

Rust Report

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

June 12, 2009

THE RUST BUCKET

Boldness in IT

BACK in the 90s it seemed that just about anyone in the IT industry could hang out their shingle and start an IT service company. Although they emerged with plenty of fanfare and promised to deliver a broad set of powerful new services, when the bubble burst the majority of these companies disappeared into the long dark winter.

The recent surge in demand for services has rekindled the dream of those who survived and is now attracting a new generation of service providers hoping to capitalise on the next round of business opportunities.

In the existing business climate there is no room for companies that provide services of marginal value. The downturn proves that. During these tough economic times, only the best survive and the marginal players will struggle and eventually collapse.

Technology specialists who can align their skill-sets in areas such as project management, process optimisation, system automation tools, virtualisation, and efficiencies of scale stand a better chance of success.

Today the market is far more competitive and clients are demanding better value for their money. And the furore about independence and corporate governance in the audit world means clients are paying much closer attention to the services they receive. A deeper understanding of a vertical sector is one way of ensuring a better fit between advice and client needs.

In today's tough economic climate, the pressure is on CIOs to drive bolder and more rapid change into their operations. The tools are at their disposal to integrate systems more effectively, but it's no wonder that enterprises are seeking the skills and services of third party service providers to help them.

Many enterprises began rationalising and optimising their infrastructures during the last downturn. They are now looking further up and down their supply chains to find new business efficiencies. But their challenges lie in execution, and they need to make brave decisions to achieve change on a more rapid track, as opposed to taking slow, painful, tentative steps. At the same time they need to rationalise costs further, develop common business standards, and integrate their businesses on a more global basis.

Today's buyers are bombarded with options. More than ever before CIOs can choose from a broad landscape of vendors offering a variety of skills, technologies, pricing models, and delivery methods. Price points range from zero to millions depending on the project. Payback arrives in moderation or in spades. With all of the options and the pressures to do more with ever smaller IT budgets, the way the success of a particular deployment is determined is a critical factor.

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South African insurer uses Aust Web pack

South African insurance and investment company Liberty Holdings has agreed to implement the Xplan Web-based adviser platform developed by Australian company IRESS. The system will be provided by IRESS's South African subsidiary Spotlight Wealth Management for use by more than 3000 independent advisers, explained Andrew Walsh, general manager of IRESS Wealth Management.

"Xplan provides tangible efficiency gains for both the adviser practice as well as large enterprises through ease of use, integration capabilities, compliance features, customisation through configuration, and deployment ease," claimed Walsh. www.iress.com.au

Telstra confirms contracts

Telstra has given the services sector a shot in the arm by confirming several large contracts it has awarded as part of its IT transformation plan. Successful companies are EDS, IBM, and Infosys, all of which have worked with Telstra previously.

The contracts cover application development and maintenance (AD&M), and infrastructure build, management, and support. While EDS and Infosys will share the AD&M spend over the next five years, IBM remains "a strategic partner in this domain", explained John McInerney, Telstra's CIO.

IBM won a renewal of its IT operations services agreement to manage Telstra's infrastructure. That deal, valued at \$A745 million over five years, is expected to lead to greater automation and improved remote management capability of Telstra's IT systems.

The consolidated approach, through standardised contracts, enables greater efficiency in management effort and improves consistency of delivery and support, McInerney claimed. "By working with fewer vendors Telstra will streamline IT processes and deliver more effective and efficient service." www.telstra.com.au

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INSIDER EDITION

Nuix scores US litigation role

Australian developer Nuix has been selected to provide its investigation and e-discovery software to Celerity Consulting Group, a Washington-based discovery consulting and litigation support vendor.

A spokesman said Celerity had been able to replace 10 licences from a Nuix competitor with a single Nuix licence on a single quad-core machine, while still processing the same amount of data in a shorter time.

"We were amazed by the speed at which it was able to extract metadata. After seeing the speed combined with the software's high degree of accuracy, compatibility with any language, and far smaller hardware footprint, it was an easy decision to make the switch," the spokesman explained.

www.nuix.com.au

iSoft upgrades WA Health

iSoft Group (which recently changed its name from IBA Health) has been awarded a contract to provide the latest version of its iSoft Patient Manager hospital information system to the Western Australian Department of Health. The \$A1.5 million deal involves the upgrading of the department's TOPAS solution as part of WA's e-health reform program. Accompanying implementation and support services are expected to be worth a further \$A15.4 million over five years.

The software will be installed alongside existing complementary iSoft applications at 13 sites, said Denis Tebbutt, managing director of iSoft Australia. "Some 6000 users will access i.PM across the full range of administrative services, from patient registration and referral through waiting list management and bookings to inpatient attendances and outpatient scheduling," Tebbutt added.

www.isofthealth.com

RUST BUCKET *Continued from page 1*

One of the resources that will play a defining role in determining the winners and the losers will be the available workforce talent. Service providers are not only stepping up their capabilities in applications and infrastructure management, but also in enhancing their consultative transformational services.

— Len Rust RustOz@bigpond.com.au

SMS to test the waters for Feds

SMS Management & Technology has been selected to work with the Water Division of the Bureau of Meteorology to deliver and manage an Australian Water Resources Information System. The 12 month contract carries an option for a two-year extension and is expected to be worth about \$A2.5 million.

Senator Penny Wong, Minister for Climate Change and Water, said the project involves compiling water data from more than 240 organisations into a single national repository for water information. "This information will be invaluable for water corporations, government agencies, irrigators, and the wider community and will inform much better decision-making about storing, allocating, and using our water resources," Wong explained.

SMS will perform project management and a range of technical specialist services to support the first phase of the project, explained Tom Stianos, CEO of SMS. www.smsmt.com

Runge sees signals in sale

Australian mine technology specialist Runge has been awarded a contract to install its full mine planning solutions for "a major global mining company". The \$A2 million deal will help the miner's search for standardisation across all of its operations, explained Christian Larsen, acting managing director of Runge.

Larsen added that the deal confirmed a trend in which consulting revenue is declining while technology sales are increasing. He said mining companies had imposed a significant curtailment of expansion plans; had shifted focus from production to production cost; and had shown an increasing willingness to invest in technology to respond quickly to changes in demand and in technology to yield long-term production efficiencies. www.runge.com

Customers picks up a brace

ATM network operator Customers Limited has been awarded significant contracts by Bendigo and Adelaide Bank, and by BP Australia.

The company will help to extend the bank's ATM network by up to 500 terminals over five years, explained Tim Wildash, managing director of Customers Limited.

The contract with BP calls for more than 200 ATM installations across BP stores around Australia, Wildash added. www.customers.com.au



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Aussie voice biometrics come of age

Australian company Salmat VeCommerce has shown itself to be at the leading edge of voice recognition technology with the deployment of its VeSecure system — which includes a voice biometric capability — at life insurance company Aviva, and the suspected use of the same technology in a newly launched NAB phone banking service.

Aviva will use the technology to verify the identity of customers and advisers calling the company. "While enhancing the level of customer service and convenience, this process also provides an added layer of security and privacy to telephone inquiries and transactions," claimed Paul Magee, managing director of Salmat VeCommerce. www.vecommerce.com

Although NAB declined to name its technology supplier, it acknowledged that the new phone banking service is protected by voice biometric technology which means that users will not need to remember passwords and PINs. "The use of voice biometrics enables the effective identification, authentication, and verification of customers," claimed Warren Shaw, NAB Personal Banking's executive general manager.

Orders & Installations

- Visionbytes, an Australian company specialising in media search technology (www.visionbytes.com), has implemented Hewlett-Packard servers and storage, supplied by Avnet. The new systems will help the company's push into Asia offering searches of entertainment media. www.hp.com.au
- Yarra Valley Water has deployed 100 Panasonic Toughbooks for use by its maintenance crews and field service teams. www.toughbook.com.au



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Aussies worth watching

This week the spotlight is again on some of the winners of the 2009 iAwards

- **MiROAMER** is a one-stop-shop for Internet radio services that offers an online portal where users can access a diverse selection of Internet radio content free. The service is customisable so that users can set up their own search options, remove certain providers, subscribe to a premium service, and access Internet radio content anywhere with a Web browser. miROAMER won the 2009 iAward for Media and Entertainment. www.miroamer.com
- **PHM TECHNOLOGY** is an advanced technology company that has developed a range of decision-support tools for complex engineering systems that are mission/safety critical. The software was designed to achieve the practices of Maintenance Aware Design (MAD) and is based on Failure Mode, Effects and Criticality Analysis (FMECA). The company has users in the EU, UK, and US. PHM Technology won the 2009 iAward for research and development. www.phmtechnology.com
- **TRADESLOT** provides commodity trading software and has developed a suite of carbon solutions for companies and government organisations. TradeSlot's online carbon management platform, Carbon Navigator, offers efficient carbon foot-printing and management of internal abatement activities to extract an organisation's risk exposure and weighted average cost of carbon. TradeSlot won the 2009 iAward for sustainability and green IT. www.tradeslot.com
- **ATLASSIAN** helps technical teams collaborate and build better software and in seven years its products have sold into more than 113 countries. The company supports open source and Java communities and provides free licences to open source projects and non-profit organisations. Atlassian won the 2009 iAward for tools and infrastructure. www.atlassian.com
- **THOUGHTWORKS AUSTRALIA** is part of a transnational IT professional services firm providing application development and systems to Global 1000 companies. The company's application of Agile methods in enterprise software allows it to deliver high-quality solutions quickly and cost-effectively, while giving clients program and project control. ThoughtWorks was ranked number 1 alongside and Lonely Planet in the 2009 iAwards Tourism and Hospitality category, and won the Community 2009 iAward with Infoxchange and the Victorian Government's Neighbourhood Renewal project. www.thoughtworks.com
- **MOBILISE IT** provides a range of mobile products, plus professional and managed services, to mobile workforces in the public and private sectors. The company's offerings are based on the Windows Mobile platform. Mobilise IT won two commendations in the 2009 iAwards — for E-health and for the Start-up award. www.mobiliseit.com

DEALMAKERS

Kiwi steps up to buy Aust company

Eos Solutions, an Australian company that specialises in the provision of IBM software services (www.eos-solutions.com.au), has agreed to be acquired by New Zealand company Certus Solutions. The merged company — which will have about 400 customers and 100 staff spread around offices in Sydney, Melbourne, Brisbane, Auckland, and Wellington — will be the largest specialist IBM software service and support company in the region, claimed Brian Allen, managing director of Certus.

The existing Eos management team will be retained, and Annette Henry, managing director of Eos, will become managing director of the merged entity's Australian organisation.

The deal will not be the last acquisition for Allen, who expects to continue to buy growth. "We're forecasting 30 per cent growth in revenue and a rapid scaling up of staff numbers over the next 12 months, with Australia being a major contributor to that growth. This target is based on our forecasts for organic growth and we expect to exceed that through further acquisitions," he said. www.certus.co.nz

Task Retail opens support centre

Sydney-based POS solutions developer Task Retail Technology has opened a global support command centre from which it will provide a service that tracks sales information in real time for any retail store in the world. The centre will enable the company to provide an array of sales information to its customers to help them maximise potential sales, said Kym Houden, chief executive of Task Retail.

"We monitor more than 1300 stores in Australia and we expect to sign large deals with global retail chains before the end of the year," Houden said. "We have built the global support command centre on the expectation that we will soon expand into the US, UK, and China. A number of large retail franchise operators in overseas markets are very interested in how our software can deliver instant information updates." www.taskretail.com.au

Mobile telcos complete merger

Mobile phone companies Hutchison 3G Australia and Vodafone Australia have completed their merger after receiving the green light from the Australian Competition and Consumer Commission last week (*Rust Report*, June 5, p4).

Innovation fund open for business

The Federal Government's \$A83 million Innovation Investment Follow-on Fund has formally opened for business with the aim of helping emerging companies during the global recession, according to Senator Kim Carr, Minister for Innovation, Industry, Science, and Research. "The fund is a temporary, targeted response to address a lack of capital available to the most promising young, innovative companies," he explained. "It will enable these companies to continue to develop and to commercialise their products and services during this difficult period." For further details see www.ausindustry.gov.au

Mikoh adjusts its strategies

Mikoh, a small-cap Australian technology development company, has altered its commercialisation strategies, with the blessing of newly appointed chairman Peter Tyree (*Rust Report*, June 5, p8). Under the revised plan the company's US subsidiary will focus on IP licensing and channel partners for its automated vehicle identification and asset tracking systems. The Australian operation will drive the company's other security technologies.

"Mikoh holds first-mover status in the electronic vehicle registration and tolling application markets, and we see huge opportunity for the SecureContainer within government agencies in the US," Tyree said. "On the other hand, Australia is well positioned to expand security printing applications . . . and we have some other unique applications in the pipeline here." www.mikoh.com

Senetas ready to up the ante

Senetas plans to upgrade the security accreditation of its high-speed network encryption technology with the aim of winning further business in government markets.

Senetas is the only high-speed network encryption manufacturer on the Australian Government's Evaluated Product List, and has accreditation for two recognised global data security standards, explained John DuBois, CEO of Senetas.

DuBois acknowledged that ramping up for higher levels of accreditation would be an expensive exercise. "But while costly, we believe it is a necessary activity that ultimately benefits both government and business customers through the certified assurance it provides," he said. www.senetas.com



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DEAL MAKERS

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Lucida offers cloud services

Queensland-based application delivery and virtualisation specialist Lucida Group has set up a new division — LC9 — to offer cloud computing managed services. The new offerings will be built on 3Tera's AppLogic platform (www.3tera.com), which is distributed in Australia by FirstServis.

"Our cloud computing offerings are based on services rather than on customers having to build and maintain applications themselves," explained Craig Taylor, managing director of Lucida. "LC9 brings together software-as-a-service and infrastructure-as-a-service so that customers can focus on their core activities." www.lucida.com.au

Business Briefs

- Incite, a software developer that produces project collaboration tools for the construction, engineering, and mining industries, used Microsoft's ReMix09 conference in Sydney this week to launch its Keystone product. A demonstration of Keystone at the conference also covered add-on products, including a mobile client, and an integrated desktop notification client, explained Sean Kaye, managing director of Incite. Incite is owned by Nexus Point Solutions. www.incite.com

- The MoneyWorks accounting software developed by New Zealand company Cognito Software (www.cognito.co.nz), has been launched in Australia by newly-formed licensee SGA Software. SGA in turn has appointed Simms International the sole Australian distributor of MoneyWorks. www.simms.com.au

- Internet registry operator AusRegistry International has implemented a registry system for the new Internationalised Domain Name system. The development and implementation of the system posed some of the most complex technical, linguistic, and policy-related challenges to top level domain regulators and registry operators, claimed Adrian Kinderis, CEO of AusRegistry. www.ausregistry.com

- US IP communications solutions provider Interactive Intelligence (www.inin.com/au-nz) has appointed Adelaide company Hood Sweeney Technology as its channel partner for South Australia. www.hoodsweeney.com.au

A VIP TOLD ME

Lou Rosen

Managing Director, Australia/New Zealand, for Eaton Industries

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

ROSEN: Eaton is a diversified power management company with 2008 sales of \$US15.4 billion.

The electrical business specialises in power distribution, power quality, control and industrial automation products, and services. Our global electrical product lines provide customer-driven powerchain management solutions to serve the power system needs of the data centre, industrial, institutional, government, utility, commercial, residential, and OEM markets worldwide.

Eaton has approximately 75,000 employees and sells products to customers in more than 150 countries. In Australia and New Zealand, Eaton has more than 600 employees operating out of 19 manufacturing, sales, and service centres.

RUST: What are some recent achievements?

ROSEN: Over the last three years, Eaton has made substantial research and development investments delivering a wide range of products that help improve data centre uptime while at the same time they help reduce data centre power consumption/heat generation and the facility footprint.

In recent months, we have provided turnkey electrical infrastructure for Optus' 50 mobile broadband base-stations.

In addition, we have supplied high voltage power distribution equipment for Rio Tinto's Clermont Coal Mine. In order to meet Rio Tinto's unique safety and environmental requirements, we developed Internal Arc Fault containment, ensuring operator safety, and we also deployed fixed platform vacuum interrupter technology to eliminate SF6 greenhouse gases.

We have also engineered and locally fabricated the power system technology for Telecom New Zealand's National Broadband Network. This included the development of a high efficiency rectifier and Wisper cabinet with the ability to stand up to tough environmental conditions.

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

ROSEN: I'd like to think that customers will admire Eaton for energy-efficient, reliable electrical infrastructure with a much broader range of data centre solutions including monitoring and cooling capability.

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RUST e-RESEARCH

IT outsourcing gains momentum

Companies that have not previously considered outsourcing are being forced to reconsider the benefits of offshoring by the current economic climate, according to studies by IDC. Driven by the need to reduce costs and optimise headcounts, IDC expects IT outsourcing to gain momentum.

IDC found that the total outsourcing market stood at \$A6.4 billion in 2008 and is expected to grow at a five-year compound annual growth rate (CAGR) of four per cent over the forecast period 2009-2013. IDC's report revealed that even organisations that have previously shied away from offshore outsourcing are actively evaluating this delivery model to reduce back-office costs and gain access to skills while optimising resources to adapt to the slowdown in the economy.

"The current economic situation is driving more organisations to think seriously about outsourcing as a way to keep costs down; in particular we expect to see a greater interest in managed services. In a time like this, to have differentiated outsourcing strategies and options that address the diverse needs of a cost conscious market, will benefit the market", said Marina Beale, an IDC analyst.

"Overall any cost-cutting solution will be high on the agenda for most company CIOs. For example, virtualisation and cloud computing/SaaS are examples of solutions that offer potential savings related to both capital expenditure as well as operational expenditure. Companies, large and small can potentially benefit from these technologies and delivery models, which would level out the competitive playing field," Beale added.

FTTH networks are no sure bet

In recent months, national governments in Singapore, Australia, and New Zealand have announced significant policy interventions designed to promote fibre-to-the-home (FTTH) investment. In each case this has involved large commitments of taxpayer funding. Singapore is leading the charge, but Australia and New Zealand are following.

David Kennedy, research director at Ovum, said the cost of a national FTTH network is prohibitive outside city-states like Singapore, and even there a substantial public subsidy was required. "As a result, commercial returns to public investment in FTTH networks will not be possible. If they were, private capital would already be building this network."

"In summary, there is real uncertainty about the viability of national-scale FTTH networks in environments such as Australia and New Zealand. In neither country has a detailed business case been worked out, and it remains to be seen whether these networks can be delivered as currently proposed."

A basic policy model seems to be emerging in these three countries:

- A preference for FTTH technology, with a recognition that this cannot be extended to 100 per cent of the population.
- A wholesale-only operator for the fibre access network. All three countries are aware of the danger of recreating a vertically integrated monopoly.
- In both New Zealand and Singapore, the importance of access to raw dark fibre is also clear. This is consistent with experience in other Asian markets such as Japan.

The key lesson that has emerged from these initiatives is the importance of a thorough policy development process to underpin commercial investment in FTTH networks. Singapore ran a time-consuming but structured process which ensured that commercial and regulatory issues were addressed before tender bids were solicited.

In contrast, the Australian government pressed ahead with an FTTN tender process in advance of any public policy development process, and paid a heavy price as the process was aborted in April 2009.

The jump to a full FTTH network will only make the issues harder. A host of complex regulatory issues must be addressed. Should the geographically de-averaged wholesale ULL price be carried over into wholesale access to the FTTH network? How can the USO be funded on the new network? Will customers in the FTTH footprint be encouraged to move to the new network, and if so how? How will the transition between the old and the new be managed? Detailed answers will be needed before private investors will be able to make substantial investments.

In particular, the wholesale-only model preferred by the Australian and New Zealand governments is still an experimental approach. Incumbent profit and growth have been hit hard by the strict structural separation applied in the UK and New Zealand, and it is still not clear whether incumbents will be able to afford to make major investments in FTTH networks.

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RUST eRESEARCH

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Companies trip over social media

Many large companies recognise the importance of social media tools but lack the vision of how to use them in conjunction with long-term initiatives and measure their effectiveness, according to a survey conducted by Vignette Corporation in partnership with the Marketing Leadership Roundtable and the Corporate Executive Board.

The survey collected almost 200 responses from companies with median revenue of \$US333 million dollars. Fifty per cent of the respondents worked at companies that had 1000 employees or more and 62 per cent came from B2B organisations.

"Social media today is like the Web was in the 90s; everyone knows they need to use it but they aren't sure how," noted Gerardo Dada, senior director of product marketing for Vignette. "As a result, very few companies have a strategy in place, including guidelines, processes, and metrics, to succeed long term. The interest and resources are there, but on a tactical level only."

In a relatively short time, social media has transformed the way businesses operate and companies are eager to experiment. Fifty-five per cent of those surveyed said that Web 2.0 priorities were more important than or as important as traditional priorities. However, only 14 per cent had two or more years of experience with using social media and 40 per cent of those surveyed had no social media process or strategy in place.

Companies are pumping up their budgets when it comes to social media. Seventy-one per cent of those surveyed said they will increase social media investments in 2009 and the average increase in the investment is 40 per cent.

Why the uptick in spending at a time when budgets are being cut? According to Dada, companies understand that the Web is the most important channel for customer engagement and that it can be used to increase revenue and save money. With these thoughts in mind, social media has exponential potential as an effective marketing tool with a real impact on the bottom line.

"Companies hear the buzz and they see what their competitors and peers are accomplishing," said Dada. "More importantly, customers and prospects expect companies to adopt social media tools. The days of one-way communications are gone. Social media is changing the way companies and people interact."

Key drivers for social media efforts include:

- 75 per cent — Marketing communications and branding;
- 67 per cent — Marketing and/or product marketing;
- 56 per cent — Customer relations;
- 35 per cent — Support;
- 38 per cent — Community and involvement;
- 14 per cent — Other (knowledge management, recruitment, research and sales enablement).

It is not surprising that marketing departments are leading the majority of Web 2.0 initiatives (69 per cent), with IT (12 per cent); HR and PR (11 per cent) close behind.

CIOs take the axe to their budgets

In the first quarter of 2009 CIOs experienced significant IT budget revisions as executives gained a greater understanding and solidified plans for addressing the global financial crisis, according to a worldwide survey of 900 CIOs conducted by Gartner in March and April.

First quarter 2009 IT budget reductions were reported across the board based on both size and geography of the organisation.

CIOs in healthcare-related industries reported an average budget increase of 2.2 per cent, but CIOs in all other major industries reported a decline in the first quarter of 2009. The largest decline was in professional services followed by telecommunications and high-tech which fell around 10 per cent. Manufacturing followed with a fall of eight per cent, then utilities and financial services down four per cent.

CIOs recognised the potential for further cuts in 2009, but most saw that as unlikely. The percentage of CIOs with a contingency plan for the remainder of 2009 more than doubled compared with 2008. CIOs with additional contingency plans for 2009 are planning for the potential of renewed IT spending, as well as additional reductions. While 44 per cent of CIOs did not believe they would need to tap into their contingency plans, those that did believed they would do so during the next six months.

The survey found that CIOs expected the economy to recover between the first and third quarters of 2010. CIOs planned to increase IT investment projects and workforce levels as their first investments in such a recovery. Software, hardware, and infrastructure investments are also high on the CIOs' agendas on the path to economic recovery.

"Executives making plans in the fourth quarter of 2008 faced an uncertain future as the global financial crisis unfolded," said Mark McDonald, group vice president and head of research for Gartner EXP.

"Based on CIO contingency plans, they are now better prepared for future economic challenges. However, most CIOs did not see themselves immediately implementing those plans. This supports a position that the first quarter budget adjustments reflect firm plans for the remainder of 2009."

The Rust Report

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REVOLVING DOORS

Geason takes up Telstra wholesale

Telstra's Paul Geason has been promoted to the position of group managing director of Telstra Wholesale. He had been executive director of convergent sales at Telstra Enterprise & Government since returning to Telstra in 2006 after a brief absence during which he was senior vice president of sales for US company Netcracker in Boston. Geason had first joined Telstra in 1994.

Glenn Osborne — who had been made acting group managing director of Telstra Wholesale following David Thodey's elevation to CEO and the subsequent move of Nerida Caesar from Wholesale to Enterprise & Government (*Rust Report*, May 22, p8) — has returned to his position as executive director of Telstra Wholesale Sales.

Movements at Hostworks

Hostworks has promoted Paul Mullen from corporate development officer to managing director, while Klaus Bartosch has resigned as director of sales and marketing after six years with the company. Bartosch is pursuing a range of business interests, primarily through his own holding company NGIGTO.

Mullen replaces Marty Gauvin, the founder of Hostworks, who resigned in April (*Rust Report*, Apr 3, p8).

Leonard Chan joins Macquarie

Macquarie Telecom has appointed Leonard Chan future technologies manager for its hosting business. Chan will have responsibility for the development of new technology strategies for Macquarie Hosting and for helping customers understand new technologies and their impacts on their businesses. He will be based in Sydney.

Most recently Chan was solution marketing manager for Telstra Business. He has also held strategic roles at Optus.

Aghtan made a director of Hyro

Victor Aghtan has been appointed a director of digital services company Hyro. He is also managing director of Westan, which he set up in 1989 when he moved from Singapore to Australia. He was previously with Western Digital in Malaysia and Singapore.

Dr Wen joins GoConnect board

Dr Wilson Wen has been appointed a director of GoConnect. He had headed R&D at the company from 2000 until his retirement early this year.

BEING GREEN

Software has a role in sustainability

Business applications like supply-chain management software have an important role to play in green computing, according to industry research group Ovum. "Businesses of all types face growing pressure from consumers, investors, and regulators to be greener by reducing the raw materials — including energy — consumed and pollutants emitted at each step in their products' life cycles," explained Warren Wilson, research director at Ovum. "Achieving this goal creates a green software opportunity because measuring, analysing, reporting, and optimising for environmental factors is a business process similar to those already managed by applications such as enterprise resource planning, business intelligence, and SCM."

Wilson noted that the largest software vendors are beginning to recognise the opportunity and are moving to exploit it. "But their products are far from mature and no-one has yet established leadership in this market." www.ovum.com

Mobility takes a green tinge

Half of a group of North American mobile consumers surveyed by ABI Research agreed that they were likely to be influenced by the green credentials of a supplier when purchasing services or devices. Forty-one per cent (for services) and 45 per cent (devices) indicated that they would be significantly or somewhat more likely to buy from green vendors. Younger consumers showed a greater willingness to pursue what ABI termed "eco-groovy" mobile activities than older ones.

"Green issues were not even a talking point a couple of years back. Now, subscribers of all age groups are expressing awareness of an interest in eco-friendly device and service incentives," explained Jeff Orr, a senior analyst with ABI. www.abiresearch.com

HP pushes widget to PC users

In an effort to encourage PC users to make small changes in their computer use in order to have a cumulative effect on the environment, Hewlett-Packard has launched its Power to Change campaign. PC owners are asked to download the Power to Change desktop widget that allows users around the world to "watch and explore the energy savings the campaign generates through the power of behavioural changes across individual and global users," the HP campaign claims. "With Power to Change individuals and organisations can make a small environmental commitment that has the potential for a large impact on sustainability challenges today." The widget is available from www.hp.com/powertochange