. Nexium will use the high-speed networks of Ergon Energy, Powerlink, Southern Cross Telecommunications, Ucomm, and Queensland Rail in conjunction with Queensland Communications and Networking to provide wholesale telecommunications services that will enable Equant to fulfil the deal.

Hostworks supports dance site


Hostworks has won a contract to provide Web site hosting services for www.inthemix.com.au, an Australian dance music site. Inthemix's site attracts more than 150,000 unique visitors each month and makes money out of selling advertising and tickets, and special events. Its three-year contract with Hostworks is valued at more than \$A600,000. www.hostworks.com.au


Nickelodeon turns to Macquarie


The www.nickelodeon.com.au children's Web site has selected Macquarie Telecom to provide Web hosting services. Macquarie will supply its Red Hat Enterprise Linux managed solution, which includes security hardware and software, 24x7 monitoring of network traffic, and centralised policy management.

The Nickelodeon Web site is part of the Nickelodeon TV channel's marketing and on-air programming and is claimed to attract more than 70,000 visitors each month. www.mct.com.au

— Comms Briefs —

 **SP Telemedia** is about to start building a DSL network in Eastern Australia, with a focus on regional markets.

 Wireless carrier **BigAir Australia** and **Access Providers** have agreed to share networks to expand their respective coverages in Melbourne and Sydney.

 **People Telecom** plans to extend the reach of its Swiftbroadband network by reselling access to **Personal Broadband's** iBurst service.

GUEST SPOT

All fired up

* By Nigel Hutchinson

IT INDUSTRY EXECUTIVES ask me to help them in predominantly two situations — they either tell me “I’m not making the numbers and I think I’m going to be fired”, or “they’re changing the job on me to set me up, and I think I’m going to be fired”.

In 20 years as an executive and lawyer in the IT business I’ve rarely seen people get the chop because they’re incompetent. I’ve seen plenty of incompetents who should have been fired, but they usually just get a bigger office. Most people get fired because of headcount, or politics.

It goes from the tragically jealous Asia/Pac president based in Singapore who fires his direct report in Sydney (who has just had three years in a row over quota), to the sales manager who has been told by his boss, who has in turn been told by his boss, “the revenue supports 18 heads, you have 19, get rid of one”.

Then it starts. The boss calls you in and tells you that you never were any good anyway. At the same time, the company produces a “deeply concerned” warning letter, saying how your performance is not up to scratch, but they’re happy to work with you to see if you can improve, but beware if you don’t”. Hasn’t anybody told the HR departments that the IT industry doesn’t have an average age of 22 anymore? A majority of people in the industry have lived through the IT recession of 1991/92, the boom of the late nineties, and the bust of 2000-03. Experienced, good people don’t suddenly become bad, and they don’t become bad retrospectively.

There are three facts of life.

No. 1: Most people don’t negotiate their contract when they’re going for a new job because they’re desperate for the job. And you VPs with the big mortgages are also in this category. So hands up those of you who think that your contract is likely to be of some assistance?

No: 2: If the company (ie a manager) is trying to screw you, you probably have great remedies under legislation such as the Trade Practices Act for unconscionable contracts, or misleading and deceptive conduct, or misleading representations in relation to employment. There are also Industrial Relations Act claims you can bring, and a few other tricks as well.

No. 3 : Companies will play you like a trout if they think you don’t know what you’re doing, but when they see you are properly advised and sure of your ground, they tend to focus on sorting out something sensible. It’s cheaper. The leopard hasn’t changed its spots.

* Nigel Hutchinson is managing partner of Minerva Technology Lawyers. www.minervalaw.com



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Rust e-Research Roundup

Dominant IT products and services

A recent IDC study that identifies the largest vendors of IT and IT-related products and services in the US utilities industry by 2003 revenue, has revealed that horizontal vendors again led utilities IT vendors. Dell, HP, Microsoft, IBM, and Cisco took the top spots. Overall, these vendors leveraged strong horizontal product plays that addressed the key needs of the industry. However, niche vendor consolidation posed new challenges.

"In 2003, vendors experienced little movement on the list of top utilities IT vendors based on revenue, with HP, Dell, and IBM continuing to lead the way," noted Jason Spaulding, research analyst for US vertical industry research. "These vendors leveraged horizontal product plays with cross-industry marketing efforts leading to strong positions on IDC's industry presence and perception map."

Older workforce hits govt ability

INPUT has predicted that a large wave of US government IT retirements over the next 10 years will have a significant impact on federal IT competencies. The analysts noted that the Federal Chief Information Officers Council (CIO) began working with other government offices last year to improve federal IT career development and retention.

The number of federal IT workers aged 50 or older will steadily increase over the next several years from

38 per cent in fiscal year 2003 (FY03) to 45 per cent by FY08, according to the latest INPUT/Output(RM) report released today by INPUT.

The government workforce tends to be older than the private sector workforce with a higher percentage of employees older than 45 in information technology related occupations creating the potential for severe shortages across the spectrum of IT competencies, the reported stated.

"The IT workforce is strategically important to the federal government's ability to accomplish its high priority missions," said Jennifer Geurin, senior analyst, federal agency profiles at INPUT. "Agencies faced with IT workforce challenges are focusing on programs to recruit, retain and retrain a skilled IT workforce in order to meet their goals."

Malware cuts home Internet use

Because of spam, spyware, and related problems, 44 per cent of home computer users use e-mail and the Web less today than they did one year ago, according to results of a small sampling survey conducted by Osterman Research in January. Home users believed that the vendors who advertised, and the ISPs who carried the messages, were responsible for stopping spam.

Results of the Osterman Research survey on messaging issues were based on comments from 241 end-users with regard to their attitudes toward e-mail and spam. Key findings included:

- More than 80 per cent of e-mail users believed that the parties most responsible for stopping the spam problem were the vendors of products that were advertised via spam — and the Internet Service Providers (ISPs) that carried them.
- Twenty-six per cent of e-mail users believed that ISPs had been effective at addressing the spam problem, and only 11 per cent of e-mail users believed that vendors had been effective. By contrast, e-mail users believed that they had been effective at maintaining their own anti-virus, anti-spyware and firewall defences on their home computers.

Battle of the telco brands underway

The US business telecoms market for network and managed services is more competitive than ever, according to In-Stat.

The analyst's research found that survival in the industry will hinge on products, prices, and preference — but not necessarily in that order. Establishing a telecom brand "footprint" and defending that position with closer customer relationships will be key to long-term success, as consumers tune out similar marketing messages.

Recent In-Stat research showed that key providers had already begun to carve out meaningful brand "footprints", or brand reach, in varying segments of the US business market and that customers had begun to develop a preference for a few key brands. However, for the major telecom brands, like AT&T, increasing brand reach, and, more importantly, defending its position, will be critical to long-term success in the future.

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QM
TECHNOLOGIES

RUST e-RESEARCH

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“Marketing messages may be deafening buyers in the cacophony of vendors selling similar services. Brand relevance is the only thing that will allow messages to truly resonate with customers today.” explained Kneko Burney, a chief market strategist for In-Stat

Potential in software-defined radio

A new software-defined radio (SDR) market forecasts and analysis by Pioneer Consulting has shown that this multi-protocol, multi-frequency wireless technology has the potential to become the platform of choice for network operators and service providers around the world in the next decade. However, the analysts cited significant commercial, regulatory, and technological hurdles in the short-term.

According to Pioneer Consulting’s new report, *Software-Defined Radio - Altering the Wireless Value Chain*, SDR has gained initial support from the Pentagon, received certification from the Federal Communications Commission, and has shifted to commercial trials in Texas. A Pioneer analyst said he believed that this technology will have a role to play in keeping costs down while maintaining network flexibility as the transition from 2.5G to 3G, and then on to 4G, is made.

However, there remain significant commercial, regulatory, and technological hurdles to overcome. Pioneer has forecast that a major US operator will begin installing SDR within the next two years but until then, there remains a natural reluctance to “fix what ain’t broke”.

Net pulls Aussies to share trading

A newfound interest in trading in shares has led to a boost of almost 20 per cent in the number of retail traders in Australia over the past three years, according to research by ACNielsen Consult.

About 11 per cent of consumers surveyed by ACNielsen Consult had a current share trading account, 81 per cent of which were managed by online brokers.

However, while full service brokers managed fewer portfolios by client numbers, the average value of their clients’ portfolios was much larger than online brokers.

The performances of the different types of brokers were ranked equally by clients, with 74 per cent of clients of both groups rating their brokers as good or very good.

“Online brokers have enjoyed a steady increase in client numbers in recent years, mostly driven by convenience, online tools, and lower fees than full service providers, explained Glenn Wealands, associate director of ACNielsen Consult. “However, full service providers continue to hold high-value investors.”

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BY ASSOCIATION

iAwards acknowledge entrepreneurial spirit

By Rob Durie*

ON MAY 25, 2005, the Australian Information Industry Association (AIIA) will acknowledge the stellar efforts of a select group of ICT businesses at the prestigious iAwards.

The iAwards, presented by AIIA, the *Australian Financial Review*, and the CSIRO ICT Centre, reward the industry’s most innovative companies for excellence in the development and deployment of ICT.

The 2004 iAwards were the most successful there have been during the award’s eight-year history, with more than 680 attendees at the gala dinner, representing a 48 per cent increase on attendance in 2003.

Last year’s iAwards attracted more than 160 nominations and an enthusiastic audience from the breadth of the ICT industry, including business leaders, state and federal government decision-makers, the end-user community, and the media.

The iAwards recognises the entrepreneurial spirit of the Australian ICT industry. As Australia’s peak body representing the ICT industry, AIIA is committed to showcasing innovative Australian-developed ICT and to providing local developers with exposure through the premier ICT awards program in Australia.

Winning at the iAwards is not just an acknowledgement of excellence. Previous iAwards winners, such as ManageSoft and Integrated Research, have used their increased exposure as leverage for large-scale success.

Powerful message

The iAwards are a clear demonstration that ICT is pervasive and its impact is indeed very powerful. Last year’s winners addressed key areas such as health, e-commerce, and education.

The winners’ products and solutions demonstrated a strong contribution to the Australian economy, reflecting not only the industry’s role as a key economic driver, but its contribution to society.

AIIA presents the iAwards during CeBIT Australia at the Sydney Convention and Exhibition Centre at Darling Harbour, to provide winning companies with maximum exposure to both domestic and international markets.

The iAwards provides a showcase for many of Australia’s ICT success stories and finalists will go on to represent Australia at the Asia Pacific ICT Awards (APICTA) in Bali in late 2005, offering yet another opportunity for iAwards winners to present their ICT solutions to a global audience

More information and nomination forms are available at www.iawards.com.au. Nominations for first-round judging close on 24 March 2005.

I encourage your company to nominate for one or more of the 18 categories available, and look forward to seeing many of my industry peers at the gala award ceremony on May 25, 2005.

* Rob Durie is chief executive officer of the Australian Information Industry Association.

www.aiaa.com.au

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REVOLVING DOORS

Blass heads SkyNetGlobal

Anthony Blass has been appointed group managing director of SkyNetGlobal, the ASX-listed wireless and home automation technology player that recently listed on the London Stock Exchange's AIM exchange.

Blass is an executive director of investment consultancy firm River Valley Projects and a former chief executive of Internet telephony company Asia Venture Holdings. He also founded I-Quest in Hong Kong in 1996.

"Anthony brings to SkyNetGlobal an unusual basket of talents that we believe will help put us on the short lists of small-cap and micro-cap fund managers in our respective markets," said Jonathan Soon, chairman of SkyNetGlobal.

Enterprise head at Citrix

Chris Catteau has been appointed director of enterprise sales for Australia and New Zealand at Citrix Systems. He replaces Gerry Anthony, who has been appointed director of partner management.

Catteau has worked in the IT sector for about 19 years and has served time with Novell, JD Edwards, and Computer Associates.

Motorola's mobile man

Andrew Volard has been promoted to managing director of mobile devices for Motorola South Pacific. He replaces Alan Nicklos, who is now general manager of mobile devices for Motorola South-East Asia.

Volard was previously responsible for business development in the mobile devices division.

New CEO for Trilogy

Peter Sate has been appointed executive CEO of Trilogy Corporation Australasia, a provider of business solutions, managed services and specialised infrastructure.

Sparkes joins UCMS

Steve Sparkes has been appointed director of business development at business process specialist UCMS.

Although Sparkes began his career in the Royal Australian Navy he has had extensive industry experience with such companies as Security Mail, CSC, Wang Global, and Hitachi Data Systems.

Ehmcke heads Elantra

William Ehmcke has been appointed managing director of Australian data protection specialist Elantra. Ehmcke, who formerly ran META Group in South-East Asia, has resigned from the board of Customers Limited, the ASX-listed company that recently acquired St George Bank's merchant ATM network.

Changes at Customers

In addition to the departure of William Ehmcke from the board of Customers Ltd, the company has made a number of senior management appointments.

Rob Broers has been appointed general manager of operations. He was formerly with Pulse International and has worked for Electronic Banking Solutions.

Ross Smith, formerly CFO of Cashcard Australia, has been appointed general manager, finance.

Ffastfill heads south

FfastFill, a UK provider of application services for trading and risk management on electronic markets, has undertaken a management shuffle prior to setting up an Asia/Pacific office in Australia. The new operation will open in April under Ges Brown as managing director. He was previously managing director of Future Dynamics, which was acquired by FfastFill in July 2004.

— Around the traps —

⇔ **Acer Computer Australia** has promoted **Greg Mikaelian** to the new post of general manager of channel sales. He was previously national channels manager.

⇔ **Eclipse Computing Australia** has appointed **Tony Stewart** business development manager for South Australia. He has previously worked in SA for **Graycorp** and **Advance Business Consulting**.

⇔ **Fran Fimmano**, manager of development and projects for Perth software developer **Functional Software**, has moved to Sydney as part of the company's relocation to Australian Technology Park.

⇔ **Richard Li** has resumed duties as full-time executive chairman of **GoConnect**, allowing **Craig Wylie** to relinquish his executive duties. Li had been hospitalised between July and September 2004.