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BUILDING A NEW NICHE

A comprehensive look at the components sector ... p30

Relationships for Comlinx and Avaya

By Lilia Guan

RECENT AVAYA RESELLER sign-up, Comlinx has been chosen by ACT-based counselling service, Relationships Australia to install an Avaya solution in its Queensland branches.

Relationships Australia has around 100 sites, which the non-profit organisation hopes to continually grow as it receives more funding.

The counselling service was started in 1948 and provides family support services to nearly 90,000 Australians per year. Just over half of its funding comes from the Federal Government and the rest is from the Family Relationships Services Program.

According to Will Alvarez, director of ITC at Relationships Australia said about two-and-a-half years ago the organisation decided it needed to find a better way to improve its business through duplication of its call centres in Queensland.

He said the services only has around 10 to 15 people within each site and

"We went from one location to 23 sites very quickly."

duplicating the call centre set-up made better sense than focusing all their people and money into centralised call centre.

"We went from one location to 23 sites very quickly and now we have more than doubled the number to 53 sites across the state," said Alvarez. Scott Smith, director at Comlinx said the Avaya solution suits an organisation such as Relationships

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SmartyHost touts Vigabyte service

By Trevor Treharne

SMARTYHOST HAS appointed Doug Elliot to spearhead the recruitment of corporate resellers for the firm's new Vigabyte service.

Elliot has been appointed to the newly-created role of national business development manager to introduce Vigabyte to the market, a virtual hosting service.

Vigabyte is a suite of virtual infrastructure solutions that provide enterprises access to secure, flexible and responsive IT resources. The technology includes open source software that connects the

"It offers high rewards for resellers at a low risk."

customer IT network to a virtual machine environment, giving IT managers more control over their technology systems.

Elliot told *CRN*: "I've had lots of experience working with the channel. This is a new role and I will look after and get onboard the corporate channel guys."

Vigabyte is a virtual data centre all based around vendor VMware's technology, and resellers can also white label it, according to Elliot.

"It offers high rewards for resellers at a low risk. It also offers good profit margin for resellers, plus an ongoing revenue stream."

STATISTICS

Inside this issue:

- **Wireless boom in Australia**
- **Piracy rate drops**
- **Server growth**
- **Top PDA vendors**

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Computex = US$14.5B

Trade show to generate US$14.58B in five days

By Jeff O'Heir and Joseph F. Kovar

COMPUTEX TAIPEI, THE world's second-largest IT trade show, opened late Monday Taipei time with the expectation that the IT industry will do about US$14.5 billion in business as a result of the event, which runs through to Saturday.

Walter Yeh, executive vice president of the Taiwan External Trade Development Council (TAITRA), the government-backed sponsor of Computex, said that despite competition from other countries, IT sourcing is still an important business in Taiwan.

Walter Yeh, executive vice president of the Taiwan External Trade Development Council will open Computex Taipei 2007.

"Decisions will be made here in Taiwan," Yeh said. "We are not just

"Decisions will be made here in Taiwan."

good inventors, but we are good innovators." As proof, Yeh noted that Taiwan is still the number one or number two source for the world's supplies of LCD panels, monitors, notebook PCs, semiconductor packaging and other products.

He estimated that the expected 30,000 overseas and 103,000 Taiwan-based IT professionals attending the show will sign contracts leading to about US$14.5 billion in IT business, up from the US$12.5 billion generated last year.

A total of 1333 exhibitors, including Taiwan and non-Taiwan companies, are taking nearly 3000 booths at Computex, according to Yeh. However, Computex will open a new exhibition center in another part of Taipei, giving the show a total potential of 5000 booths, he added. The full story can be read at *www.crn.com.au/82937*

Relationships for Comlinx and Avaya

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because it provides services to Aboriginals and Torres Strait Islanders who live in remote regions of Queensland.

Smith said he and co-director Wayne Shaw started Comlinx in November 2006 because they saw a need for proper Avaya installations in the region.

"The remote aspect of the region means organisations such as Relationships need to be able to utilise technology such as Avaya to provide virtual support," he said.

Comlinx signed up as an official Avaya partner in January. Smith said the integrator now has 10 customers on board.

"Comlinx is also able to provide security with Avaya products through its reseller partnership with networking vendor Juniper," said Shaw. ❑

SMARTYHOST TOUTS VIGABYTE SERVICE

Continued from cover

Elliot said SmartyHost has around 500 resellers and the majority will come onboard for Vigabyte.

"We are looking at bringing on corporate resellers and I haven't put limits on who to recruit. We offer training support, which is not hard, but it is talking about what is the virtual server. Virtualisation has taken a while for people to get to grips with."

Elliot added the Vigabyte offering is not a one-off hit for resellers as the interface is designed so that resellers can manage a service for the customer.

Anoosh Manzoori, founder and managing director for Vigabyte, said: "Vigabyte is a virtual data provider that challenges existing IT infrastructure models by offering enterprises on demand IT services on the fly, at a reasonable price. ❑

"We are looking at bringing on corporate resellers."

INTEROP 2007 LAS VEGAS

By Helen Frost

Hot on the lips of IT journalists this past week has been the meeting of two industry giants, Steve Jobs from Apple and Bill Gates of Microsoft. I found that particularly interesting, but unfortunately quite scripted (see story page 16).

I'm more interested in the speech made by the inspiring and incredibly switched-on John Chambers, chairman and CEO of Cisco at Interop recently (see full news report page 6).

I was lucky to be one of the fortunate few who had the experience of witnessing his powerful keynote address firsthand. Some of the comments he made seemed slightly out of left field but if we take him at his word, the industry will experience productivity gains increasing by three per cent or more over the next few years.

This comes from a man who has a reputation of

"The consumers will drive the next wave of productivity."

predicting trends before other major vendors and analysts catch on, as Chambers humbly pointed out himself on more than one occasion.

There were a few gems of insight to take away and the main theme running through the speech was that we have to communicate more effectively with the people we work with and pay more attention to our customers as well. As Chambers said "the consumers will drive the next wave of productivity. It will be called collaboration ... the next era of the Internet is here".

If you have any feedback, please send me an email.

Helen
hfrost@crn.com.au