

i Start

TECHNOLOGY IN BUSINESS

Quarter Three 2010

\$9.95 inc GST

Location Intelligence:
Putting your business on the map

Smart Business :
The 2010 Business Intelligence Buyers Guide

Call Centres:
Productivity lessons from the back office

SEE OVER:
Fibre to the
home - so?



IN THE SPOTLIGHT

**CEOs shed light on complexity,
creativity and dexterity**

CASE STUDIES:

Fonterra Brands • Life Church • Lumino • Endace • Toll
Minter Ellison Rudd Watts • TXT2GET • Heatcraft • AirFirst
Refrigafreighters • Brett Marsh Transport • AA Insurance



Greentree moves into Adelaide with Star

Star Business Solutions, Greentree's largest Australian business partner, has set up shop in Adelaide.

The move by the business management and accounting specialist means its South Australian clients will now have support closer to hand, rather than being serviced out of Melbourne, which has been the case until now. Indeed, Star says, since opening up a number of Greentree users have signed up for local support.

Terry Blandford, who Greentree describes as a "very experienced systems consultant", will run the new office. Blandford previously worked as an external consultant to Oxfam, a Greentree client. He has also worked with the Mars Corporation, supporting Greentree and CBA.

Greentree specialises in low-cost, high-performance business software for medium-sized organisations. Developed locally, it offers multiple functional modules to meet specific business needs, but all are fully integrated with the core application.

CSG buys Aaromba

Northern Territory-based CSG has acquired Aaromba Technologies and says that, in the process, it has become the largest Microsoft Dynamics CRM software partner in Australia and the Asia Pacific region.

The ICT services company bought Sydney-based CRM specialist Aaromba for A\$42 million. Aaromba has been integrated into CSG's enterprise services business but founder and managing director Antony Dutton will continue to run it as GM of the new unit.

CSG has offices in Sydney, Melbourne, Brisbane and Perth, and is keen to grow its business on the East Coast. Dutton says the merger with CSG means Aaromba will be able to provide its customers with a wider variety of services.

Spending up, but IT market still unpredictable

Both the private and public sectors are expected to continue spending significantly on external IT services, says analyst firm IDC.

According to its recent report, 'New Zealand IT Services 2010 - 2014 Forecast & Analysis', spending on IT services is forecast to reach NZ\$3,329 million in 2014. This represents a compound annual growth rate of 3.8 percent over the coming five years. Outsourcing alone represents 47 percent of IT services spend in 2010.

"It won't be an easy ride. While the New Zealand economy has certainly showed signs of improvement, through increased consumer and business confidence, any certainty of a full market rebound in the short term looks optimistic. Many organisations are still short on capital and struggling with cash-flow issues. Growth needs to be financed, but resources are depleted and it remains a challenge for these organisations to obtain finance," says IDC analyst Rasika Verleijen-Pradhan.

She adds that "organisations need to make decisions in terms of where to invest in IT,

and, if the business case doesn't yield a immediate ROI, it's hard to sell to the CFO. It's about linking IT contracts to bottom performance."

IDC's advice in these trying circumstances is to look to new business models such as SaaS (Software-as-a-Service) for the delivery of IT services, particularly where projects involving new technologies are concerned. IDC sees cloud computing, as SaaS is a known, and the convergence of wireless and telephony as technologies that can be delivered by external providers where companies' internal resources are limited.

Interestingly, Verleijen-Pradhan sees organisations looking at IT companies with a background to determine who they might wish to engage.

"They will be short-listing those that are known and likely to be in for the long haul and are not merger or acquisition targets."

IDC sees external advice being sought in cloud strategy development and moving legacy to new systems driving growth in consulting services.

Rugby scoreboard goes high tech

While there are lots of iPhone applications to keep track of the score of top-notch rugby, Gordon Brown realised there wasn't one for simply keeping the score in grassroots rugby.

A match where the score was reaching cricket match levels and the match reporter had broken his pencil inspired Brown, who's a community rugby coach in his spare time, to commission a free iPhone app.

Three months later and the free app is now available from Apple's online app store. RugbyScorer accurately keeps track of the more modest community games, particularly youth games, where there isn't a scoreboard, and family and friends supporters might be a bit hazy on rugby's rather complex scoring system.

RugbyScorer is available for the iPhone, iPod Touch and iPad.

