

Deloitte.



# 2004 Deloitte Technology Fast 50

*Technology leaders sustaining innovation and growth*

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## The Deloitte Technology Fast 50 program



The Deloitte Technology Fast 50 is a program that recognises and profiles fast growing technology companies.

The program, now in its fourth year in Australia, ranks the 50 fastest growing technology companies, public or private, based on percentage revenue growth over three years (2001 to 2003) and includes all related industry sectors:

- Communications
- Software
- Semiconductors, components and electronics
- Life Sciences
- Internet
- Computer peripherals

To qualify companies must meet the following criteria:

- it must be a technology company defined as:
  - develops proprietary technology which contributes to a significant portion of the company's operating revenues (NB using other company's technology in a unique way does not qualify)
  - manufactures a technology-related product
  - devotes a high percentage of effort to research and development of technology.
- in business for a minimum of three years
- revenues for the first year of calculation must be at least \$A100,000 and the current year must be at least \$A1million
- the company must be Australian owned and headquartered in Australia.

The Deloitte Technology Fast 50 is part of a global Fast 500 program run in parallel with the United States, Canada, United Kingdom, France, Norway, Sweden, The Netherlands, Germany, Central Europe, Israel, South Africa, China, Hong Kong, India, Japan, Korea, Malaysia, New Zealand, Singapore, Taiwan and Thailand.

For further information regarding the program, please visit our website

**[www.tech50.com.au](http://www.tech50.com.au)**

## Industry overview

It is with pleasure that we bring to you the fourth Deloitte Technology Fast 50 in recognition of Australia's most dynamic, fast growing technology companies.

The last 12 months has seen a marked improvement in the global technology sector. Driven by enhanced understanding and clarity of the benefits that technology provides, coupled with the emergence of weathered entrepreneurs and experienced managers, the focus is on technologies that provide real value, real returns and real sustainability. Recent job surveys have outlined a clear increase in income packages for technology personnel and a surge in the demand for skilled technologists. Equity markets have also seen an increase in the value of many technology stocks and globally, investors' perceptions of technology-based companies is now on the rise. Indeed we watch with interest the proposed \$US2.7bn Google float, the largest internet IPO, and one that is set to focus global investment markets back on the tech sector.

Looking forward, emerging technologies such as voice over IP, intelligent transport systems, remote frequency ID tags, wireless LAN, global IT outsourcing and the development and penetration of opensource, should provide an exciting year ahead.

Value adding and disruptive technologies also continue to change the way business is conducted. Trends in security, environmental sustainability, biotechnology, bioscience, and communication accessibility and affordability are all driving further innovation, research and development, with Australia at the forefront in many of these innovations.

Indeed our most recent surveys of the CEOs in the Australian Deloitte Technology Fast 50 and global Deloitte Technology Fast 500 highlighted that CEOs of technology companies are confident of a global economic recovery with many predicting that their companies will achieve a high rate of growth over the next 12 months. They are also taking deliberate steps to position their companies for growth:

- shifting their focus from cost reduction and cash flow management to sales growth and market share
- expanding their workforces, but emphasising quality over quantity
- capitalising on the real power of the internet, without all the hype
- focussing their growth strategies on major opportunities within their own regional markets - instead of expanding abroad just for a few sales.

If the average revenue growth of Australia's fastest growing technology companies over the last three years - achieved during a difficult climate - is any measure, we are set for another exciting period ahead. The average three-year revenue growth of this year's Deloitte Technology Fast 50 winners was an impressive 1383%, with combined 2003 revenues for the companies exceeding \$1.1 billion, clearly underlining the economic contribution of these rapidly growing companies.

Dial Time Pty Ltd, the overall winner of the Deloitte Technology Fast 50, achieved an astonishing three-year revenue growth rate of 56303%. We salute Hal Christianson, Dial Time's Managing Director, for his terrific achievement as a technology leader sustaining innovation and growth.



Deloitte congratulates Protocom Development Systems, CDS Technologies and Infomedia who have all made the Deloitte Technology Fast 50 list for the fourth year running and the eight companies that have made the list for three consecutive years. These are outstanding achievements and reflect a high level of competence, market understanding and vision from management and employees.

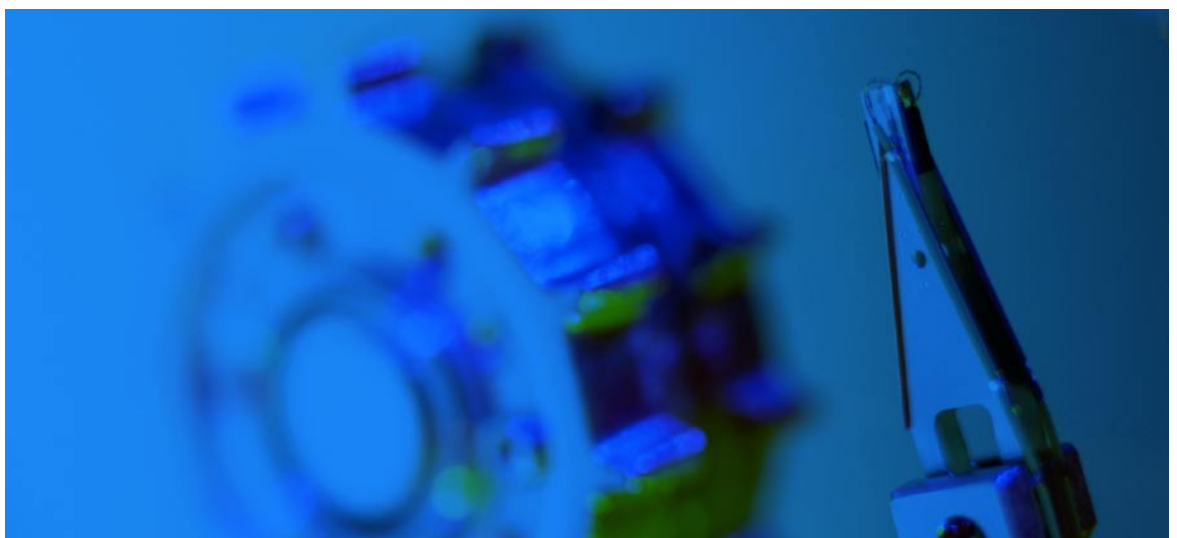
Recognition must also go to the vibrant South Australian technology sector for achieving 12 placings (24%) in the Deloitte Technology Fast 50. The state is certainly hitting above its weight in the technology sector.

And congratulations to the Rising Star winners – Red Oxygen, eLabtronics and SportingPulse. It is our vision that all companies that participated in the Deloitte Technology Fast 50 program receive the recognition they deserve. We look forward to watching these companies grow and prosper in the future.



## Julia Bickerstaff

Leader, Deloitte Technology Fast 50 Program



## 2004 winners

### Winners by state

VIC	18	36%
NSW	12	24%
SA	12	24%
WA	7	14%
ACT	1	2%
QLD	0	0%
NT	0	0%
TAS	0	0%

Victoria has produced the most fast growing companies again this year with 18 companies headquartered there. South Australia also continues to produce a significant number of world-class technology companies with almost a quarter of this year's Technology Fast 50 winners emanating from the state.

### Industry segments

Software	15	30%
Internet	14	28%
Communications	8	16%
Semi conductors	5	10%
Computers and peripherals	4	8%
Life sciences	4	8%

Software and internet companies were again dominant in this year's list of winners. The Communications sector increased its presence to eight companies (16%) up from five companies (10%) last year, whereas representation from the Life Sciences and Computers and peripherals sectors remained constant at four companies (8%) each.

### Revenue levels

	2004	2003	2002	2001
Greater than \$20m	15	6	12	13
Between \$10m - \$20m	4	9	8	10
Between \$5m - \$10m	9	16	10	7
Between \$1m - \$5m	22	19	20	20

## Other interesting facts

	2004	2003	2002	2001
Average 3 year revenue growth	1,383 per cent	299 per cent	478 per cent	294 per cent
Revenue growth of Top 10	6,987 per cent	794 per cent	531 per cent	545 per cent
Highest growth rate	56,303 per cent	1,406 per cent	5,143 per cent	2,173 per cent
Number of Technology Fast 50 winners for the second year running	10	22	16	n/a
Number of Technology Fast 50 winners for the third year running	7	4	n/a	n/a
Number of Technology Fast 50 winners for the fourth year running	3	n/a	n/a	n/a
Percentage of private companies	60	58	48	50



## Ranking

Rank	Company Name	Type of Business	3 year revenue growth	Public or Private	Website	CEO/MD
1	Dial Time Pty Limited	Communications	56303%	Private	www.australianpurefruits.com.au	Hal Christiansen
2	Aconex Pty Limited	Internet	1252%	Private	www.aconex.com	Robert Phillipot
3	Empired Limited	Internet	1092%	Public	www.empired.com	Justin Miller
4	Flairview Travel Pty Limited	Internet	836%	Private	www.hotelclub.com	Leon Kamenev
5	Swiftel Limited	Communications	819%	Public	www.swiftel.com.au	Chris Gale
6	Hitwise Pty Limited	Internet	800%	Private	www.hitwise.com	Andrew Walsh
7	People Telecom Limited	Communications	740%	Public	www.peopletelecom.com.au	Ryan O'Hare
8	EzyDVD Pty Limited	Internet	554%	Private	www.ezydvd.com.au	Jim Zavos
9	UXC Limited	Communications	488%	Public	www.uxc.com.au	Geoff Lord
10	Webjet Limited	Internet	411%	Public	www.webjet.com.au	David Clarke
11	Protocom Development Systems Pty Limited	Software	369%	Private	www.protocom.com	Jason Hart
12	AirNet Commercial Australia Limited	Communications	353%	Public	www.airnet.com.au	Peter Karidis
13	iiNet Limited	Internet	292%	Public	www.iinet.net.au	Michael Malone
14	LEAP Legal Software Pty Limited	Software	288%	Private	www.leap.com.au	Christian Beck
15	M2 Telecommunications Group Limited	Communications	275%	Public	www.m2.com.au	Vaughan Bowen
16	DNAML Pty Limited	Software	246%	Private	www.dnaml.com	Adam Schmidt
17	Novotech (Australia) Pty Limited	Life Sciences	222%	Private	www.novotech-cro.com	Alek Safarian
18	WebSpy Limited	Software	189%	Public	www.webspy.com	Jack Andrys
19	Clearsonics Pty Limited	Communications	182%	Private	www.clearsonics.com	Jon Newbery
20	carsales.com.au Limited	Internet	172%	Unlisted Public	www.carsales.com.au	Greg Roebuck
21	Reactive Media Pty Limited	Internet	164%	Private	www.reactive.com	Tim O'Neill/Tim Fouhy
22	Onerail Global Holdings Pty Limited	Software	163%	Private	www.onerail.com	Matthew Browne
23	Parkelectronics Pty Limited	Semi Conductors	161%	Private	N/A	Steve Parker
24	IWL Limited	Software	158%	Public	www.iwl.com.au	Otto Buttula
25	Hostworks Limited	Internet	152%	Private	www.hostworks.com.au	Marty Gauvin

- Fast 50 4 consecutive years
- Fast 50 3 consecutive years
- Fast 50 2 consecutive years



Rank	Company Name	Type of Business	3 year revenue growth	Public or Private	Website	CEO/MD
26	CDS Technologies Limited	Life Sciences	144%	Public	www.cdstech.com.au	John Fitzgerald
27	Kemalex Plastics Pty Limited	Semi Conductors	141%	Private	www.kemalex.com.au	Richard Colebatch
28	Australia I.T. Pty Limited	Computers & Peripherals	140%	Private	www.australiait.com.au	Michael Lau
29	Seek Limited	Internet	134%	Private	www.seek.com.au	Paul Bassat
30	Commtech Wireless Pty Limited	Communications	129%	Private	www.commtechwireless.com	Nathan Buzza
31	destra Corporation Limited	Internet	124%	Public	www.destra.com	Domenic Carosa
32	3rdmill Pty Limited	Computers & Peripherals	121%	Private	www.3rdmill.com.au	Divico Scheidegger
33	eBet Limited	Software	117%	Public	www.ebetonline.com	Tony Toohey
34	Chimo Pty Limited	Software	110%	Private	www.chimo.com.au	Jason Bender
35	REDARC Electronics Pty Limited	Semi Conductors	98%	Private	www.redarc.com.au	Anthony Kittel
36	Compumedics Limited	Life Sciences	97%	Public	www.compumedics.com.au	David Burton
37	Oakton Limited	Computers & Peripherals	95%	Public	www.oakton.com.au	Paul Holyoake
38	Objective Corporation Limited	Software	88%	Public	www.objective.com	Tony Walls
39	NGIS Australia Pty Limited	Internet	87%	Private	www.ngis.com.au	Paul Harris
40	SitePoint Pty Limited	Internet	87%	Private	www.sitepoint.com	Mark Harbottle
41	PIVoD Technologies Limited	Semi Conductors	85%	Public	www.pivod.com	Tom Warner
42	Quest Retail Technology Pty Limited	Semi Conductors	83%	Private	www.quest.com.au	Tim Stollznov
43	Infomedia Limited	Software	78%	Public	www.infomedia.com.au	Richard Graham
44	Optima Technology Solutions Pty Limited	Computers & Peripherals	78%	Public	www.optima.com.au	Cornel Ung
45	Lincoln Indicators Pty Limited	Software	77%	Private	www.lincolnindicators.com.au	Timothy Lincoln
46	WebMCQ Pty Limited	Software	76%	Private	www.webmcq.com.au	Scott Gazzard
47	InterDynamics Pty Limited	Software	68%	Private	www.interdynamics.com	Bob Bridges
48	DWS Advanced Business Solutions	Software	68%	Private	www.dws.com.au	Danny Wallis
49	Strategic Data Management Pty Limited	Software	67%	Private	www.sdm.com.au	Geoff Rohrsheim
50	Beasley Industries Pty Limited	Life Sciences	54%	Private	www.beasley.com.au	Richard Thomson

- Fast 50 4 consecutive years
- Fast 50 3 consecutive years
- Fast 50 2 consecutive years

## Top 10 profiles

### Number 1



**DialTime Pty Ltd**  
**% growth 56303%**  
**[www.australianpurefruits.com.au](http://www.australianpurefruits.com.au)**  
**Hal Christiansen - Managing Director**



DialTime Pty Ltd provides one of Australia's major electronic distribution and bill payments networks, with a network of 7,250 terminal locations distributed across over 4,000 postcodes. DialTime's network incorporates large blue chip corporate retailers (e.g. Coles Myer, Caltex), as well as independent retailers in high streets and shopping malls. Products and services distributed through the terminals cover several market segments, including prepaid mobile, long-distance and Internet vouchers, as well as music vouchers and mobile phone add-ons such as ring-tones and images. DialTime includes a prepaid product inventory distributions, billing and collections system, which manages both the distribution and collection of invoiced value between manufacturers and end customers. DialTime has also recently established a national over-the-counter bill payment system called Bill EXPRESS, currently comprising over 2000 terminals, including the Service ATM network located in over 400 Coles Myer stores, as well as terminals in ANF newsagents, and virtual terminals in travel agents.

DialTime's success can be attributed to several key factors: a unique selling proposition that helps retailers make money; the size and strength of the network and the multiplier effect; the inherent strong electronic receivables management system and ability to extract payment; and its network sales capability.

DialTime has significant quantities of new terminals being added to the network each month, and a range of new products being planned for the terminals (e.g. cinema and event ticketing, e-tag top-up, downloadable games vouchers, parking vouchers). Explorations into growing the business into the overseas market, particularly within Asia, are well underway.



## Number 2



**Aconex Pty Limited**

**% growth 1252%**

**[www.aconex.com](http://www.aconex.com)**

**Robert Phillpot & Leigh Jasper - Joint Managing Directors**



Aconex Pty Limited is the market leading provider of web-based information control and tracking systems for the construction and property management industries. Its web-based collaboration systems provide an easy, fast and cost-effective way for companies to share documents, distribute information and communicate. Aconex products are used by a range of information-intensive industries, such as general project and events management, facilities management and on-demand printing. Aconex enables users to make decisions quickly, minimise risk exposure and realise time and cost savings. The project team members use a web-browser to access the software over the internet where they can view the status of the project, view the latest plans or track the progress of correspondence and approvals - all in real-time.

Since 2000, Aconex has built and deployed web-based collaboration tools on over 2,000 projects and over 4 million current hosted documents. Aconex host more documents and projects than any other competitor, including in the UK. Aconex has 7 offices in 4 countries - Sydney, Melbourne, Brisbane, Adelaide, Auckland, Dubai and London. Aconex attributes its growth success to its talented team who are committed to giving its users the best experience possible. Aconex's software was designed and built by people with real industry knowledge. Subsequently, Aconex matches existing industry processes and therefore users find the system extremely easy and intuitive. In addition, a clean and clear user interface means that the screen is not cluttered and training time is minimised. Aconex expects to continue its geographic expansion over the next few years, targeting the US as the next major market.

## Number 3



**Empired Limited**  
**% growth 1092%**  
**[www.empired.com](http://www.empired.com)**  
**Justin Miller – Managing Director**



Empired Limited specialises in the provision of Managed Technology Solutions. The company has developed and markets proprietary human capital software systems (BigRedSky) to corporate and government clients. Significant clients include whole of government contracts with Western Australian and Victorian State Governments. Empired's Managed Services solutions include application packaging, infrastructure design and deployment and outsourcing to major corporate and government clients such as Woodside, BHP Billiton and Rio Tinto. Empired attributes its success to its integrated yet diversified business streams, proven ability to deliver complex solutions and its experienced and committed group of employees. The diversified range of IT systems and services enable revenue peaks and troughs to be levelled out across the entire business, which in turn has enabled consistent & profitable growth. Empired's proven ability to deliver complex solutions has ensured repeat business with Government clients and Fortune 100 companies. The ability to attract and retain highly skilled people ensures that knowledge is retained, the business is sustainable and customers can rely on consistency of performance. The company's immediate future is centred on delivering on existing contracts and consolidating its sales opportunities. Empired will continue to focus on solutions delivery, and invest further R&D into proprietary software products. Future plans include expanding the current offices in Perth and Melbourne, to include offices in other major states and selected international markets.

## Number 4



**Flairview Travel Pty Limited**

**% growth 836%**

**[www.hotelclub.com](http://www.hotelclub.com)**

**Leon Kamenev – Chief Executive Officer**



Flairview Travel is a global accommodation e-wholesaler and specialist distributor of hotel room inventory over the Internet. The company operates two websites - HotelClub.com ([www.HotelClub.com](http://www.HotelClub.com)) a full service accommodation provider, and RatesToGo.com ([www.RatesToGo.com](http://www.RatesToGo.com)) a last minute website. Flairview Travel has expanded operations beyond Asia Pacific, into Europe and North America. It currently operates ten offices worldwide.

Flairview Travel's success has been driven by a vision of providing global consumers direct access to discounted hotel rates and the convenience of booking accommodation whenever they want - to wherever they want to go. Flairview Travel has fully leveraged the power of the Internet to fulfill this vision. The company has a strong focus on technology, and its proprietary software allows the company to meet the changing needs of consumers and provide new services and products. Flairview Travel has a sophisticated database reporting system and a multi-lingual service that overcomes geographical obstacles and significantly extends its customer reach. This component of the business is achieving double-digit growth in all languages.

Flairview Travel plans to continue pursuing aggressive growth and to sustain the success of the past decade. In April 2004, Flairview Travel was acquired by Cendant Corporation and is part of the Cendant Travel Distribution Services (TDS) Division. As part of Cendant Corporation, the company has significant opportunities for expansion into new markets, has greater access to properties, particularly in North America, that can be distributed via HotelClub.com and RatesToGo.com and access to Cendant's network of customers. This will provide Flairview Travel with a distinct competitive edge and ensure continued growth.

## Number 5



**Swiftel Limited**  
**% growth 819%**  
**[www.swiftel.com.au](http://www.swiftel.com.au)**  
**Chris Gale – Chief Executive Officer**



Swiftel is a National IP Telecommunications Carrier established to deliver high capacity, cost-effective communications solutions to both Corporate and Residential customers throughout Australia. Swiftel has two main divisions; Corporate Data and Broadband services. Swiftel has been a corporate data communications organisation since inception and has laid fibre optic cable down St Georges Terrace and Adelaide Terrace in Perth and currently has forty significant office buildings connected to it.

Swiftel provides sophisticated co-location, data storage and connectivity services to the corporate Perth market and is currently extending its IP virtual private network facility to every capital within Australia.

Swiftel is also a significant broadband player, having launched its broadband products in May last year. Since then it has connected over 20,000 broadband customers across all cities within Australia and continues to provide innovative broadband services to consumers.

Swiftel's success in the corporate data market comes from its sophistication in the deliverables. Swiftel also has a very extensive knowledge base, along with an enthusiastic drive to deliver a service to the corporate market. Swiftel also leads the way in providing sophisticated data solutions to its customers, which now extends nationally.

Its success in broadband comes from its ability to connect customers with some speed and provide an excellent customer service as well as a gold plated network.

Swiftel is currently merging with people telecom Limited, (another Deloitte Tech Fast 50 organisation) and it is hoped that this merger will position the merged entity as the seventh largest full serviced telco in Australia, and will allow for further and greater expansion into the main market sectors.



## Number 6



Hitwise Pty Limited

% growth 800%

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

Andrew Walsh – Chief Executive Officer



Hitwise is the world's leading provider of online competitive intelligence services. Each day, Hitwise monitors how more than 25 million Internet users interact with over 500,000 websites across 160 industry categories in six countries (USA, UK, Australia, Singapore, Hong Kong & NZ). By monitoring more people, more websites, more often, Hitwise provides marketers with timely and actionable marketing insights on how their online presence compares to competitive websites. Companies use this information to maximize the return on their online investment, in efforts such as affiliate programs, search marketing, online advertising, content development and lead generation. Hitwise attribute their successful growth to a scalable and profitable business model and unique technology; great management team and staff; and focus on execution. The company is planning significant growth in the US market in the future; continued product development and innovation; exploration of new markets and development of strategic partnerships & acquisitions.



## Number 7



People Telecom Limited

% growth 740%

[www.peopletelecom.com.au](http://www.peopletelecom.com.au)

Ryan O'Hare – Chief Executive Officer



people telecom provides telecommunications services to over 10,000 small-to-medium businesses in Australia, New Zealand and the UK.

The company was founded by Ryan O'Hare and Colin Marland, creators of Australia's largest privately owned telecommunications service provider corpTEL communications Ltd before its sale to AAPT Limited, people telecom's successful growth has been attributed to initial heavy investment in creating state of the art back office infrastructure to deliver enhanced service levels, coupled with sophisticated sales channels.

people telecom has a proven track record in meeting its budgets and continually expanding its sales channels to deliver growth that, in turn, is increasing its net profit as a percentage of revenue each year. The company expects to achieve forecast 2004 annual revenues of over \$60m with profits of \$2.3m (being its 3rd full financial year).

people telecom's revenues are generated mainly out of voice billings for all fixed wire and mobile products and its core systems are linked directly in carrier service platforms. These carriers include Telstra Wholesale for fixed wire and CDMA mobiles, Optus Networks for fixed wire and GSM, MCI for international, AAPT for select inbound services, Request DSL and Swiftel for broadband, Uecomm for Fibre, MultieMedia for Satellite Broadband and other selected enhanced services such as conferencing and worldwide travel cards etc

The company will soon merge with a data service provider and network carrier, Swiftel, that will enable it to become the 7th largest full-service telco in Australia expanding its service reach to the consumer market.

## Number 8



**EzyDVD Pty Limited**

**% growth 554%**

**[www.ezydvd.com.au](http://www.ezydvd.com.au)**

**Jim Zavos – Chief Executive Officer**



Beginning in 1999 as an online retailer of DVDs, EzyDVD has branched out to encompass a 'bricks and mortar' chain, now numbering 34 stores around Australia, with plans for a further 30 before the year end. EzyDVD is a truly national retailer of DVDs, occupying key sites in major shopping centre locations around Australia. With a head office in the Eastern Suburbs of Adelaide, EzyDVD manages all facets of the operation – from a large scale warehouse and processing centre, to a customer service team and a franchise / leasing team. Further, EzyDVD operates a marketing and advertising budget sufficient to enhance the branding of EzyDVD through all forms of media including catalogue, press, radio, outdoor and direct mail.

EzyDVD has a talented and experienced team driving the business. They attribute the company's success to their ability to predict consumer trends and having the vision and the experience to run an organisation with a growing network of stores whilst ensuring the continued success of franchised stores. EzyDVD is perfectly positioned to take advantage of the current phenomenal growth in the DVD market. Coupled with the unique and striking shopfits, EzyDVD has an extensive proprietary database and reporting tool enabling the company to smoothly manage stock flows and ordering.

## Number 9



**UXC Limited**  
**% growth 488%**  
**[www.uxc.com.au](http://www.uxc.com.au)**  
**Geoff Lord - Executive Chairman**



With a market capitalisation of approximately \$115 million and a proven track record of sustainable growth, earnings, yield and shareholder returns, UXC is an Australian-owned ASX Top 300 company. UXC provides its services through three divisions:

Business Solutions Group, which provides a market-leading portfolio of ICT business solutions for medium to large corporates and governments in Australia and New Zealand

Utility Services Group, which is engaged in asset and data management for utilities

Intellectual Property Ventures Group, which is concerned with identifying, developing and commercialising intellectual property to realise associated capital gains.

UXC's success is attributed to its Federation model, whereby UXC offers a broad portfolio of market-leading solutions through autonomous, individually-branded business units. Major advantages of this federation model are the financial strength and backing of UXC, the large installed base of customers, the breadth of capabilities in the group and the opportunity for each business unit to work with, and leverage off, other business units while having the autonomy, responsibility and accountability to successfully grow their own business. This is backed by a strong group balance sheet, diversified portfolio of businesses, proven management capability and a high degree of management ownership.

UXC will continue to look for organisations to join the federation of business units, and complete its announced acquisition program. Additionally, with a reputation for integrity in customer relationships and in partnering, UXC plans to continue to grow through selected partnerships and alliances. UXC has objectives to double turn-over and market capitalization in the short term.

## Number 10



**Webjet Limited**  
**% growth 411%**  
**[www.webjet.com.au](http://www.webjet.com.au)**  
**David Clark – Managing Director**



Webjet is Australia's only pure online travel agent where its business model is based on a completely automated procedure from the beginning of the transaction to the end.

The fundamental commercial proposition is a completely automated process leading to a largely fixed cost structure with all capabilities delivered to the customer on line including: all domestic airlines on the one screen; all international airlines with special and published fares integrated; all itinerary records in the one place; over 40,000 hotels and car companies on line, all seamlessly combinable; and all transactions payable from a unique Credit Card Vault at the one time.

In the past year, Webjet's growth has been achieved through: a major extension of the international air fare range; the introduction of a specially focused Phone Buy facility for product which may not otherwise be readily available for online booking including holiday packages and specialist adventure and ski holidays; the introduction of a range of last-minute deals; a dramatic expansion of international hotels; and a further expansion of specialty Queensland and Australian resort properties.

## Rising stars

Deloitte Technology Fast 50 program has a special category to recognise emerging private companies that may not meet all the eligibility criteria, but have made a significant contribution to the technology sector. These "Rising Stars" are on the path to becoming the Deloitte Technology Fast 50 winners of tomorrow.

Rising Star entrants are judged on the company's core focus, market, business model, management team, access to funds and technical sustainability.

### 2004 Rising Star winners

**redoxxygen** Red Oxygen Pty Limited  
[www.redoxxygen.com](http://www.redoxxygen.com)  
Tom Sheahan – Chief Executive Officer



Red Oxygen is one of the world's leading developers and distributors of email to SMS software applications and related desktop messaging software. Red Oxygen combines the power of today's email applications with the ease, convenience and mobility of SMS messaging. Red Oxygen's seamlessly integrated products allow users to utilise the full capabilities of their existing contacts address book to send SMS messages to specific individuals or entire lists, all as easily as sending an email. Users can also have their calendar reminders automatically sent to their mobiles, send broadcast SMS messages to large lists and even receive replies straight into their inboxes from message recipients. Red Oxygen software, available for Microsoft Outlook, Outlook Express and Lotus Notes, is used by customers such as Pfizer, BMW, Qantas, UNICEF, Microsoft, IBM, Siemens, Panasonic, Baker McKenzie, KPMG, Reader's Digest, Frito Lay, Billabong and 3M, and is distributed by Swisscom Mobile, the largest mobile telecommunications operator in Switzerland.

Red Oxygen's success to date is based on a clear focus on its customer's experience; heavy investment in product development and testing to ensure are customers provide with world class products that are reliable, affordable, effective and very easy to use; and developing successful, long term relationships with its strategic partners - Microsoft, IBM, HP and LogicaCMG - or distribution partners - Swisscom Mobile and LegionOne.

Red Oxygen is currently in the process of aggressively expanding our distribution network, both in Australia and overseas, particularly in Europe. They are also maintaining technical development to ensure they remain a global leader in the integrated desktop to mobile messaging space.







**eLabtronics**  
**[www.elabtronics.com](http://www.elabtronics.com)**  
**Peng Choo – Chief Executive Officer**



eLabtronics specialises in simplifying the programming of the omnipresent microchips. It has invented the world's first real graphical visual assembler called CoreChart which enables the vast numbers of beginners in industry and education to program the ubiquitous smart chips for the multitude of product innovations and niche microchip applications. This revolutionary change has opened up unparalleled accessibility to program the smart chips which are embedded in most modern industries, be it the automotive, white goods, smart toys, agriculture, transport or the defence industries. Experts have likened CoreChart's invention to the paradigm shift from the very difficult to use DOS to the universally popular Windows for the PC. CoreChart accessibility to program the microchips will enable economies to develop a microchip high technology enabled innovation skills base to compete with the extremely low cost operation centres in China and India. The company attributes its success to its CoreChart technology breakthrough which won an award at the WCIT2002 Secrets of IT competition. CoreChart underpins Innovation Skills development programs such as the Robotic Peer Mentoring Program. The success of the RPM program is testified by various funding awards from the South Australian government and a list of Australian and international acclaims. For example, the 2003 \$60,000 University High School Robotic Peer Mentoring Program pilot project won the South Australian Premier's Science and Research Fund in April 2004 to expand the program to 1000 students through a partnership of the University of South Australia, Flinders University, the Australian Science and Mathematics School ASMS, eLabtronics (the program now also includes Adelaide University) and high schools. This project amounts to \$1.1million. eLabtronics is aligning with large chip manufacturers to use CoreChart to enter the vast and untapped education market and at the same time CoreChart is spear heading into the lucrative industrial microchips embedded electronic sector.



**SportingPulse Pty Limited**  
**[www.sportingpulse.com](http://www.sportingpulse.com)**  
**Nick Maywald – Chief Executive Officer**



SportingPulse is a leading IT specialist provider to the Sport, Leisure and Fitness industries. The company delivers both online and offline technology solutions/services/software that have revolutionised the operational and management of organisations as broad as volunteer-based clubs to multi-national corporations. Clients include local, state, regional, national and international sporting bodies, international sporting events/games, local government/councils as well as commercial and community-owned recreation and fitness centres.

The company attributes its success to date to creating and maintaining a cohesive and high achieving A-grade team that is innovative, hardworking and committed to success. Success for clients and for SportingPulse. This approach has ensured SportingPulse have developed innovative solutions based on best-practice that are market leading and deliver immediate benefits to its clients. The ability to deliver on promises on time has also seen the company secure a lot of business through referral - controlling marketing spend as growth continues.

SportingPulse are developing a global brand and have recently expanded to the UK and EU. They are progressively working with more and more international bodies to provide global solutions. In addition to its relationship with ONOC (the Oceania National Olympic Committee) SportingPulse has recently signed deals with ANOC (the global Association of National Olympic Committees) and FIBA (World governing body for basketball). The provision of transactional, ASP and billing services globally is growing rapidly for SportingPulse in the vertical markets of Sport and Fitness. Both in the events and multi sport games market (recent examples include the Australian Masters Games, The South Pacific Games and The Belfast Marathon) as well as the growing fitness and well-being industries throughout Asia.

## Technology industry survey results

As part of the Deloitte Technology Fast 50, we surveyed CEOs of fast growing technology companies across Australia to gain their views on key issues and challenges facing their business.

### Confidence levels

Extremely confident	44%
Very Confident	42%
Somewhat confident	12%
Not very confident	2%

86 per cent of companies are either very confident or extremely confident about their growth prospects over the next twelve months. Only two per cent of companies are not very confident.

### Key challenges

The key challenges facing fast growing technology companies are:

- balancing growth with profitability
- recruiting talented people
- managing investor expectations
- securing funding for future growth and expansion
- international expansion
- educating the marketplace about new products/services/technologies and raising brand awareness
- developing systems and processes to support growth
- changing accounting standards
- appreciating Australian dollar.

### Employee head-count

The average increase in headcount over the next twelve months for the 50 fastest growing technology companies is 27%. No companies expect any headcount decreases in the next year, in line with positive confidence levels. Only four per cent of respondents expect staff numbers to remain the same in the next year.

## Geographic markets providing best opportunities

North America is the most attractive market for expansion with 58% of companies seeking to enter or further expand operations into that market. The Asia Pacific region and Europe are also perceived as the best market opportunities for these fast growing technology companies.

North America	58%
Asia Pacific	54%
Europe	38%
UK	30%
Middle East	8%
New Zealand	20%
Australia	26%

## How Deloitte can assist fast growing technology companies

Deloitte Touche Tohmatsu's Technology, Media & Telecommunications Group's Partners and Staff in Australia can assist growing companies with the following:



## About Deloitte

Deloitte Touche Tohmatsu is an organisation of member firms devoted to excellence in providing professional services and advice. We are focused on client service through a global strategy executed locally in nearly 150 countries. With access to the deep intellectual capital of 120,000 people worldwide, our member firms (including their affiliates) deliver services in four professional areas: audit, tax, consulting, and financial advisory services. Our member firms serve over one-half of the world's largest companies, as well as large national enterprises, public institutions, and successful, fast-growing global growth companies.

### **Our Technology Media and Telecommunications Industry Group**

The Deloitte Technology, Media and Telecommunications (TMT) Group is comprised of service professionals who have a wealth of experience serving technology, media and telecommunications companies throughout the world in areas including software, semiconductors, cable, media and publishing communication providers, networking, wireless, computers and peripherals, and related industries.

Our TMT specialists understand the challenges that these companies face throughout all stages of their business growth cycle and are committed to helping them succeed.

Deloitte is a leader in providing strategic, financial, and operational assistance to technology, media and telecommunications organisations.





## Contacts

If you would like to learn more about how the Deloitte Technology, Media and Telecommunications Group can help your business, please contact one of our local industry specialists below:



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