

# Rust Report

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

November 26, 2010

## THE RUST BUCKET

### Chequered China

With a population of 1.3 billion, China is a country where even modest improvements make substantial differences. The country used to be thought of as the world's factory floor but it has outgrown this model and is now shifting to a higher standard of living. China has become the world's growth engine.

Chinese companies are aspiring to become global players. Over the last 15 to 20 years, the country has become a major exporter of high-tech products, largely due to the restructuring of its economic policies aimed at promoting the development of its technology industry. Whether it is setting up operations in China or tapping into China's market potential, many companies today are experiencing business success.

According to International Data Corporation (IDC), Taiwanese factories on the mainland now make more than 85 per cent of the monitors for the world's desktop computers, more than 90 per cent of all laptop computers, and more than 70 per cent of the motherboards that house the key components of desktop PCs.

During the second fiscal quarter, Lenovo's PC shipments in China grew 21 per cent year over year, almost double the overall increase of PC shipments in China of 12 per cent. Microsoft announced that the company's software retail sales on the Chinese mainland increased by 109 per cent in the fiscal year ended June 2010. Microsoft continues to increase investments in China with about \$US142 million to be invested in the Chinese software outsourcing market.

Gartner has forecast that China will be the world's fastest-growing enterprise software market by 2013 with an estimated compound annual growth rate of 14.6 per cent from 2008 to 2013, the highest growth rate in the world. Gartner analysts recently said that the increasing globalisation of the Chinese economy is leading to a growing need for modern software with the latest features and improved functionality. The top four major vertical industries in terms of software spending are manufacturing, financial services, communications, and government. Gartner analysts estimated that these industries accounted for 60 per cent of the country's total software spending.

Growing demand for high-speed Internet access in China is pushing broadband subscriber growth. According to iSuppli Corp, the country added about six million subscribers in the first quarter. A Chinese Government plan called for total investment of \$US22 billion in fibre networks, designed to establish more than 80 million broadband ports by the end of next year.

The hottest sector in the booming mobile Internet market is the application store allowing users to download games and software directly to their phones and other mobile devices. Apple with its iPhones and Google with Android-run phones lead the market.

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### Bulgarian telco finds answers in Clarity

Bulgarian telecommunications carrier Vivacom has gone live with the Unified operational support system (OSS) from Clarity, a division of Australian products and services provider Powerlan. Jon Newbery, CEO of Clarity, said Vivacom will initially use the solution on its fixed line networks with the aim of improving its competitiveness, flexibility, and ability to adapt quickly to change. "Clarity's solution is now established as the core of Vivacom's OSS and will provide the strategic platform for the operational support of its technology and product evolutions," Newbery said.

"Incumbent operators around the globe are increasingly under pressure from new competitors which are able to exploit local loop unbundling to establish themselves in the market," Newbery explained. "It's critical that service providers can adapt to market conditions quickly while focusing on service quality and the customer experience."

[www.clarity.com](http://www.clarity.com)

### NICTA makes Japanese connection

Australian ICT research centre NICTA has agreed to join forces with Japan's Nomura Research Institute to study the use of ICT in urban, industrial, and social infrastructures. The aim is to identify commercial applications that will benefit from further research.

Dr Phil Robertson, COO of NICTA, explained that the proposed research will focus on intelligent transport systems, smart power grids, water supply management, and agriculture for both emerging and developed countries.

"As the national broadband network rolls out in Australia, a unique window of opportunity is opening for the creation of intelligent ICT applications to address problems in transport systems, urban infrastructure, and environmental management," Robertson noted.

He added that the two organisations will liaise closely with CSIRO and other research and industry organisations to include additional capabilities and experience to the project. [www.nicta.com.au](http://www.nicta.com.au)

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## INSIDER EDITION

### Brennan to manage logistics ICT

Australian services company Brennan has been awarded a five-year contract to provide a managed ICT infrastructure to national freight and logistics company Northline. The contract, valued at \$A1 million a year, includes the provision of servers, a national private network linking all Northline offices, and a telecommunications infrastructure that will allow for portable personalised numbers and video-conferencing, said Craig Whitton, CEO of Northline. Brennan will provide the services from data centres in Sydney and Brisbane. [www.brennanit.com.au](http://www.brennanit.com.au)

### ACT schools learn about Softlink

Queensland-based company Softlink International has been selected to provide its Oliver library management software to all schools in the ACT. The system will enable the 84 schools and colleges in the network to integrate their library catalogues and access the integrated information from a Web-based system.

Softlink will work with the ACT's Department of Education and Training to implement the software over the next 12 months, said Kim Duffy, CEO of Softlink. [www.softlinkint.com](http://www.softlinkint.com)

### Vic libraries pioneer RFID

The Melbourne Library Service is counting the benefits of a successful implementation of a customer transaction system that combines RFID technology with EFT-POS. Geelong-based company FE Technologies used the technologies in six kiosks at the Melbourne City and East Melbourne Libraries.

The kiosks enable customers to borrow multiple items and to renew items, and is unique in allowing customers to pay outstanding fines, said Barry McGruen, library services co-ordinator for the City of Melbourne. [www.fetechnologies.com.au](http://www.fetechnologies.com.au)

#### RUST BUCKET

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Industry insiders believe Nokia is co-operating with China Mobile to jointly develop a Mobile Market-Ovi, which allows 500 million China Mobile users to pay for applications with mobile bills, an easier way than credit card payment requirements by other mobile platforms. Apple recently opened a Chinese-language App Store with more than 200,000 apps. Google's Android Marketplace has 100,000 apps. Nokia has 30,000 apps in its store.

Mainland China has more than four million iPhone users and this number is increasing at a rate of 500,000 per month. iPhone users in China are defined as the "creative elite class". They are young, have a mid-high disposable income, and are very keen to have a Western cultural lifestyle.

For just about any technology sector, China's market size plus its spectacular economic growth represent a mesmerising attraction for foreign firms. Non-Chinese firms have rushed in to be in a position some day of participating profitably in this dynamic scene. Now is the time to talk to Austrade about the opportunities and missions for Aussie Vendors.

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

### Macquarie to host contact centre

Macquarie Telecom has been selected to provide data and hosting services for cloud-based contact centre technology provider IPscape ([www.ipscape.com.au](http://www.ipscape.com.au)). "The signing is an important partnership in the growth of cloud-based communications," claimed Simon Burke, CEO of IPscape.

Under the terms of the three-year deal Macquarie will provide cloud-enabled services, and will manage routers, switches, firewalls, and Internet services for IPscape. [www.macquarietelecom.com/hosting](http://www.macquarietelecom.com/hosting)

### Financiers adopt Aust messaging

Two Australian financial institutions have signed up as users of a messaging distribution platform from cBox, a subsidiary of Medic Vision. Jason Edwards, managing director of cBox, said the two customers had negotiated confidentiality agreements and could not be named. However, he claimed they are "two of the largest financial institutions in Australia".

"The building of a self-serve messaging platform to cater for customer notifications involved a customised solution," Edwards noted. "Basically the clients will now have the ability to notify their customers within seconds." [www.cbox.com.au](http://www.cbox.com.au)

### PieNetworks launches Telstra net

Perth-based company PieNetworks has begun deploying a network of 50 of its Hotspot Webphones as part of a four-month Australian market assessment being undertaken by Telstra. The Webphones will be installed at airports around the country, explained Campbell Smith, managing director of PieNetworks. [www.pienetworks.com](http://www.pienetworks.com)



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### Xenon claims super green kudos

Australian high-performance computing specialist Xenon is claiming a number of credits for a graphics processing unit cluster it designed for CSIRO. The system has performed at 52.55 teraFLOPS, ranking it 145 on the world's top 500 list. However, according to Dragan Dimitrovici, managing director of Xenon, the real claim to fame is its number 11 ranking on the top 500 list — number one in Australia — for energy efficiency.

The cluster, which is made up of 256 Quad-core Intel CPUs and 256 NVIDIA Tesla S2050 graphics processing units, provides its huge computational power at a claimed 555 megaFLOPS per Watt, Dimitrovici said. "Today sustainable supercomputing has taken a forefront and performance is calculated in FLOPS per Watt," he added. [www.xenon.com.au](http://www.xenon.com.au)

### Ericsson picked to build smart grid

Energy provider EnergyAustralia has selected Ericsson to design and build a wireless access network that will enable two-way communications between electrical control devices, back-end systems, and households. The network, to be rolled out at 150 sites in NSW, will in large part incorporate Long Term Evolution (LTE) technology, said Sam Saba, CEO of Ericsson Australia and NZ.

The network will transmit data between 12,000 smart monitoring devices on the distribution network, up to 3000 mobile field computers, and 200 zone substations. EnergyAustralia will begin trials of an LTE platform in 2011 prior to migrating to a full LTE network, Saba added. [www.ericsson.com/au](http://www.ericsson.com/au)

- Telstra and Ericsson, which are conducting trials of LTE, have used the mobile broadband technology in a link that carried a high-definition video-conference call between Sydney and Melbourne. "LTE represents the future of mobile broadband," Ericsson's Saba claimed. [www.telstra.com](http://www.telstra.com)

### Country fire authority upgrades net

The Country Fire Authority of Victoria has awarded NetstarLogicalis Australia a contract to re-architect its communications network. The upgrade will enable faster and improved flows of information across the organisation's incident control centres during bushfires. The new system will include a standardised technology platform based on Cisco products, said Oliver Descoedres, managing director of NetstarLogicalis Australia. [www.au.netstarlogicalis.com](http://www.au.netstarlogicalis.com)

### Fujitsu to host bank's data centre

A newly commissioned 8000 square metre data centre built in Perth for Fujitsu has already attracted its first customer in the form of Commonwealth Bank subsidiary, Bankwest. The bank intends to consolidate its mission-critical systems and migrate them to the new facility over the next 12 to 18 months, said Andy Weir, CIO of Bankwest.

Rod Vawdrey, CEO of Fujitsu Australia and NZ, noted that the company now has a total of 15,000 square metres of data centre floor space at facilities in Queensland, NSW, Victoria, and WA. Other tier III data centres are under construction in western Sydney and Melbourne. [www.fujitsu.com/au](http://www.fujitsu.com/au)

### Bank sticks with Big Blue

Westpac has stuck with incumbent IBM, awarding the company a new five-year infrastructure services contract. The deal, which comes as the bank plans a technology transformation program, gives IBM responsibility for a range of infrastructure services, including those involving a new data centre, mainframe, midrange, storage, desktop, print, and security operations. [www.ibm.com/au/en/](http://www.ibm.com/au/en/)

### NSC delivers Avaya to insurer

Communications integrator NSC Group has implemented an IP telephony system for Auto & General Insurance Company. Paul Malt, director of IT at Australian Insurance Holdings, A&G, said the move to a full Avaya IP solution was made after the company expanded its contact centre and offices to accommodate a total of more than 650 employees. [www.nsc.net.au/](http://www.nsc.net.au/)

### Google scores Apps customers

Travel specialist Flight Centre and real estate chain Ray White have both adopted Google's Apps suite, including Gmail as their corporate mail systems. In each case, the corporate standard mail system had previously been Microsoft's Outlook Exchange.

Ray White has already developed its Apmisphere rental property management system on the Google App Engine platform, and Flight Centre is using collaborative tools in the Apps suite to support its network of more than 2000 shops in 11 countries, Google claims. [www.google.com.au](http://www.google.com.au)

### Kiwi transport takes to clouds

The NZ Transport Agency has selected BMC Software's ServiceDesk on Force.com to provide a cloud-based service desk, self service, and inventory management solution. [www.bmc.com](http://www.bmc.com)



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## DEALMAKERS

### TrustDefender targets the US

TrustDefender, an Australian online transaction security specialist, plans to offer enhanced solutions to customers in the US after negotiating a strategic agreement with IT security and compliance consultancy InfoSight ([www.infosightinc.com](http://www.infosightinc.com)).

Ted Egan, CEO of TrustDefender, said the relationship will enable InfoSight to offer its clients the ability to protect their online identities and transactions using TrustDefender's real-time transaction security solutions. Egan added that InfoSight's clients come from the financial services, healthcare, insurance, utility, and hospitality sectors. "The relationship between TrustDefender and InfoSight will increase our resource and exposure across the US and allow us to respond quickly and effectively to the increasing demand we are seeing throughout North America." [www.trustdefender.com](http://www.trustdefender.com)

### Elcom sets sights on New York

Web content management specialist Elcom plans to open an office in New York in January 2011 to expand its global reach and sales efforts. "We have had a lot of interest from the US and it represents a substantial growth opportunity," explained John Anstey, CEO of Elcom.

Anstey added that the New York office will look to train and develop partners and customers to take the company's Web content management system — CommunityManager.NET — to North American markets. [www.elcom.com.au](http://www.elcom.com.au)

### Techniche company prefers Chicago

After receiving a number of orders from customers in the US, Urgent Technology, a UK-based subsidiary of Australian company Techniche, has opened an office in Chicago. The new facility will house technical and support staff, and will support the development of a distribution presence in the US, explained Karl Jacoby, managing director of Techniche.

Recent business in the US included an order from BP USA for an enhanced version of the eMaintenance application, and orders from the American Petroleum Industry to complete the WorkSafe and My Certs projects, Jacoby added. [www.tcnglobal.net](http://www.tcnglobal.net)

### Software Traction eyes Asia

Software Traction, an Adelaide-based IBM business partner specialising in software applications, has undertaken a capital raising to fund its growth and expansion into Asia. The company sought to raise \$A3.2 million on the Australian Small Scale offerings Board.

A statement released by the company claimed the three years since its formation have been "foundation years" during which it has built its management, sales, and technical staff to 28, its customer list to 80, and its revenue to \$A9.6 million.

While the company intends to grow by increasing revenue from its existing clients, and acquiring more clients throughout Australia, it also wants to expand its business into Asia, the ASSOB statement claimed. [www.softwaretraction.com](http://www.softwaretraction.com)

### BigAir reverses to swallow Clever

Wireless broadband operator Big Air has made a bid to buy Clever Communications ([www.clevercomms.com](http://www.clevercomms.com)) that has won the endorsement of the target's board. The share and cash transaction values Clever at about \$A9.6 million. Ironically, two years ago Clever made a bid to takeover BigAir (Rust Report, Oct 10 2008, p4).

With the Clever board onside, this bid seems certain to succeed. "The merger of Clever and BigAir is expected to create significant cost, revenue and capital expenditure synergies," claimed David Williams, chairman of Clever. [www.bigair.net.au](http://www.bigair.net.au)

### Acquisitive Medic Vision buys on

ASX-listed Medic Vision has continued along the acquisition path by agreeing to acquire mobile app developer 2moro Mobile for \$A2.5 million (<http://2moromobile.com>). Jitto Arulampalam, executive chairman of Medic Vision, said the deal was prompted in part by a growing demand for mobile applications. "As well as being the most experienced iPhone developer in Australia, 2moro Mobile has delivered solutions across Android, Nokia, BlackBerry, and Windows Phone 7," Arulampalam explained. [www.medicvision.com.au](http://www.medicvision.com.au)

### Customers buys independent

ATM network operator Customers Limited has acquired independent counterpart Keycard ATM, which will expand Customers' network of 5600 ATMs by 113 machines. Tim Wildash, managing director of Customers Limited, said Keycard's machines are in convenience locations, and the company holds contracts for the deployment of 21 more machines. [www.customersatm.com.au](http://www.customersatm.com.au)



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## DEAL MAKERS

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### Comms takeover on the Radar

Radar Group, a shareholder communications specialist, has acquired a controlling interest in IRM ([www.irmau.com](http://www.irmau.com)), an investor-focused communications provider. IRM, which provides Web sites and tools for ASX-listed companies, is headed by Martin Spry, who will be remembered by industry veterans as the head of Computations from 1976 until 1990.

Jonathan Younger, executive director of Radar, said that while IRM's activities are highly complementary with Radar's, IRM will continue to operate as a standalone business supported by the same management team. [www.radargroup.com.au](http://www.radargroup.com.au)

### Aussies team on video opportunity

SenSen, a Melbourne-based developer of video identification solutions that was spun out of the University of Technology Sydney, has entered a technology partnership with Sydney-based Mercurien ([www.mercurien.com](http://www.mercurien.com)). Located at the Macquarie University Innovation Park, Mercurien has developed a SaaS transaction processing system for the owners of car parks and tolling companies.

The two plan to work on a video identification system for the automated billing of motor vehicles in parking environments. "The partnership will see us enter a new phase of development with the potential to expand our international business opportunities," claimed Professor Subhash Challa, founder and CTO of SenSen. [www.sensennetworks.com](http://www.sensennetworks.com)

## Business Briefs

- Global Switch is planning to build a \$A300 million, 34,000 square metre data centre in Sydney, adjacent to its existing facility. [www.globalswitch.com](http://www.globalswitch.com)
- Australian ISP iiNet has opened an inhouse R&D facility, iiNet Labs to focus on consumer products. [www.iinet.net.au](http://www.iinet.net.au)
- AVG (AU/NZ), the regional distributor of security products from AVG, has opened a Web-based portal for SMBs seeking information on how to protect their businesses. The site was developed in partnership with GFK Roper. [www.avgatwork.com.au](http://www.avgatwork.com.au)
- Palladium Technology has been appointed a channel partner of FrontRange Solutions. [www.palladiumtech.com.au](http://www.palladiumtech.com.au)

## Aussies worth watching

A roundup of companies making waves at home and abroad

A number of Victorian food safety and traceability technology companies were in Shanghai in mid-November as part of an ICT Trade Mission organised by Multimedia Victoria. They included:

- CHALLENGER MOMENTUM provides a variety of solutions, including RFID tags, real time location systems, and network integration. [www.challengermomentum.com.au](http://www.challengermomentum.com.au)
- eLEARNING PORTAL is a Web-based learning management system that can be developed at different levels, depending on factors such as needs, budget, and business objectives. [www.elearningportal.com.au](http://www.elearningportal.com.au)
- eVISION is the developer and operator of MessageXchange, a cloud computing service for B2B integration. The service enables retailers and manufacturers to share electronic messages with suppliers. [www.messageXchange.com](http://www.messageXchange.com)
- ICON GLOBAL LINK is a business management consultancy and IT solution provider specialising in software systems for managing risk across supply chains. Icon Global Link focuses on the food, water, and infrastructure industries. [www.iglink.com.au](http://www.iglink.com.au)
- MICROLISTICS focuses on warehouse management and traceability systems. The primary objective of the company's ISIS suite is to manage internal warehouse operations in small or large businesses. [www.microlistics.com.au](http://www.microlistics.com.au)
- SAI GLOBAL provides organisations around the world with information services and solutions for managing risk and achieving compliance. [www.saiglobal.com](http://www.saiglobal.com)
- SMARTTRANS provides solutions for companies that deliver goods and services. Its offerings include transport solutions for companies with vehicle fleets or field staff and its focus is on areas like transport and logistics, social networking and mobile apps. [www.smarttrans.com.au](http://www.smarttrans.com.au)
- SECURE COMMODITIES provides systems that manage the way commodities are stored, handled and traded globally. The company provides specialist technical, management, and agricultural expertise. [www.securecommodities.com](http://www.securecommodities.com)
- SYSTEMS OF THE FUTURE INTERNATIONAL (SFI) is a supplier of CRM systems for complaints handling, product safety tracking, and risk management. [www.sfi.com.au](http://www.sfi.com.au)

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## RUST e-RESEARCH

### Exports key to trade performance

An annual ICT trade deficit in excess of \$A22 billion at the close of 2009 has been revealed by the Australian Computer Society's 2010 Australian ICT Trade Update. Commissioned by the ACS and authored by Professor John Houghton and Alison Welsh, the key findings of the 2010 report included:

- ICT goods and services remain amongst the top 10 principle exports for Australia, accounting for around 1.8 per cent of Australia's total export earnings.
- Imports of ICT goods and services accounted for around 11 per cent of Australia's total import debits.
- Computer and information services exports, which grew by 7.5 per cent per annum over the decade, currently hold Australia's greatest domestic performance promise. Having traded in surplus since 2001, computer and information services are the only category of ICT goods or services to be in surplus.

The ICT trade deficit has been increasing steadily for a number of years, rising by approximately \$A750 million year-on-year, and by more than \$A6 billion since 2000 (in current prices). During 2009, Australia's ICT exports fell by 11 per cent to \$A4.5 billion, accounting for 1.8 per cent of Australia's total export earnings.

The report showed that exports of ICT goods and services were worth \$A4.5 billion during 2009, well below the peak of \$A7.2 billion reached during the boom in 2000 (in current prices) while imports have continued to grow and cost almost \$A27 billion, creating an ICT trade deficit of \$A22.228 billion.

Australia's ICT services exports (including payments of royalties and licence fees) were worth \$A2.3 billion in 2009, and accounted for around four per cent of total services exports. Following major revisions of equipment trade classifications in 2007, the 2009 report used a new definition to measure trade that is based on OECD standards.

Anthony Wong, president of the ACS, said Australia's ICT exports are not immune to the continuing effects of the global financial crisis, but greater recognition of the ICT sector by governments could see a stronger performance in coming years.

"We are still in unsettling times and Australia's ICT sector has experienced some of the severe impacts of the global financial crisis, in the way of export reductions. However computer and information services exports are in surplus and hold great performance promise. The combination of the GFC and a rising Australian dollar is a concern as our service exports have the potential to become less attractive if our dollar continues to increase.

"What this amounts to is the need to galvanise governments and industry to line up behind some of our most promising opportunities in the export area and recognise the ICT sector is a sector in its own right. Our future depends on this. There is a need for attention to be devoted to improving the Australian ICT brand to make it more attractive in export markets and making it easier for business to use ICT through greater attention to the digital economy framework.

"We also need to urgently address skills shortages and ensure graduates are work-ready, so that Australia is not left behind the rest of the world in the 21st century," Wong added.

"As a nation we are reliant on ICT for productivity, enhancement, and competitiveness. Increasingly ICT is shaping our social and cultural landscape. Nowhere is this more evident than in the impact of the national broadband network for our sector. We are pleased to see the NBN progressing, however, we would like to see growth and development of a national digital economy framework in parallel to this to support the opportunities of an e-commerce economy in the 21st century. Exporting e-services will not only help to improve ICT trade, it will power our nation's economy", Wong concluded.

### Aussies support biometric protection

At least three-quarters of Australians would not object to Medicare and the Australian Tax Office using biometrics — such as voice pattern recordings, fingerprints, and iris scans — to prove their identities, according to recent research released by Unisys.

"Clearly Australians are showing discretion about what circumstances they feel warrant the use of biometrics to prove their identity, and which organisations they support using it — such as banks and government departments," said Allen Koehn, vice president, public sector, Unisys Asia/Pacific.

"The research found that more than half the Australian population is willing to use voice recordings, eye scans, or fingerprints to prove their identity to access bank records (69 per cent), health records (68 per cent), welfare payments (63 per cent), and to access tax records or submit tax returns (65 per cent). But fewer Australians supported the use of biometrics to enrol in education classes (36 per cent), join a club (34 per cent), or board public transport (29 per cent)", Koehn noted.

### Modern call centres shine

Call centres that lack real-time-driven prompts are significantly less likely to provide relevant offers, retain customers, and persuade customers to consider new offers, according to research commissioned by Portrait Software.

Interestingly, 27 per cent of call centres believed customers would describe their services as uninformed, while less than a third believed they would be described as insightful.

The research highlighted the impact of inbound call centres using real-time decisioning in terms of the revenue, customer service, and brand perception benefits. Real-time decisioning engines provide call centre agents with prompts that take into consideration to-the-second interactions, past orders, analytically derived propensity scores, data analytics, and other customer data.

According to the research conducted by Loudhouse Research, call centres using real-time prompts said they were more than twice as likely to persuade customers to consider a new offer than those not using prompts.

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Similarly 83 per cent of real-time decisioning-enabled call centres were able to retain customers they might otherwise lose compared to just 55 per cent of no prompt call centres.

Of the UK and US call centres surveyed, 30 per cent did not use any form of prompts to support frontline agents and only 27 per cent used advanced real-time decisioning via analytically derived propensity scores and prompts.

### Retail deployments help spur RFID

RFID markets worldwide will continue to show strong growth potential with a total market size of about \$US4.6 billion by the end of 2010 for RFID systems (hardware, software, and services), according to ABI Research. The forecast total reaches \$US5.5 billion when hardware-only shipments to support automobile immobilisation are included.

By the end of 2011, global RFID system markets (excluding immobilisation) are expected to amount to almost \$US5.3 billion, a year-over-year growth in excess of 16 per cent. RFID systems software revenue will outpace that from services, transponders and readers. When automobile immobilisation is included the total market size is approximately \$US6.2 billion, representing 13 per cent growth next year.

"Item-level apparel tracking in retail environments is probably the biggest area to watch in 2010/11 and beyond", noted ABI practice director Michael Liard. JCPenney, Marks & Spencer, and American Apparel remain key retailers to watch given their existing programs and deployment plans.

Asset tracking and management applications continue to gain momentum in verticals including healthcare, manufacturing (particularly the aerospace and defence sector), transportation and logistics.

There has been an explosion in passive UHF transponders, according to Liard. "ABI expects to see a CAGR of 74 per cent in passive UHF transponders from 2010 to 2014 thanks to burgeoning demand within key applications such as retail apparel tagging and asset management."

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Dialog Marketing Services Pty Ltd,  
PO Box 437, Roseville, NSW 2069, Australia.

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## BEING GREEN

### Green criteria affect PC purchases

Businesses in the Asia/Pacific region are placing a greater emphasis on environmental sustainability in their choice of PC brand, according to surveys undertaken by Gartner. However, the message hasn't got through to PC providers, which are not offering the right mix of capabilities and messaging on sustainability, and so risk being excluded from lucrative opportunities, explained Lillian Tay, a principal research analyst at Gartner.

"Awareness is still lacking as to exactly what a green PC is and the extent of business cost savings and environmental conservation that is available by purchasing a green PC," Tay added. "At the moment the focus is on power efficiency and disposal because the costs and processes are well known. But beyond this the use of low toxicity and recyclable materials, and the overall carbon footprint are not yet high on the list of requirements."

Australia, Taiwan, South Korea, Singapore, Hong Kong, and Malaysia, where environmental sustainability and corporate social responsibility is more active, are ahead of the curve in controlling waste and carbon emissions, Tay said.

### Cloud promises carbon reduction

Organisations that run business applications in the cloud can reduce energy consumption and carbon emissions by a net 30 per cent, according to a study conducted by Accenture and WSP Environment & Energy for Microsoft. Benefits become even more significant for a small business moving to the cloud, where the net energy and carbon savings can be more than 90 per cent, the study found.

The reductions in energy consumption stemmed from a number of factors, including better results from dynamic provisioning, multitenancy, improved server utilisation, and higher efficiency in commercial data centres.

The study determined that although many organisations may be able to address some of those factors in their own data centres to decrease energy use and emissions, due to economies of scale, providers of large public cloud infrastructure are best positioned to help other organisations reduce the environmental impact of IT through efficiency and scale. [www.microsoft.com/environment/cloud.aspx](http://www.microsoft.com/environment/cloud.aspx)

### Mixed messages on green metrics

The data centre industry has some way to go to develop a meaningful standard for energy efficiency, according to David Snelling, who represents Fujitsu Labs on The Green Grid. Speaking at the recent Datacentre Dynamics conference in London, Snelling said that PUE has emerged as the best measure of an imperfect lot. "The next stage of maturity would be standardisation, after which we could anticipate a period of some kind of compliance testing," he said.

### Green data centre spend skyrockets

Investment in greener data centres will rocket from worldwide revenue of \$US7.5 billion in 2010 to \$US41.4 billion by 2015, when it accounts for 28 per cent of the total data centre market, according to US company Pike Research. [www.pikeresearch.com](http://www.pikeresearch.com)



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### REVOLVING DOORS

#### Sheehan joins TrustDefender

Matthew Sheehan has joined TrustDefender as senior vice president of sales for the Australia and NZ region. Before joining the company he spent five years working for banking solutions and services provider Ultradata.

#### Van Rooyen joins Altis Consulting

Marcel van Rooyen has joined Australian company Altis Consulting as international practice leader of analytics. He will be based in Sydney and will take responsibility for the company's data mining analytics in Australia and New Zealand.

Van Rooyen previously managed credit card fraud analytics at Westpac Bank, prior to which he was with PricewaterhouseCoopers, Oswalds Bank, Ballance Agri in NZ, and Anglo American.

#### IFS continues expansion

Swedish ERP systems developer IFS has continued its Australian expansion by boosting its Brisbane office with the appointment of Duncan Robertson as business development executive and Ben Harkin as pre-sales and functional consultant.

Robertson previously worked for JD Edwards, before joining Extend Technologies and then IBM. Harkin was previously with Visy as a reliability systems engineer.

#### Wood leads Avanade CRM drive

Charlie Wood has been appointed Avanade's Dynamics service line lead, director for Australia and Asia/Pacific. Prior to joining Avanade, Wood spent 15 years with Microsoft, working in the UK, New Zealand, and the US.

#### Justice leads SafeNet to Feds

Peter Justice has been appointed SafeNet's sales manager for the Federal Government. Justice started his career with the Royal Australian Navy and then worked for some years in the public service. For the past five years he has worked for Lightsource Technologies.

#### Carroll runs retail at Pronto

Desmond Carroll has been appointed product manager, retail, at Australian enterprise software developer Pronto Software.

Before joining Pronto Carroll held management positions in retail companies, including Spotlight Australia and Priceline.

#### Infomedia names N American head

Infomedia, the Australian developer of electronic cataloguing systems for the automotive industry, has appointed Karen Blunden CEO of the company's North American subsidiary and director of global business development. Her appointment follows the departure of Gary Martin from the position of Infomedia North America president.

Blunden has previously worked for CVR Global, Vision IT Group, and EDS.

#### StoneBridge boosts Vic office

Australian content management specialist StoneBridge Systems has made three hires in Melbourne:

- Athol Hill has been appointed practice manager for SAP xECM solutions. He previously led a small consulting company.
- Steve Harris has been appointed lead for .NET CMS solutions. He was most recently with English Heritage in the UK.
- Morgan Ritchings has been appointed practice lead for Open Text Web solutions. He was previously an independent contractor.

#### Micro Focus expands payroll

A number of recent appointments at Micro Focus include:

- David McAllister as account director for Victoria, SA, WA and NZ. He will be based in Melbourne. McAllister was previously with Nokia/Check Point.
- Anthony Bishop has been appointed account director in NSW and Queensland, based in Sydney. He was previously with Futrix Software, and has also worked for Xero Live, and SAS Institute
- Eric Feinberg has been appointed account manager for Victoria, SA, and WA, based in Melbourne. He was previously with MicroFocus in the US.
- Peter Hong has been appointed public sector general manager, based in Canberra. He was previously with iSoft and has also worked for SAS Institute.

#### Changes to the Customers' board

Company chairman Greg Monaghan and Greg Rooke have resigned from the board of Customers Limited. Peter Polson has been invited to join the board as chairman and Ross Burney — chairman of major shareholder Taverners Group — has been invited to join the board.