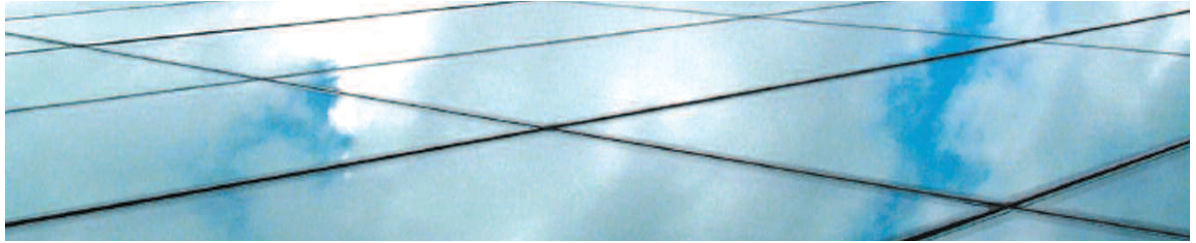


longview

A PUBLICATION OF LONGHAUS

EDITORIAL
OPINION
REVIEWS



WELCOME

Welcome to the final edition of *Longview* for 2008. Based on customer feedback last year we have decided to move our usual December Trends edition to early in the New Year. It seemed like a reasonable suggestion to us. That way, everyone is well rested and we can really take a look at the year ahead in the best possible light.

I'd like to thank everyone for their continued support in 2008. It has been a year that has seen us take many leaps and bounds. If you visited our website then you were just one of over 100,000 people who stayed an average of over 7.5 minutes each time they came. Happily, I can say that 2009 will be even bigger with only 3 weeks now standing between Longhaus and some significant ICT research announcements.

While the Prime Minister has not yet revealed the promised national 2020 strategy which was due by the end of this year, with an impending election shaping in Queensland in 2009 the ability of the ICT industry to shape and influence the direction of Queensland is entering a crucial period. So in this month's issue we've taken a special who's who in the zoo look at the key ICT influencers inside Queensland Government.

We hope that you will join us again in 2009. See you in the market or next year in *Longview*!



Editorial

The Usual Suspects in Queensland Government

Longhaus have calculated that the annual Queensland Government spending on ICT in 2007/08 was \$1.347 billion or 4% of the State's total expenditure. Yet the true composition of this expenditure has been the subject of rumour and hearsay across the local ICT industry for years.

A reason for this conjecture has been the apparent uncoordinated nature of public sector ICT in Queensland when in fact, the coordination is very centralised. One group is essentially responsible for Government ICT consumption, with a second group responsible for industry health and development. However given the matrix view of technology it is reasonable to accept the confusion. And in fairness to the confused, the government has never presented and communicated a consolidated view of the key influencers. Confusion driven by complexity can only ever be bad for all concerned.

In the 1995 movie *The Usual Suspects* the central character, Roger Verbal Kint, is interrogated and interviewed following his arrest after a dockside incident in Los Angeles. From the point of his arrest Kint takes police investigators on a complex tale of espionage and deceit apparently masterminded by a fabled Hungarian criminal called Kayser Soze (So-Zay). In the end the police release Kint from custody with full immunity without realising that he was in fact the man they were looking for all along. Unfortunately they had followed the "usual suspects" in his complex tale to a dead-end; and lost the opportunity to close the case.

Similarly, it would be very easy for a local ICT firm to be confused by the usual suspects in Queensland Government. So, as an ICT industry company who do you go to for answers; for money; for a single version of the truth? The following table outlines Longhaus' understanding of the current state of play.

It would be very easy for a local ICT firm to be confused by the usual suspects in Queensland. Who do you go to for the answers?

QUEENSLAND GOVERNMENT'S USUAL ICT SUSPECTS

Influencers controlling the who, what, where, when, why and how ICT is consumed within Queensland Government

Minister Robert Swarten

Minister for Public Works, Housing and Information and Communication Technology

Former Minister Christopher Cummins

Advisor to Premier Anna Bligh assigned to Robert Swarten for support on IT and communication policies.

Department of Public Works (DPW)

Central lead agency for the Queensland Government in building asset management, whole-of-government information and communication technology (ICT) and procurement. Headed by Director-General Mal Grierson.

Chief Information Office (QGCIO)

Provides strategic leadership, management and advice to ensure that whole-of-Government information and communication technology (ICT) initiatives are maximised. QGCIO collects all ICT data for Queensland Government. Headed by Alan Chapman.

Chief Procurement Office (QGCPO)


The Queensland Government Chief Procurement Office administers Information Standard 13, which outlines the policy and principles relevant to ICT procurement and is designed to complement State Procurement Policy. Information Standard 13 mandates the use of the Government Information Technology Contracting (GITC) framework for all government ICT contracts. Headed by Evelyn Jeliffe.

Chief Technology Office (QGCTO)	The Queensland Government Chief Technology Office (QGCTO) provides leadership, collaboration, management and direction on whole-of-government ICT technology issues to the Queensland Government and its agencies. Headed by Bob Gurnett.
ICT Industry Work Group (ICT IWG)	In May, 2005 the Premier established the Industry/Government ICT Group to provide the forum for various Industry and Government to facilitate discussions on how to improve issues identified by the industry with regards to government procurement as it relates to industry development. Participating associations and clusters include the ACS, AIIA, IT Gold Coast, ITCRA, ATUG, WIT, Software Queensland, AIMIA, ASIBA, and Queensland Dot Net. The IWG is chaired by Dr Paul Campbell.
CITEC	CITEC is the primary technology service provider for the Queensland Government delivering both whole-of-government and agency specific ICT services. Headed by Tony Skippington.
Technology Transformation Project (TTP)	The Technology Transformation Project has been established to implement the strategies outlined in the technology consolidation business case following the Service Delivery & Performance Commission review. Directed by Sharon Valuch.
Agency CIOs	Responsible for government service delivery including the daily support of 200,000 Queensland Government employees.
Influencers controlling how Queensland Government supports ICT industry development	
Minister Desley Boyle	Minister for Tourism, Regional Development and Industry. Responsible for almost 80,000 ICT industry employees.
Department of Tourism, Regional Development and Industry (TRDI)	Ownership of development of the ICT industry and businesses operating within it
ICT Ministerial Advisory Group (IMAG)	Provides ICT industry input to the Minister on issues, policies, and programs relating to ICT industry development. Chaired by former Wayne Goss, Chief of Staff, and current CEO of the Australian Institute for Commercialisation, David Barbagello.
Information Industries Bureau (IIB)	The Information Industries Bureau (IIB) works with Queensland's small and medium-sized information and communication technology (ICT) businesses to help them grow and develop. Headed by Mal Lane.
The unknown public sector ICT influencer in Queensland	
Ms Fiona Simpson	Shadow ICT Minister and an unknown quantity within the National Liberal Party.

For the segment of the Australian ICT industry that has focused on the Queensland Government over the last 12-18 months perhaps the greatest distraction has been the perceived influence of the Technology Transformation Project (TTP). The industry has sat mesmerised by the apparent war-chest of investment allocated to the consolidation of core infrastructure and networks across the State. But like The Usual Suspects' character Kayser Soze, the TTP project serves as a cunning distraction that could catch the unwary vendor.

Despite a changing of the guard in several influential departments and offices in the past 2-years (Health, Transport, Emergency Services, Police, Premier's, Public Works, and QGCIO to name a few), the true identity of ICT influence in

Queensland government still rests with the agency CIOs. After all it will be them who will be left with the tasks of aligning and delivering services at the application layer for the outcomes of government when the dust of the Service Delivery and Performance Commission (SDPC), and TTP have settled.

While each of the listed influencers undoubtedly play key roles in the Queensland ICT economy, for those vendors focused on delivering solutions for operational, and even strategic ICT, the majority of discretionary spend on an annual basis is still held at the agency level. For the vendor community this means that pursuing the fortunes and fools-gold of Queensland's usual suspects may only result in anguish and dead-ends in 2009. 

■ What the ICT Industry needs is a great campaign

by Sam Higgins



In 2006 AgForce launched their *Every Family Needs A Farmer* campaign. It was a cross-media blitz representing the largest campaign launched by farmers in nearly 20 years. The aim was to reconnect urban consumers to the bush by highlighting the modern face of Queensland farming.

As Agforce themselves stated *“most people in urban areas today no longer have friends or relatives on farms and as such those linkages between the bush and the big smoke have been lost. This has meant that gradually, a divide based on a lack of understanding has developed. AgForce wants to rebuild the connection between the city and the bush to counteract the influence of ... groups which have heavily influenced government policies through the urban vote.”*

Yet the secret to the success of the campaign was more than just a TV commercial. AgForce produced fact sheets around the positive impact of Queensland farmers in the environment, economy, animal welfare, business and other activities. The material was also adapted for use by teachers in schools making the campaign valuable as a learning tool.

It is no secret that early in 2009 the current Queensland Bligh Government will be put to the test as it faces an electorate comprised of some 2.5 million voters. And as the lobbying starts and promises are made the ultimate message from farmers will stick in everyone's mind: no farmers no food.

Unfortunately it is highly unlikely that the impact or importance of the Queensland ICT industry to people's daily lives will be as front of mind for voters as the impact of our farmers. So what is holding the ICT industry back?

Some industry commentators argue the lack of a single representative body presents the major barrier. After all AgForce is the peak body for primary producers in Queensland. In that regard Queensland's ICT industry is already well positioned with the ICT Working Group acting as the peak body for its member organisations comprised of the AIIA, ACS, and Software Queensland. It would seem this is not really a problem.

Others argue that ICT does not win votes. This is true of the industry itself, but like AgForce knows, pure industry-based lobbying is perceived by many urban voters as political pandering to “the minority in the bush” which is definitely not a popular strategy.

What AgForce realised was that voters needed to understand their dependence on farmers, not the specific policy needs of farmers or the agricultural industry themselves. If voters could connect with their own need for farmers they would be more likely to set aside their prejudices when the pork barrels rolled into town.

It would seem to us that the situation is very much the same for the ICT industry. Most voters wouldn't have any interest in the specific issues of the ICT industry itself, but

what they can understand is the importance of ICT to their daily lives.


I regularly put this theory to the test by asking people in different industries the following simple question: “If I asked you to go into work tomorrow and not to use a PC, internet connection or phone, how much work could you get done?” Often the answer involves a nervous laugh or look of pure horror. I've met very few people in our modern society who are fully productive without the information and communications technologies from which our industry derives its name. Every family needs a farmer and it seems every business needs a technology.

The total dependence on technology was emphasised recently when I was asked to present to the 50 graduates in the 2008 intake of the Queensland Government's ICT Graduate Program run by the Queensland Government Chief Information Office. I asked my standard question of these new ICT professionals to emphasise the importance of their role, inviting anyone who thought they could be productive to raise their hand. Of the 50 people in the room that day not one person believed they could perform their job without ICT. But are we sure that this message is clear to the average voter?

I'm not, but I can imagine a campaign that could drive home the impact... imagine an unwell child in the school sick room waiting for the clock on the wall to reach 3pm and for Mum to arrive – without a mobile phone she's uncontactable. An airport full of grounded planes as a business man tries in vein to get home to his family on Christmas eve – the airport reservation system shut down. A farmer and his family unable to access school of the air – the internet cut off.

On the same day I was presenting to the graduates Peter attended the ICT Leaders' Summit, hosted by the ICT Industry Workgroup. At the forum he argued that as an enabler for other industries the ICT industry could piggy-back campaigns with other industries to help lift the profile of the industry – a suggestion not met with enthusiasm,

“We've tried this type of thing before and failed.”

It seems that not only does every family need a farmer, but every industry body needs a good campaign. And if we think back to our past efforts and see failure then maybe we can even take a leaf out of the farmer's book. Rather than attempt to focus on the industry issues we should turn our attention to reminding everyday voters why they need our industry. Let's make the message of the ICT industry's first great campaign simple: no ICT industry no business. 

“most people in urban areas today no longer have friends or relatives on farms and as such those linkages between the bush and the big smoke have been lost. This has meant that gradually, a divide based on a lack of understanding has developed. AgForce wants to rebuild the connection between the city and the bush to counteract the influence of ... groups which have heavily influenced government policies through the urban vote.”

LATEST RESEARCH: GOVERNMENT WITH ITS HEAD IN THE CLOUD



29 page transcript available at www.longhaus.com

Longhaus research highlights that 45% of Australia's large to medium enterprises see cloud computing as a priority in 2008. And while only 13% of these firms have adopted some form of -as-a-service offering from the network, 35% of Australia's medium to large organisations have indicated that they would be moving in this direction in the next 12 – 24 months. In the last 12 months IBM have opened 13 cloud computing centers that they are using to work with their clients in understanding what it means to take advantage of cloud computing.

In other market movements, in April Microsoft announced that their online services, the Microsoft Live services, would operate from a cloud computing centre in Singapore. This was followed in November with the launch of the Azure Services platform. Yet a notable absence from this new world of utility computing is the public sector; until now....

The Brisbane ICT Hypothetical Series is a joint initiative between Longhaus, and Invest Brisbane. The series provides

a platform to explore those issues facing industries that are both current and generating a mixture of both excitement and confusion. The series brings together some of the best and brightest leaders in ICT to examine the implications of cutting-edge topics in a hypothetical setting. Particular to government some of the key issues and concepts uncovered through the panel included an Australian Patriot Act for international data protection and access, a private government cloud, or cloud.gov.au, and licencingand-registrationforce.com.

Panelists: Alan Chapman, Queensland Government Chief Information Officer; Greg Stone, Chief Technology Officer Microsoft Australia; Paul Summergreene, Former CIO Queensland Transport and Queensland Health; Id Cuda, ICT Partnerships Manager Brisbane City Council; Dr Renato Iannella, Principal Scientist National ICT Australia; and Vincent Kennedy, Chief Technology Officer, Nextep Broadband and Assistant General Manager, Network Applications, NEC Australia.

AROUND THE INDUSTRY: WHERE YOU'LL FIND US, WHERE WEVE BEEN



SIKKRA (POLARION)
Custom Briefing
Polarion Application Lifecycle Management Solution Overview
7th November 2008

MICROSOFT
Custom Briefing
Visual Studio Team System Briefing
13th November 2008

NEC
Custom Briefing
ApplicationNet SME SaaS Solution Overview
17th November 2008

EPICOR SOFTWARE
Custom Briefing
Australia New Zealand Overview
21st November 2008



Government with its Head in the Clouds
Brisbane ICT Hypothetical Series
Brisbane
6th November 2008

QGCIO ICT Graduate Presentation
Brisbane
12th November 2008



Buy-ins, a credit crunch and the 'cloud'
CIO New Zealand
10th November

Cloudy days for Sunshine State
The Industry Standard
11th November

Cloud computing will see devs soar to new heights
TechWorld
13th November

The Strategic 100 Decision Makers
CIO New Zealand
14th November

Queenslanders debate cloud computing
ZDNet Australia
19th November

