

# Deloitte.



## 2005 Deloitte Technology Fast 50

*Technology leaders sustaining innovation and growth*

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## Overview

We are delighted to announce the winners of the 2005 Deloitte Technology Fast 50 ranking which recognises the most dynamic and fastest growing technology companies in Australia.

Key highlights of the winners this year include:

- 30 new entrants featuring companies across a wide range of disciplines in the sector
- average turnover of \$40.7 million
- average growth rate of 376% over the previous three years.

The results demonstrate that the Australian Technology industry is maturing and producing companies that are capable of generating robust growth, strong products and competing on the global stage.

All the companies in this list deserve to be congratulated. Our winner this year is People Telecom with 2410% revenue growth. Its success is testament to the impact of the convergence of voice and data communications over the last year. People Telecom has been in the Deloitte Technology Fast 50 list for two consecutive years and has grown its revenues to over \$100 million in five years. The runner-up company, GroundProbe, has had spectacular revenue growth of 2335% and has created a unique product which is contributing to mining safety all over the world. The winner of the rising star award this year is MGM Wireless which has harnessed SMS technology to create a product which helps to improve educational outcomes for children.

The list represents an incredible \$2 billion of revenue earned in 2005, double the total in 2004. For the first year the majority of the companies come from the internet sector, including a number of online businesses which are helping to restore faith in the 'dot.com' brand.

Past winners feature in the list again this year, notably last year's winner of the Asia Pacific Fast 500, Bill Express, which has continued to increase its revenues to over \$400 million and four companies, Hitwise, Seek, IWL and Commtech Wireless who have all featured in the Fast 50 for the last three years.

Deloitte's Technology, Media and Telecommunications team would like to be the first to toast the success of these fantastic companies and we hope that they inspire others to more success in the year to come.



A handwritten signature in black ink that reads "Julia Bickerstaff". The signature is written in a cursive, flowing style.

**Julia Bickerstaff**

Leader, Deloitte Technology Fast 50 Program

## 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 fifth year in Australia, ranks the 50 fastest growing technology companies, public or private, based on percentage revenue growth over three years (2003 to 2005) and includes all related industry sectors:

- communications
- software
- semiconductors, components and electronics
- life sciences
- internet
- computer peripherals.

To be eligible for the Deloitte Technology Fast 50, companies must meet the following criteria:

- 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. For example, a technology company will qualify if its revenue for the year ended June 2003 was \$A105,000 and its year-end revenue for June 2005 was \$A1.5 million
- the company must be Australian owned and headquartered in Australia. Subsidiaries or divisions of overseas companies are not eligible (unless they have some Australian public ownership and trade separately).

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 websites:

**[www.tech50.com.au](http://www.tech50.com.au)** and **[www.fast500asiapac.com](http://www.fast500asiapac.com)**



## 2005 Winners

### Winners by state

VIC	20	40%
NSW	15	30%
SA	6	12%
QLD	5	10%
WA	4	8%

For the third year in a row, Victoria has produced the highest number of fast growing companies with 20 winners headquartered there. New South Wales was also a strong performing state with nearly one third of world-class technology companies based in NSW. South Australia supplied six winners, Queensland five winners and Western Australia four winners.

### Industry segments

Internet	19	38%
Software	10	20%
Communications	8	16%
IT	8	16%
Biotech	3	6%
Semi conductors	2	4%

Internet companies were dominant in this year's list of winners with 38% of companies from this sector. Whilst software companies were the second highest industry (20%), the numbers have dropped from previous years, 2004 – 30% and 2003 – 42%. The Communications sector remained steady with eight companies (16%) which was the same as last year. The IT sector doubled with eight winners this year (four in both 2004 and 2003). Representation from the semi conductors and biotech sectors declined from last year with two and three winners respectively, compared to five and four last year.

### Revenue levels

	2005	2004	2003	2002	2001
Greater than \$20m	17	15	6	12	13
Between \$10m - \$20m	6	4	9	8	10
Between \$5m - \$10m	8	9	16	10	7
Between \$1m - \$5m	19	22	19	20	20

## Other interesting facts

	2005	2004	2003	2002	2001
Average three year revenue growth	376%	1,383%	299%	478%	294%
Revenue growth of top ten	1330%	6,987%	794%	531%	545%
Highest growth rate	2409.9%	56,303%	1,406%	5,143%	2,173%
Number of Technology Fast 50 winners for the second year running	15	10	22	16	n/a
Number of Technology Fast 50 winners for the third year running	1	7	4	n/a	n/a
Number of Technology Fast 50 winners for the fourth year running	4	3	n/a	n/a	n/a
Percentage of private companies	60%	60%	58%	48%	50%





## Ranking

#	Company name	Type of Business	Three year revenue growth	Public/ Private	Website	CEO/MD	State
1	People Telecom Limited	Communications	2410%	Public	www.peopletelecom.com.au	Ryan O'Hare	NSW
2	GroundProbe Pty Ltd	Scientific/ Technical Instrumentation	2335%	Private	www.groundprobe.com	Lyle Bruce	QLD
3	Customers Limited	Electronic Payment systems	1813%	Public	www.customers.com.au	Julian Ludowici	NSW
4	Atlassian Software Systems Pty Ltd	IT	945%	Private	www.atlassian.com	Scott Farquhar/Mike Cannon-Brookes	NSW
5	OzForex Pty Ltd	Internet	944%	Private	www.ozforex.com.au	Matt Gilmour	NSW
6	Allied Technologies Group Limited	IT	840%	Public	www.allied.com.au	Michael Addison	NSW
7	Pipe Networks Limited	Communications	792%	Public	www.pipenetworks.com	Bevan Slattery	QLD
8	ASG Group Limited	IT	791%	Public	www.asggroup.com.au	Geoff Lewis	WA
9	Message 4 U Pty Ltd (trading as messagemedia)	Communications	596%	Private	www.message-media.com.au	Grant Rule	VIC
10	Inlink Technologies Pty Ltd	Communications	566%	Private	www.inlink.com.au	Oliver Roydhouse	VIC
11	Aconex Pty Ltd	Internet	349%	Private	www.aconex.com	Robert Phillipot	VIC
12	Cellestis Limited	Biotech	323%	Public	www.cellestis.com	Anthony Radford	VIC
13	Visual Risk Pty Ltd	Software	321%	Private	www.visualrisk.com	Richard Hughes/ Paul Nailand	NSW
14	Cedar Creek Company Pty Ltd	Software	311%	Private	www.cedarcc.com.au	Anthony Abbott	QLD
15	Bill Express Limited	Electronic Payment Systems	302%	Public	www.billexpress.com.au	Hal Christiansen	VIC
16	iSUBSCRiBE Pty Ltd	Internet	301%	Private	www.isubscribe.com.au	Andrew Burge	NSW
17	iiNet Limited	Internet	290%	Public	www.iinet.net.au	Michael Malone	WA
18	Webjet Limited	Internet	283%	Public	www.webjet.com.au	David Clarke	VIC
19	Dodo Australia Pty Ltd	internet	279%	Private	www.dodo.com.au	Larry Kestelman	VIC
20	realestate.com.au Limited	Internet	266%	Public	www.realestate.com.au	Simon Baker	VIC
21	CogState Limited	Biotech	239%	Public	www.cogstate.com	Peter Bick	VIC
22	M2 Telecommunications Group Limited	Communications	214%	Public	www.m2.com.au	Vaughan Bowen	VIC
23	Hitwise Pty Ltd	Internet	207%	Private	www.hitwise.com	Andrew Walsh	VIC
24	Access Online Pty Ltd	Software	187%	Private	www.accesstesting.com	Tony Bailey	NSW
25	SitePoint Pty Ltd	Internet	182%	Private	www.sitepoint.com	Mark Harbottle	VIC
26	Destra Corporation Ltd	Internet	177%	Public	www.destra.com	Domenic Carosa	VIC

- Fast 50 2 Consecutive Years
- Fast 50 3 Consecutive Years
- Fast 50 4 Consecutive Years

#	Company name	Type of Business	Three year revenue growth	Public/ Private	Website	CEO/MD	State
27	Seek Limited	Internet	172%	Public	www.seek.com.au	Paul Bassat	VIC
28	SecureTel Pty Ltd	Internet	170%	Private	www.securetelecom.com.au	David Stevens	NSW
29	Grey Innovation Pty Ltd	Scientific/ Technical Instrumentation	155%	Private	www.greyinnovation.com	Jefferson Harcourta	VIC
30	RSVP.com.au Pty Ltd	Internet	150%	Private	www.rsvp.com.au	Kevin Stokes	NSW
31	Alfresco Design Pty Ltd	Internet	145%	Private	www.alfresco.com.au	Llew Jury	QLD
32	IWL Limited	Software	144%	Public	www.iwl.com.au	Otto Buttula	VIC
33	Internode Systems Pty Ltd	Internet	138%	Private	www.internode.on.net	Simon Hackett	SA
34	Commtech Wireless Pty Ltd	Communications	126%	Private	www.commtechwireless.com	Nathan Buzza	WA
35	I-SiTE Pty Limited	Scientific/ Technical Instrumentation	124%	Private	www.isite3d.com	Steve Sullivan	SA
36	GlobeNet Travel	Internet	123%	Private	www.globenettravel.com.au	Dan Russell	QLD
37	Objective Corporation Limited	Software	122%	Public	www.objective.com	Tony Walls	NSW
38	Massmedia Studios Pty Ltd	Internet	116%	Private	www.massmedia.com.au	Steve Finale	NSW
39	UXC Limited	Communications	114%	Public	www.uxc.com.au	Geoff Lord	VIC
40	Legend Corporation Limited	Semi-Conductors	107%	Public	www.legendmemory.com	Bradley Dowe	SA
41	BTF Pty Ltd	Biotech	101%	Private	www.btfbio.com	Mark Gauci	NSW
42	carsales.com.au Limited	Internet	95%	Public	www.carsales.com.au	Greg Roebuck	VIC
43	Leap Developments Group	Software	69%	Private	www.leap.com.au	Christian Beck	NSW
44	Strategic Data Management Pty Ltd	Software	65%	Private	www.sdm.com.au	Geoff Rohrsheim	SA
45	Quest Retail Technology Pty Ltd	Semi-Conductors	64%	Private	www.quest.com.au	Tim Stollznaw	SA
46	Powertel Limited	Communications	63%	Public	www.powertel.com.au	Errol Shaw	NSW
47	Lincoln Indicators Pty Ltd	Software	61%	Private	www.lincolnindicators.com.au	Timothy Lincoln	VIC
48	Fusion Digital Pty Ltd	Software	58%	Private	www.fusion.com.au	John Chaplin	SA
49	MYOB Limited	Software	54%	Public	www.myob.com	Craig Winkler	VIC
50	NGIS Australia Pty Limited	Internet	54%	Private	www.ngis.com.au	Paul Harris	WA

- Fast 50 2 Consecutive Years
- Fast 50 3 Consecutive Years
- Fast 50 4 Consecutive Years



## Top 10 profiles

### Number 1



**People Telecom Limited**  
**% growth: 2410%**  
**[www.peopletelecom.com.au](http://www.peopletelecom.com.au)**  
**Ryan M O'Hare – Chief Executive Officer**



People Telecom Limited is Australia's fastest growing telecoms group at 38% growth this year alone. In its fifth year it has achieved revenues of \$100 million and in 2006 forecasts \$125 million.

The company was borne from a 'service first' mantra and as such its people come first to deliver just that, an exceptional service.

In the busy world of telecoms, voice, mobile and data, People Telecom has cemented itself as a leader in service, technology and growth that separates itself from the mainstream carrier networks.

As a sales and marketing focused business it has attracted over 50,000 business and home office customers. The company has a strong net profit before amortisation and continues to develop technologies that strengthen its net profits month by month.

Last year the company was nominated for Telecoms Company of the Year, Mobile Operator of the year and Best ISP and this year has been nominated again for the same awards. People Telecom also won the Customer Services Excellence Award for NSW and ACT (Small Business) last year reinforcing its service first goals.

Launching wireless broadband, Blackberry and new data services, People Telecom will not stop in its efforts to be the leader in the best services and best products for 2006.



## Number 2



GroundProbe Pty Limited  
% growth: 2335%  
[www.groundprobe.com.au](http://www.groundprobe.com.au)  
Lyle Bruce – Chief Executive Officer



**GroundProbe** is an innovative and dynamic company providing unique measurement systems to the global and civil infrastructure industries. GroundProbe's primary product is a unique Queensland invention called the Slope Stability Radar (SSR). The SSR is the world's leading technology for measuring and monitoring the stability of rock walls at open-cut mine sites.

These systems have achieved outstanding recognition in the global mining industry having detected a number of significant wall failures with sufficient warning to allow evacuation of people and equipment. Further it is now possible to extend the life of mines and redesign mine plans based on the increased knowledge and management possible through the use of GroundProbe's SSR technology. GroundProbe also provides a global service in the application of Ground Penetrating Radar (GPR) to the mining and civil infrastructure industries. Both technologies combined with GroundProbe's business capabilities and commitment to a world market have enabled both rapid growth of the company and recognition throughout the global mining and civil infrastructure industries.

In 3 years of operation GroundProbe has achieved the following highlights:

- grew from 4 to more than 60 employees and expects to reach 100 in this financial year
- increased turnover by 144% in 2005 and 888% in 2004; Increased profit before tax by 131% in 2005 and 445% in 2004
- established long-term contracts and strategic alliances with some of the world's major mining companies
- exported SSR systems to USA Chile South Africa Zambia Botswana Namibia and Indonesia. Exports number increased almost five fold in comparison to the previous year
- built a global Operations Team including up to 18 people based in Brisbane Perth Johannesburg Tucson and Santiago to provide continuous site support services at mine sites
- established a manufacturing facility in Brisbane to professionally assemble and test SSR systems. From this facility 43 SSR units have so far been produced
- obtained USA Federal Communications Commission certification to operate SSR units in the USA
- established a subsidiary company in Johannesburg to support GroundProbe's African operations
- established a subsidiary company in Tucson to support GroundProbe's North American operations
- effectively grew the Ground Penetrating Radar services internationally conducting surveys in five continents in both mining and civil infrastructure industries
- awarded Queensland Government and Telstra Small Business Award (AMP Business Category) in 2005.
- awarded the Premier of Queensland's Smart State Award (Rising Star) in 2004
- awarded Queensland Engineering Excellence Award (Small Business) in 2003
- granted a Commercial Ready Grant by AusIndustry for a \$6M project to develop the next generation SSR over the next 3 years.

## Number 3



**Customers Limited**  
**% growth: 1813.4%**  
**[www.customers.com.au](http://www.customers.com.au)**  
**Greg Baker – Managing Director**



**Customers Limited** (ASX Code: CUS) is an Australian Electronic Payments Systems company which was first listed on the Australian Stock Exchange in 1989. (ASX Code: CUS) Our overall strategy is to build Australia's leading listed payments system business through organic growth as well as via acquisition. We will participate in retail payments areas like ATMs and EFTPOS as well as Kiosks. We also plan to be active in other emerging and related payments activity such as internet payments and new value added services.

A key focus of our strategy is to be the leader in merchant ATMs and related services. In this regard Customers already owns one of the largest merchant ATM networks in Australia.

### **It's all about service!**

At Customers we pride ourselves on looking after our customers and going the extra mile . . . after all customers is in our name . . . and we mean it. We believe that at the end of the day happy customers will mean we have a successful business. We are therefore strongly committed to helping your business to be a success.

### **Our offices**

We have offices throughout Australia with our Head Office and Operations Centre located in Sydney.

### **Our staff and management - people you can trust**

Our highly experienced staff and management team is led by one of Australia's most respected ATM and Payments experts. Greg Baker – Customers' Managing Director and Chairman - was Founding Chief Executive of Cashcard Australia. Mr Baker was the driving force of this business for over a decade and it resulted in this company becoming Australia's leading independent payments network and the owner of the largest number of ATMs. Cashcard was sold to a multinational business in April 2004.

At Customers Mr Baker has developed and appointed an outstanding staff and management team of ATM and payments specialists with many years of practical experience. It is important to note that all management are shareholder owners of the business. They are strongly incentivised to ensure the company grows successfully. Through our staff share plan all employees will have the opportunity to become part owners and thereby take additional pride in the delivery of superior service to our customers.

## Number 4



**Atlassian Software Systems Pty Ltd**  
% growth: 945%  
[www.atlassian.com.au](http://www.atlassian.com.au)  
Scott Farquhar/Mike Cannon-Brookes – Founder/CEO



**Atlassian Software System's** mission is to build a different kind of software company – one that listens to client needs, values innovation in development and solves customer problems with brilliant simplicity. Their commitment to legendary service provides consistent, high quality support for all their customers. Atlassian has offices in Sydney and San Francisco, with all research and development being done in Sydney.

Launched in 2002, Atlassian's software now enables collaboration and project management in 3,000 organisations from more than 50 countries around the world. Atlassian's customers are across every industry sector including:

- technology giants Cisco, Oracle, SAP and Hewlett-Packard
- financial heavyweights Citigroup, HSBC and the World Bank
- research organizations such as NASA, CERN and Stanford University
- manufacturing companies from GE and 3M to BMW and Honda
- pharmaceutical enterprises Pfizer, GlaxoSmithKline, Johnson and Johnson
- diverse corporations from Pixar Animation Studios to McDonalds, from the United Nations to many branches of the US government.

Atlassian's Australian customers include Telstra, Optus, News Intective, Cochlear, Sensis, the CSIRO and departments of the NSW, Victorian and Queensland governments.

Atlassian's software enables organizations to collaborate and manage knowledge projects within, or across, diverse teams. "Our applications truly empower teams to get their job done." Cannon-Brookes said, "With the volume of information confronting today's knowledge worker sharing documents, discussing strategies, managing tasks and searching for information are more important than ever. Our software lets teams do that – brilliantly, quickly, simply."

Customers from around the world agree; their testimonials speak volumes:

- "Adoption within our enterprise has been epidemic."
- "A sensational product, I have never seen so many colleagues get so addicted to something so quickly."
- "Without JIRA and Confluence, we wouldn't be able to deliver as high a quality as we do. They are now core systems to everything we do."

## Number 5



OzForex Pty Ltd  
% growth: 944%  
[www.ozforex.com.au](http://www.ozforex.com.au)  
Matt Gilmour – Chief Executive Officer



**OzForex Pty Ltd** is a foreign exchange service provider. We are based in Sydney with an office in London and an international client base that spreads from Sweden to New Zealand. We offer a deliverable foreign exchange service to customers who have a genuine business need to transact in foreign currencies. We do not cater to foreign exchange speculators. In financial year 2005, we made transactions for customers from forty different countries.

OzForex was founded in April 1998 by Mr Matthew Gilmour. Mr Gilmour previously held senior management positions in the foreign exchange industry with institutions including Westpac, Bankers Trust and UBS Warburg. Mr Gilmour recognised a need to provide better foreign exchange pricing and services to individuals and smaller companies.

OzForex has also demonstrated technological innovation through their personally customer designed internet interface and in their internal creation of an intranet system. This allows for effective communication between clients and OzForex staff, through both their automatically formatted emails, and those written personally by our efficient customer service team.

In addition, OzForex provides information to educate new and existing clients assists corporate treasuries in risk management and helps customers understand the risks and costs of dealing in foreign exchange.

OzForex is committed to providing a better deal to small businesses and individuals who need to transfer funds from one country to another.

OzForex also syndicates foreign exchange information to over 500 third-party websites. Each of these sites links back to OzForex which in turn, enhances our own website traffic.

## Number 6



**Allied Technologies Group Limited**  
**% growth: 840%**  
**[www.allied.com.au](http://www.allied.com.au)**  
**Michael Addison – Managing Director**

**Allied Technologies Group Limited (ATZ)** consists of three business units; Allied Technologies Australia (ATA), TUSC Computer Systems (TUSC) and Servicepoint.

ATA specializes in the design, integration, installation and maintenance of cable and related hardware and software infrastructure integral to data, voice, and video networks. The company has expertise across a wide range of network systems and communication technologies and provides a comprehensive range of integration and facilities management services for network infrastructure. Formed in 1991, ATA has had consistent growth over the last six years with branches operating in Sydney, Brisbane, Townsville and Canberra. ATA provides the following services and solutions:

- physical network infrastructure (cabling) including the design, installation, testing, and project management of cable infrastructure integral to data, voice, and video networks
- network professional services including the design and optimization of communication networks (WAN, WLAN, LAN), the implementation of convergent networks (IP), and network security risk assessment
- facilities management maintaining client network infrastructure, with specific services including fault management, moves, adds and changes, and performance and security management.

TUSC is an independent software services company, specialising in service management solutions for end-to-end control and visibility of the services delivered to customers over networks. TUSC's service solutions span the IT, telephony, gas, water and electricity sectors. TUSC is head quartered in Melbourne, with branch offices in Sydney, Canberra and Adelaide. Operationally, TUSC is built around four focused business units

Servicepoint is a specialist provider of visual communication services and solutions to the government and corporate sectors in Australia through the implementation of secure and non-secure 3rd-party videoconferencing and video messaging systems and solutions and the provision of related managed services.

## Number 7



**Pipe Networks Limited**  
**% growth: 792%**  
**[www.pipenetworks.com](http://www.pipenetworks.com)**  
**Bevan Slattery – Managing Director**

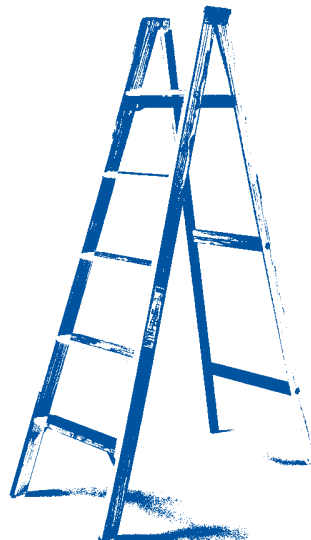


PIPE Networks Limited (ASX: PWK), is a leading provider of telecommunications infrastructure specialising in providing major corporate, government and carrier clients with dedicated fibre optic capacity known as 'Dark Fibre'.

PIPE Networks fibre optic network continues to expand rapidly and will total over 150,000 metres by year end in the CBD areas of Brisbane, Sydney and Melbourne. This is anticipated to expand to over 200,000 metres in the next 6 months providing significant capacity to meet customer demand.

PIPE Networks Dark Fibre service was recently recognised by the Australian Telecommunications Users Group (ATUG) as the winner of the 'Best Communication Solution for Large Business' and is the Company's flagship service, providing customers with complete flexibility over the technology, equipment or protocols they run on their network, together with the almost unlimited bandwidth potential of optical fibre and point-to-point privacy and security.

PIPE Networks also operates telehousing facilities and Australia's largest Internet exchange network across six capital cities serving some of Australia's largest content and internet service providers.





## Number 8



ASG

ASG Group Limited  
% growth: 791%  
[www.asggroup.com.au](http://www.asggroup.com.au)  
Geoff Lewis – Managing Director



**ASG Group Limited** is positioned as an independent provider of a broad range of service solutions. It is important to note that this business is based on the provision of value-added services. Unlike technology companies that are exposed to the risks of capital intensive development, technology obsolescence and worldwide competition, the services model thrives on change. Technology evolution and revolution generates much of the demand for outsourced activities that the client cannot handle internally for cost, management and resource reasons. In particular, it is important to note that most outsourcing revenue is derived from the clients' recurrent budgets rather than from capital expenditure. The functions performed are nondiscretionary management and processing functions, which need to be continued regardless of business conditions or economic cycles. The model provides insulation from economic downturns and this is borne out by the regular and consistent growth of the ASG Group revenue over the past nine years.

The ASG business model has proven successful in both the government and corporate markets showing strong growth even through difficult economic periods. The majority of the revenue is generated by multi-year service contracts with similar timescales available as extension or renewal periods. In this way ASG Group can rely upon a strong base of contracted revenue that ensures a solid foundation for additional business growth.

ASG Group has proven to be consistently attractive to its clients because of:

- ASG's proven track record and ability to understand each client's business environment so that the IT solutions provided are closely aligned to the client business needs
- ASG is 100% Australian owned, which differentiates us from the majority of our competitors who are owned and run by overseas interests. Our ownership provides clients with access to all levels of management up to and including our Executive and Board;
- strong references from our existing clients, every one of which will openly provide a reference for other prospective clients who require confirmation of our high levels of service, responsiveness and flexibility
- the unique business-outcomes focus of our services, through which ASG seeks out innovative ways to improve service levels and reduce costs, together with adding value through the provision of strategic advice
- the Company's proactive service management solutions, which drive continuous improvements in service quality and operational cost efficiency. This is achieved through the linking of clients' IT environments to our unique Service Management Centre, with its proven processes, procedures and supporting workflow and automation software.

## Number 9

**messagemedia**  
THE SMS SPECIALISTS

**messagemedia**  
% growth: 596%  
[www.message-media.com.au](http://www.message-media.com.au)  
Grant Rule – General Manager



**messagemedia** is an SMS communications company providing PC-to-phone text messaging services to over 1500 businesses in six countries. Founded in 2000 messagemedia is a privately owned business based in the Melbourne CBD. messagemedia's clients include nine of Australia's top 20 listed companies (ASX 20) and a broad range of government departments emergency service organisations and small/medium sized businesses.

The instant non-intrusive nature of SMS has made it a highly popular method of person-to-person communication since the late 90's. However it is more recently that business and government departments have begun to grasp the potential for instant direct communication to customers stakeholders and staff. messagemedia's customers use SMS as an instant cost effective alternative to post and telephone calls for one-to-one and group messaging.

Applications for SMS technology range broadly from customer appointment reminders and sales leads to job dispatch and roster confirmations. messagemedia's proprietary technology enables its customers to send and receive individual and group messages from desktop PCs and information systems. A clear differentiator for messagemedia's services is the ability to track messages all the way to the handset with customers receiving notifications if a message is not received. messagemedia also works with a range of software vendors to incorporate SMS technology into their products as a value-added service to their clients. In 2003 messagemedia received several industry (MMA) awards for EchoMedia its proprietary SMS campaign management system which is used by companies including Coca-Cola Amatil Cadbury Schweppes Masterfoods and CUB.

## Number 10



**Inlink Technologies Pty Ltd**  
**% growth: 566%**  
**[www.inlink.com.au](http://www.inlink.com.au)**  
**Oliver Roydhouse – Managing Director**



**Inlink** installs and manages digital display screens in the elevators of high-rise office buildings. The screens are programmed from a remote location and display breaking news, sport and weather, along with digital video advertising. Inlink's portfolio currently includes around 250 screens in 24 high rise office towers throughout Sydney and Melbourne, and its network is constantly expanding.

Inlink delivers news content to its screens in partnership with Fairfax Digital, a wholly owned subsidiary of Australasia's largest newspaper publishing group, John Fairfax Holdings Limited. Its mastheads include The Age, The Sydney Morning Herald, BRW and The Australian Financial Review.

Inlink has created long-term barriers to entry by obtaining exclusive ten year contracts with some of Australia's leading commercial property owners including General Property Trust, Mirvac Group, ING Office Trust, Macquarie Office Trust and others.

Buildings with Inlink screens include landmark office towers the Citigroup Centre, HSBC Centre and Darling Park in Sydney, and Melbourne Central Tower and the Australian Stock Exchange Building in Melbourne.

Inlink derives its revenue from the sale of its systems to building owners and, following installation, third party media fees as advertising is displayed on the screens. Advertisers include American Express, Optus, HSBC, SONY, McDonalds, Tourism Tasmania, 20th Century Fox, Heineken and many others.

Inlink has a strategic sales alliance with Eye Corp; a wholly owned subsidiary of the ASX listed company Network Ten Limited, and one of the leading out-of-home advertising companies in Australia.

Inlink delivers its services through its proprietary hardware and software platform. It has developed unique technology that can effectively 'internet enable' an elevator.

## Rising Star

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.

### 2005 Rising Star Winner



**MGM Wireless Ltd.**  
[www.mgmwireless.com](http://www.mgmwireless.com)  
**Mark Fortunatow – Chief Executive Officer**



By applying specialised, purpose built mobile phone messaging technology to the complex and highly sensitive area of school-parent communication, MGM Wireless has contributed to improving the educational outcomes of over 150,000 young Australians and increased the administrative efficiency in approximately 200 schools in Australia and New Zealand.

The concept arose in 2002 in response to the South Australian and Federal Governments' priority to address the new and growing social problems of truancy, unexplained student absences and declining retention rates.

Having previously developed systems for business using SMS (Short Messaging System), a bold investment of over \$1.5 million was made in new product development to build a solution to specifically address schools' unique needs. A gruelling one-year trial in five South Australian schools was rewarded when the trial schools reported outstanding results in reducing unexplained student absences and increasing attendance rates.

Realising that the sensitive nature of school-parent communications required the utmost in diligence, security, transparency, as well as presenting a significant international business opportunity, MGM Wireless chose to list as a Public Company on the Australian Stock Exchange in 2003.

messageyou™Schools was taken to market with a solid understanding of the responsibilities inherent in handling information relating to children. As more and more schools began to benefit from messageyou™Schools, early adopter success was translated to mainstream market acceptance, and a new industry was created.

Today, MGM Wireless is the undisputed supplier of choice and dominates the market it invented, with over 95% share of a market that is growing rapidly. Ongoing feedback and consultation with schools identified additional needs, and in response the company made further significant investments in R&D to enhance and strengthened its position by delivering messageyou™WatchLists.

Patented in Australia, New Zealand, Europe, USA and other countries worldwide, messageyou™WatchLists has proven to be an outstanding success, causing the number of new schools using the company's products to accelerate by a further 30% in the first six months since beta-release.

The company plans to expand into the United States and European international markets in 2006.

## How Deloitte can assist fast growing technology companies

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

### Going Global

- Migrating to the US
- International tax
- International transfer pricing
- International assignment services

### Non organic expansion services

- Corporate tax
- Mergers & acquisitions
- Transaction services
- Acquisitions and takeovers



### Growth Solutions

- Strategy and planning
- Private equity raising
- Assurance and advisory
- Going public
- Deal structuring

### Exponential growth

- Information management
- e-business
- Business continuity management
- Enterprise risk management
- Secure e-business

### Business start up solutions

- Resident director services
- Reporting systems set up
- Outsourced finance and accounting team
- Compliance work
- Finance director skills
- Export market development grant consulting
- R&D start up grant
- Tax planning and structuring

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The Deloitte Technology, Media and Telecommunications (TMT) Group has deep industry knowledge of TMT companies and the challenges they face in areas such as internet, software, computers, telecommunications and networking, semiconductor and related industries, and broadcasting and publishing.

Our specialists understand the industry challenges linked to a slowdown in technology spending, convergence trends, and new management strategies with an ever-increasing emphasis on intellectual capital, and the necessity to have fast innovation cycles. We're dedicated to offering innovative solutions to enhance shareholder value and gain competitive positions.



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