

DEAL MAKERS

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LongReach to offload ServicePoint

LongReach Group (www.longreach.com) has agreed to sell its video-conferencing specialist subsidiary ServicePoint to The Citadel Group for \$A9 million. Citadel is based in Canberra but operates around Australia servicing government and private sector clients. Its offerings include management consulting, systems integration, training, recruitment, and contracting.

Aussies urged to look to India

Australian IT companies are being encouraged to think about the growing opportunities in India's expanding \$A18.5 billion market, and specifically to attend the NASSCOM India Leadership Forum next month. Austrade and the AIIA are taking a mission of ICT companies to the conference, and will also lead pitching sessions in Bangalore and New Delhi.

"Indian companies are keen to partner with businesses offering specialised and unique ICT solutions and they are well positioned to present these technologies to the key players from the relevant sectors," explained Munish Sharma, Austrade's senior expert adviser for ICT. Details of the mission are available online from www.aiaa.com.au/indiaictpartnership

— Business Briefs —

- Melbourne-headquartered IT services company DWS Advanced Business Solutions has acquired Strategic Data Management (SDM) for \$A8.3 million in cash and shares. SDM provides specialised Microsoft systems integration and applications development services. www.dws.com.au
- itX has been appointed a distributor of VMWare's full range of products in Australia. "A number of our key vendors have already formed global alliances with VMWare and there's an obvious synergy between VMWare and the technologies that we distribute," explained Greg Newham, general manager of itX. <http://itx.com.au/>
- Simms International has been appointed a distributor of FileMaker database products in Australia. www.simms.com.au
- Sybase has appointed Kiwi company Radford Software a distributor of RFID solutions in New Zealand. Radford specialises in technology for the horticultural sector.

Aussies worth watching

A roundup of companies making waves at home and abroad

- **THORSYS AUSTRALIA** specialises in information technology solutions for the agribusiness ICT sector, including the meat industry. The company provides a paddock-to-plate meat traceability system using barcode identification. The system is fully modular and can operate in almost any language. www.thorsys.com.au
- **THOUGHTWARE** specialises in human resource services, project management, software development, and qualitative research surveys. Cornerstone solutions are a range of compliance and competency solutions targeting the childcare, school, and aged care sectors. www.thoughtware.com.au
- **REPSMART** has built a solution that combines sales ordering with customer relationship management in a real-time environment. Using PDAs, orders are placed electronically at the point of sale. Via a mobile phone interface, sales representatives can access the customer's details and order history. Repsmart focuses on the food distribution industry and offers its service on a subscription basis. www.repsmart.com.au
- **REMEMBER THE MILK** is a convenient way to manage to-do lists online. RTM is an electronic planner that offers e-mail, instant messaging and SMS reminders to the user and others. RTM is a list repository, a desk organiser, and an e-mail service all rolled into one and now has more than 400,000 registered users. www.rememberthemilk.com
- **FACILITATE DIGITAL (ASX: FAC)** creates digital advertising solutions that emphasise simplicity, integration, and flexibility for agencies, Web publishers, and marketers. The company offers a purpose-built, single platform solution across both marketing and business intelligence. With offices in Australia, Asia, and Europe, Facilitate Digital works across cultures as well as digital marketing channels. www.facilitatedigital.com
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