

MIS
STRATEGIC
100

Greentree[®]
BUSINESS-BUILDING SOLUTIONS

Voted one of the global 25 'Rising Stars'
MIS Magazine 2005



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Annual Strategic MIS 100

Greentree International has been recognised by Managing Information Strategies (MIS) Magazine, Australia's leading IT management magazine, as a global top 25 'Rising Star'. MIS Magazine awarded the prestigious accolade as part of their annual Strategic 100 list of information technology innovators and leaders. MIS Magazine is part of Fairfax Business Media, and is published in Asia, Australia, New Zealand and the UK.

Paul Smith, Editor of MIS Magazine says "the companies selected are adjudged to be the most strategically important for CIO's to keep abreast of." That is those that show signs of seriously influencing the way technology is bought or deployed. These global 'Rising Star' companies were selected by analysts, IT directors and the MIS editorial team. The expert panel makes the selection from companies around the globe with over 3000 IT vendors vying for selection.

The significance of the positioning for Greentree should not be underestimated. The list places Greentree in the company of fellow 'Rising Stars' such as Google. Greentree are the only NZ vendor on the MIS 25 'Rising Stars' list, such recognition is rarely bestowed from outside the domestic market. Too add even more good news into the mix, Jade were voted as one of the most strategically important ANZ 25.

The following pages are direct extracts taken from the annual edition of MIS 100 magazine 2005. Used by kind permission of MIS.

MAKING THE GRADE



If there's one issue on the *MIS* editorial calendar that is designed to make the editor unpopular it is the *Strategic 100*. The problem is that of the thousands of IT vendors that fit the criteria to be profiled in the issue, we are only willing to chop down enough trees to write about 100. The ones we do profile agree wholeheartedly that they are rightfully included; many of those who miss out feel the indignation of injustice and fire off emails accordingly.

The methodology for the issue is extremely straightforward and is explained inside the magazine, but I feel it is also worth drawing attention to upfront. The main thing that should be pointed out is the companies selected are adjudged to be the most strategically important for CIOs to keep abreast of; therefore it is not a list compiled from a mathematical equation, but rather a collection of unapologetically subjective judgements.

While it would be possible to profile the 100 IT vendors with the highest revenue, it would not provide the *Strategic 100's* wide-ranging view: incorporating improving and innovative companies, which we believe is more valuable to our readers. With our Rising Stars 25, for example, there is no statistic that says one small upcoming vendor in Israel is a more viable proposition than a start-up in France, judgement calls have to be made and for that I extend hearty thanks to our judging panel.

Eagle-eyed readers will notice that this year's edition has evolved in a subtle but important manner from its previous inception. The Asia Pacific 25 has been replaced by an Australia and New Zealand 25, in recognition of the fact that there is plenty of important and impressive activity in the local market. I will be interested to hear if you find the change to be beneficial.

Explanations and justifications aside, this year's edition is another indispensable insight into the companies CIOs will be contacting and being contacted by in the coming 12 months.

Enjoy the issue, any thoughts – complimentary or otherwise – are more than welcome.

Paul Smith
Editor, *MIS Australia*
pauls@fairfaxbm.com

Strategic 100 judges

This year's *Strategic 100* judging panel is made up of six IT industry stalwarts from a variety of different areas of expertise.

Differing slightly from previous years, in 2005 we asked them to judge all areas of the *Strategic 100* – the Global 50, Australia/New Zealand 25 and the Rising Stars 25. The job of selecting the year's most influential IT vendors is certainly a time-consuming one and *MIS* would like to extend a warm thank-you to our judges for a job well done. Cheers!

–Paul Smith, editor *MIS Australia*



■ **Phillip Allen** runs IDC's Australian vertical market practice, drawing on more than 10 years of experience in the IT industry across professional services, sales and marketing. As a

research manager Phillip is responsible for research encompassing market opportunity assessments, technology trend evaluations, as well as supply and demand-side analyses.

Phillip joined IDC Australia in 2002 and prior to this was a market analyst for DMR Consulting, assessing market trends and developing solution offerings. Phillip has also spent several years at Dun & Bradstreet, with a focus on the intersection of IT and the workplace. Phillip is a regular speaker at IDC and vendor events as well as industry forums.

Phillip received a Bachelor of Economics from Newcastle University and his Masters of eCommerce at Deakin University.



■ **Craig Baty** is a group VP at Gartner Research, and global lead analyst for the firm's IT marketing strategies research segment. His broad research agenda focuses on business and marketing

strategies for ICT providers in general, with a specific focus on IT services and market trends.

He has more than 26 years of IT industry experience and recently returned to Sydney from a two-year assignment in Tokyo as CEO of Gartner Japan and head of the Gartner Research Division in Asia-Pacific and Japan.

As well as the Japan operation, he led a team of almost 200 regional and country market analysts located in 14 countries during this time.

Prior to joining Gartner in December 1997, Craig was with Syntegra (BT's SI company), where he served for five years in a number of IT services marketing management positions, most recently as general manager for marketing, planning and alliances. Before that, he worked with Fujitsu in Australia and Japan in a variety of international marketing, sales support, and technical roles.

Craig holds an MBA in International Business/Marketing from the Sydney Graduate School of Management (SGSM), with a focus on Asia and Japan. He is a Fellow of the Australian Institute of Management, Member of the Australian Computer Society (ACS) and has served as a director on the boards of four organisations in Australia and overseas.



■ **Rob Durie** is chief executive officer of the Australian Information Industry Association (AIIA), the peak body for

the ICT industry in Australia. AIIA is a

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nationally and internationally recognised industry lobby group, representing more than 430 Australian member companies that employ 100,000 Australians and have combined exports of more than \$2 billion.

Rob joined AIIA in 1989; since then he has been responsible for a number of areas including public policy, information economy, telecommunications & exports, lobbying, standards development and implementation and relationship management.

Rob brought a wealth of experience to AIIA, gained during his 15 years in the Australian public service, where he worked as an economist and industry analyst. This included two years in London on secondment to the British Department of Trade and Industry as a policy adviser, handling venture capital and foreign investment.

Rob is a director of the Australian Communications Industry Forum (ACIF), and a member of the CSIRO ICS Sector Advisory Council, the Australian Health Information Council and the NSW Skills Forum.



■ **Mark Gregory** is senior lecturer in the School of Electrical and Computer Engineering at RMIT University. During his 14 years at RMIT, he has created and launched a Master of Engineering in Telecommunication Engineering program, a Bachelor of Engineering in Network Engineering and currently runs courses at the university in telecommunications and network engineering.

A retired Australian Army officer, Mark is a founding director of two Melbourne based companies: Graphics Technologies, an IT support company, and Piper Cove Software, which develops project management and life cycle costing tools.

He has consulted in a wide number of areas, including network engineering, internet security and spam, telecommunication networks, software development, multi-player game development, digital access systems, project management, whole of life costing, life cycle costing and life cycle analysis.

Mark has written numerous papers on project management and other IT research areas and is a member of the Australian Institute of Project Management and also the Institute of Electrical and Electronic Engineers.



■ **Geoff Hunter** is Accenture's Asia-Pacific technology infrastructure and outsourcing head. In the position, his brief covers business development for ITO, design and delivery of all technology

services to the Accenture business as well as client IT operations. During his 10 years with Accenture, Geoff has held a variety of technology-focused positions and strives to ensure that the technology solutions delivered to Accenture and clients align with the company's business goals.

Always in the technology industry, Geoff has worked as a consultant, supplier and customer, which has provided him with the wide range of experience that he brings to his current role.



■ **Richard Tan** trained as a teacher in Singapore before he migrated to Australia in 1970 to pursue further studies in the field of information processing.

After his arrival in the country, he was recruited by Caterpillar Australia as a graduate trainee for six months, before commencing a three and a half year association with IBM Australia as a systems engineer.

He joined Deakin University in 1977 as project leader and then was appointed manager of the MIS group involved with the development of MIS applications. Over the period of 1977 to 1993 Deakin has developed a solid reputation for the development of MIS software and this culminated in sale of the Deakin University developed Student Management System to Oracle Corporation in the US.

Richard has been head of Deakin's information technology services division (ITS) since 1994. The ITS division is responsible for the development and support of the university's IT infrastructure across all five campuses covering a distance of over 350 kilometres. ■

Think you've got what it takes to judge the Strategic 100 vendors for Australian CIOs in 2006? MIS Australia is currently seeking volunteers and nominations for next year's Strategic 100 judges. Please email MIS editor, Paul Smith, if you are interested: pauls@fairfaxbm.com

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OVERVIEW: A BUYER'S MARKET

The information technology market is more competitive today than it has ever been. But from a buyer's point of view, at least, it is a good time to be dealing with suppliers, writes *Agnes King*.

Rapid results is the theme throughout tech land this year. From manufacturers to users, and everyone in between, the pressure is on to turn things around a lot more quickly, whether it's deployments or developing new technologies.

In such an environment the big powerhouses are struggling, leading to greater levels of consolidation. "Smaller players, particularly in niche software, get swallowed up at an ever-increasing rate as big players look for a quick way to increase their capabilities," says Gartner managing vice-president, Matthew Boon.

The *MIS Strategic 100* has stood witness to this, as we have seen a large percentage of the 25 Rising Stars from last year – the up and coming new technologies from around the globe – in 2005 be acquired by the Global 50 companies, the ruling class in information technology. Mergers among the top brass have also been rampant. We've seen it in Sun's pairing with StorageTek, Symantec teaming with Veritas, and Oracle, well, what hasn't it bought? The fact is users are asking technology suppliers for different capabilities, which they just can't deliver without acquiring them.

NEW HORIZONS

The market is also giving rise to a new generation of software applications such as Salesforce.com and the new open source contender SugarCRM, which bypass old methodologies and coding, and haven't yet accumulated the backward compatibility issues that big name brands battle with. While these packages are less sophisticated than their elder rivals, their reduced price tags leave companies a lot of room to manoeuvre.

This also indicates users are getting more literate. They're more willing to ask the stupid questions (which ironically often turn out to be the right ones), to look deeper and understand some of the underlying truths in what technology hardware and software makers are saying. Gartner's Boon feels vendors are still doing a poor job of articulating

what concepts such as storage virtualisation, on-demand applications and content management really mean. Vendors are pushing overarching agendas without clarifying, or even admitting, that all the pieces to fulfil that vision aren't yet locked down – the software and services around virtualisation, for example, are still falling into place.

DOLLARS AND DEALS

In terms of money to spend on computing systems, there is more around than there has been in the last three years but that still doesn't mean there's a lot, cautions Boon. For the manufacturers of computing products and services, this is being countered by the extremely competitive nature of the industry. The market today is more competitive than it has ever been, which is contributing to the illusion that things are easy for buyers. It's a bit like Sydney real estate; on one level things are better for buyers compared to what's gone before – some of the discounts are just ridiculous. On the other hand, finding the right house in the right location can be fiendishly tricky.

Meanwhile, tough economic times have made chief executives more ruthless in their pursuit of

"Technology expenditure is no longer seen as the nuisance it once was, it's far too strategic for that now.." although he admits many organisations still view IT as a cost centre.

Matthew Boon, managing vice-president, Gartner

THE MIS STRATEGIC 100 METHODOLOGY

With over 3000 IT vendors of differing size and discipline vying for selection in the *Strategic 100*, we have attempted to keep the selection as clear and straightforward as possible.

Having selected an independent panel of expert judges (see page 12), we sent exhaustive lists of potential companies to be profiled and simply asked them to vote on the ones they felt were the most strategically important to CIOs and also to suggest companies that had managed to sail under MIS's finely tuned radar.

From there the judges' responses were simply tallied and the companies with the most votes are profiled on these pages.

The specific criteria for how we chose which of our three areas a company was to be included in – the Global 50, Australia/New Zealand 25 and Rising Stars 25 – is detailed on the opening page of each section.

evidence about the specific financial benefits of computing projects. "Technology expenditure is no longer seen as the nuisance it once was, it's far too strategic for that now," says Boon, although he admits many organisations still view IT as a cost centre and will take several years to fully realise its role as a competitive force. This is not something vendors are likely to be crazy about since discounts are easier to argue than return.

LONG-TERM PLANS

Having said that, IT vendors themselves are starting to take a long-term view of operations and get back to basic business fundamentals. Hewlett Packard's new, no-nonsense boss, Mark Hurd, is the best example of this. Understated and focused, he is very much a back-to-business chief executive looking at what the company needs for the long-run.

Finally, there is no denying that the world continues to shrink. Vendors are well into their first

test run utilising a global workforce and there will be a lot of learning and tweaking going forward to react to the impact on their own operations as well as that of their customers. At some point governments and companies should start considering what will happen if the influx of skilled workers and executives coming out of countries like India and China decide to go back home. However, from a worldwide IT industry perspective, the 'up-skilling' of a mobile, global workforce can only bring benefits in the form of better workers more in tune with new technologies. Buyer's market and brave new world of IT innovation? Only time will tell. ■

CURRENCY CONVERTERS

All financial statistics published throughout the 2005 *Strategic 100* are shown in Australian dollars, except for some direct quotes and pricing structures, in which case the Australian dollar equivalent is shown in brackets.

Dollar amounts were converted to Australian currency and then rounded up or down for the sake of brevity (ie. \$1.39 million has been rounded up to US\$1.4m). All currency conversions were calculated using The Universal Currency Converter at www.xe.com/ucc/ on October 31-November 3 as follows:

- 1 US Dollar = 1.34 Australian Dollars
- 1 NZ Dollar = 0.94 Australian Dollars
- 1 United Kingdom Pound = 2.37 Australian Dollars
- 1 Euro = 1.62 Australian Dollars
- 1 Singapore Dollar = 0.80 Australian Dollars
- 1 Indian Rupee = 0.0299 Australian Dollars
- 1 South Korean Won = 0.00129 Australian Dollars

From a worldwide IT industry perspective, the 'up-skilling' of a mobile, global workforce can only bring benefits in the form of better workers more in tune with new technologies.

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GLOBAL 50

COMPANY

3COM
ACCENTURE
ADOBE SYSTEMS
ALCATEL
AMD
APPLE
AT&T
AVAYA
BEA SYSTEMS
BROCADE
CANON
CISCO SYSTEMS
CITRIX SYSTEMS
COGNOS
COMPUTER ASSOCIATES (CA)
CSC
DELL
DELOITTE TOUCHE TOHMATSU
EDS
EMC
FUJITSU
FUJI XEROX
HITACHI DATA SYSTEMS (HDS)
HEWLETT-PACKARD (HP)
IBM
INFOSYS
INTEL
JUNIPER NETWORKS
LENOVO
LG ELECTRONICS
MERCURY
MICROSOFT
MOTOROLA
NOKIA
NOVELL
ORACLE
RED HAT
RSA SECURITY
SALESFORCE.COM
SAMSUNG
SAP
SAS
SATYAM
SIEBEL SYSTEMS
SONY
SUN MICROSYSTEMS
SYBASE
SYMANTEC
TIBCO
UNISYS

RISING STARS 25

COMPANY

APPSENSE
ATTENSITY
BAIDU
COMPIERE
DATALLEGRO
ENGIN
EXAVERA TECHNOLOGIES
EXPAND NETWORKS
FRESHTEL
GOOGLE
GREENTREE
iiNET
IMLOGIC
KHIMETRICS
NETIQ
ORCHESTRIA
PERSONAL BROADBAND AUSTRALIA
RULEBURST
SCOPUS VIDEO NETWORKS
SUGARCRM
VECTRA CORPORATION
VMWARE
vTIGER
XENSOURCE
ZEALCORE

AUSTRALIA/NEW ZEALAND 25

COMPANY

AAPT
ASG GROUP
ATTACHE SOFTWARE
AUSTRALIAN HEALTHCARE TECHNOLOGY
CITEC
DATACOM
HANSEN TECHNOLOGIES
HUTCHISON TELECOMS
JADE SOFTWARE
MACQUARIE TELECOM
MINCOM
MYOB
NAVMAN
OPTUS
OXYGEN
POWERTEL
SYNERGY
PRONTO SOFTWARE
TECHNOLOGY ONE
TELSTRA
TOWER SOFTWARE
UNWIRED
VOLANTE
WEBCENTRAL GROUP
WEBSPY

25

RISING STARS

HOW WE SELECTED:

The 25 Rising Stars were compiled through suggestions from our expert judges and discussions with *MIS* editorial teams around the world. They are often very new businesses, but ones that show signs of seriously influencing the way technology is bought or deployed. Many of these companies can expect rapid growth, acquisition or significantly increased presence in the enterprise over the next 12 months.

This is an early warning to take note of companies that are already impressing savvy CIOs, who have become aware of them in their local markets.

GOOGLE

Global HQ: Mountain View, California, US

Website: www.google.com

CEO: Eric Schmidt

Core activity: Internet search technology

Revenue: \$3.5 billion (six months to Jun 30, 2005)

Key customers: N/A

No. of employees: Undisclosed

"Google was born in 1998. If it was a person it would have started elementary school late last summer (around August 19), and today it would just about have finished the first grade." So begins Google's 2004 annual report. The remaining 100-odd pages go on to say that Google could quite possibly be the youngest self-made billionaire on record, brave enough to challenge the dominance of the tertiary bully, Microsoft, who would now be completing its third degree.

In 2000 Google introduced its first advertising scheme, and by 2005 money from advertising constituted 98 per cent of its \$US2.6 billion revenue, mostly from internet keyword searches. Author Stephen Arnold, who has closely analysed Google patents,

engineering documents and technology told *The Wall Street Journal* earlier this year he thinks Google has a grand ambition to push the information age off the desktop and onto the internet. "Google is setting itself up to be an application delivery system for any type of device. That is a different type of paradigm from Microsoft's 'desktop-centric world'," says Arnold.

"Google already has plenty of influence," speculates the US broadsheet. It handles nearly half the world's web searches, has hired some of the biggest names in the industry, and has built on its core business, adding everything from free web-based email (Gmail) to a satellite mapping service (Google Earth). Google's move into desktop search products prompted Microsoft to reorganise and combine MSN with its platform products group to protect its turf. Meanwhile, Google paired with Sun in October to allow all web users access to Sun's OpenOffice files, its equivalent to the dominant Microsoft Office program, from Google's site. There is speculation Google may buy Chinese portal Baidu.com or move into VoIP next. ■

GREENTREE

Global HQ: Auckland, New Zealand

Website: www.greentree.com

Executive director: Peter Dickinson

Core activity: Enterprise resource planning software

Revenue: \$7.5 million to \$10 million

Key customers: Gympie Eldorado Gold Mining, NAFDA, Pacific Marine Batteries, Select Managed Funds, Toyota Technical Centre Asia-Pacific/Australia

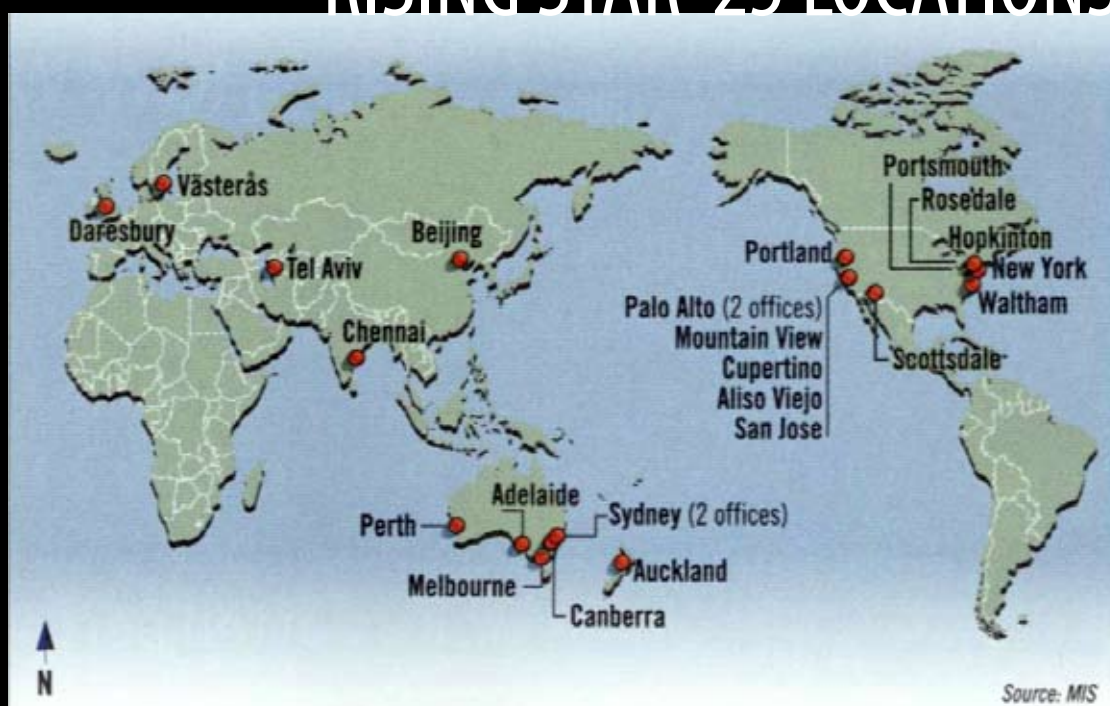
No. of employees: 50

Evolving from a small team of developers in the early 1980s, Greentree acquired its 500th customer in August and now has a geographical spread across New Zealand, Australia, Fiji, the US, Canada and the UK. Having clearly established itself as a mid-market player, Greentree continues to build its global presence with the appointment in June of QCL Technologies to sell its Jade ERP suite in Ireland. Executive director Peter Dickinson says the company is signing 15 new clients a month, with the August to October quarter delivering the best sales prospects on record despite an aggressive

mid-market push by ERP rivals SAP, Oracle and Microsoft. He says roughly 70 per cent of Greentree's revenue is generated in Australia and it remains the company's strongest growth market.

Greentree's point of differentiation is its Jade development platform, which acts among other things as an object-oriented database and, according to Dickinson, makes the product extraordinarily stable, as well as easy to configure and maintain. This is particularly important since the company relies on a dealer network to push its product beyond its New Zealand home base. The dealer channel is expanding at a rapid rate in Australia growing by one partner a month.

In March, Greentree announced the successful delivery of Jade on the Linux operating system, opening itself up to a rapidly growing market. The company is currently pumping about 40 per cent of income into R&D. Dickinson says that while it has no intention of being acquired itself, recent consolidation in the ERP market has been beneficial for Greentree by simplifying the sales process. ■



RISING STARS 25 INDEX OF ACTIVITIES

COMPANY	CORE ACTIVITIES
APPSENSE	System performance and security software
ATTENSITY	Language processing software
BAIDU	Chinese language internet search engine
COMPIERE	Open source ERP and CRM
DATALLEGRO	Data warehouse appliances
ENGIN	Broadband telephony
EXAVERA TECHNOLOGIES	Sensor technologies (RFID and WiFi) for healthcare
EXPAND NETWORKS	WAN (wide area network) optimisation hardware
FRESHTEL	VoIP software
GOOGLE	Internet search technology
GREENTREE	Enterprise resource planning software
iINET	Internet service provider
IMLOGIC	Enterprise instant messaging
KHIMETRICS	Pricing and positioning software
NETIQ	Application management software
ORCHESTRIA	Content scanning software to monitor internal communications
PERSONAL BROADBAND AUSTRALIA	Wireless broadband carrier
RULEBURST	Business rules and decision support software
SCOPUS VIDEO NETWORKS	Digital broadcasting technology
SUGARCRM	Open source CRM
VECTRA CORPORATION	IT services, security and support
VMWARE	Virtual infrastructure software
vTIGER	Open source CRM
XENSOURCE	Virtualisation software
ZEALCORE	Online diagnostics and debugging software

RISING STARS 25

INDEX OF KEY CUSTOMERS

COMPANY	KEY CUSTOMERS	PA
APPSENSE	Alstom, British Telecom, Clifford Chance, CSC, Daimler Chrysler, Deutsche Bank, EDS, Federal Aviation Administration, Hewlett Packard, Home Shopping Network, National Blood Service, National Health Service hospitals, Polo Ralph Lauren, Yamaha Music	
ATTENSITY	Three pilots currently underway in hospitality, high tech manufacturing and government logistics	
BAIDU	N/A	
COMPIERE	Goodyear Germany, Pharma Nord (France, Spain, Holland)	
DATALLEGRO	Closing first customers; details undisclosed	
ENGIN	N/A	
EXAVERA TECHNOLOGIES	Undisclosed	
EXPAND NETWORKS	Barbados Ministry of Finance, Brenntag Nordic, Continental Airlines, Hitachi Capital, Motorola, NTT Communications, Texas Instruments, US Army, US Department of Defense, US Federal Aviation Administration	
FRESHTEL	N/A	
GOOGLE	N/A	
GREENTREE	Gympie Eldorado Gold Mining, NAFDA, Pacific Marine Batteries, Select Managed Funds, Toyota Technical Centre Asia-Pacific/Australia	
iiNET	N/A	
IMLOGIC	Undisclosed	
KHIMETRICS	Albertson (US), Big Y, Lowe (US), Panda (Saudi Arabia), PETSMART, Safeway, ShopKo (US)	
NETIQ	Department of Education Science and Training, Hostworks, Melbourne Exhibition Centre, Telecom NZ, Village Roadshow, Visy, Volante/Santos	
ORCHESTRIA	Bear Stearns, Goldman Sachs	
PERSONAL BROADBAND AUSTRALIA	Partners: OzEmail, Pacific Internet, Unitel	
RULEBURST	Centrelink, Department of Veteran Affairs, Her Majesty's Revenue and Customer (UK), Home Office (UK), Irish Department of Social and Family Affairs, NSW Premier's Department, Queensland Department of Housing, Small Business Services (UK), Veteran's Agency (UK)	
SCOPUS VIDEO NETWORKS	Caribbean Broadcasting, CBS News, CCTV, Channel 10 (Israel), Digital Broadcasting, Digital Cable System, Doordarshan, Embratel, Eutelsat, Fox News, Guangdong Microwave, KDDI, Luzhou Broadcasting Bureau, Mediacom, MultiChoice, RTRS, Sky Italia, T-Systems, Zee TV	
SUGARCRM	Undisclosed	
VECTRA CORPORATION	Mitsubishi Motors Australia, SA Department of Education, Singapore Government, Westpac	
VMWARE	Attorney General's Department, Coles Myer, Corporate Express, Royal NZ Foundation for the Blind, Technology One, Tenix	
VTIGER	4net AG, 829 Computers, Bridgepoint, NocTel Communications, Predictive-ip.com, SecureCARE Technologies	
XENSOURCE	None	
ZEALCORE	Small number of clients in the industrial automation and transportation industries	