

Deloitte.

Technology Fast 50
Australia 2007

This year's shining stars



Welcome to the Deloitte Technology Fast 50 Australia 2007

The Deloitte Technology Fast 50 Australia program recognises and profiles Australia's fastest growing technology companies.

The program, now in its seventh year in Australia, ranks the 50 fastest growing technology companies, public or private, based on percentage revenue growth over three years (2005–2007), 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:

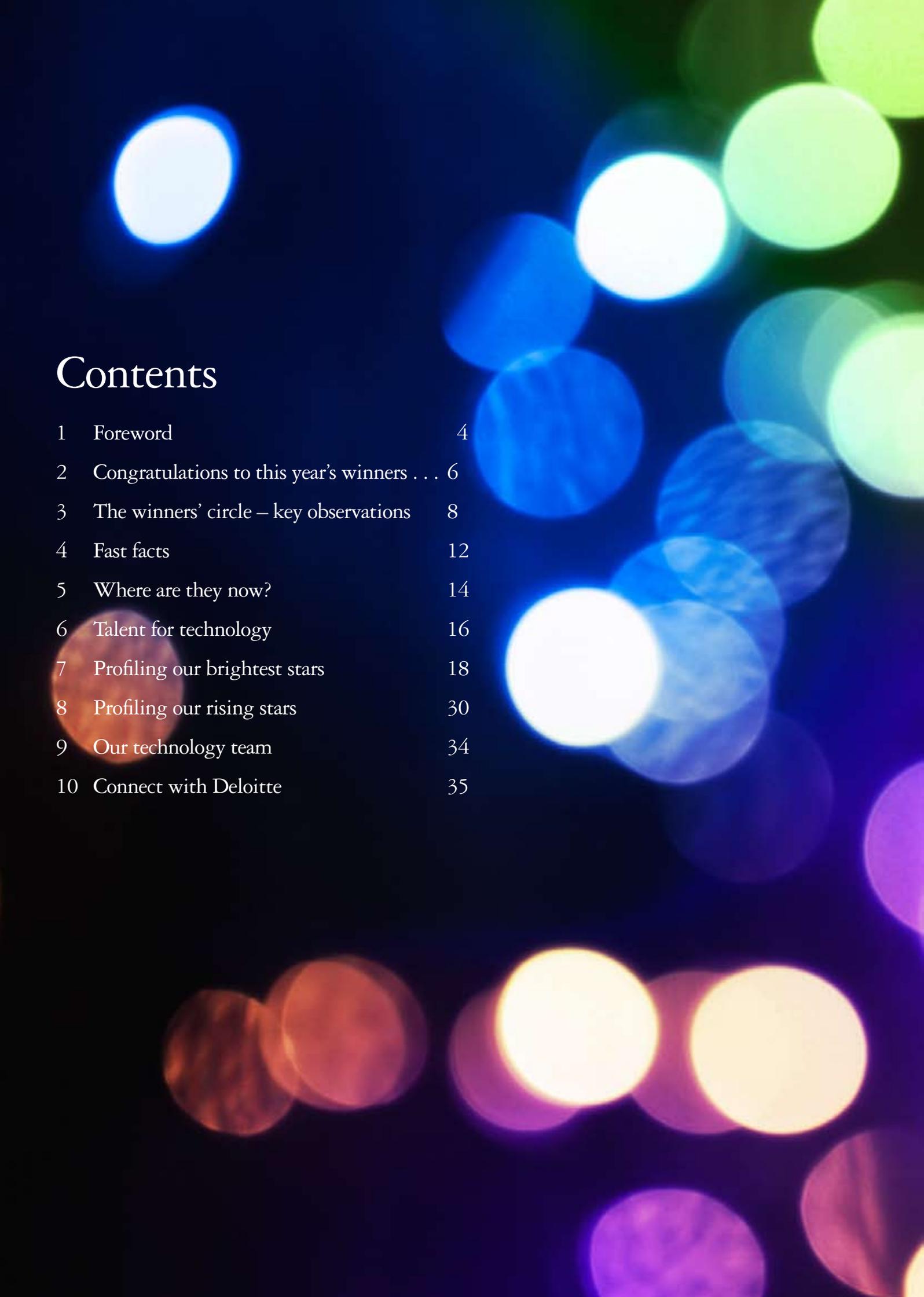
- must be a technology company, defined as:
 - develops proprietary technology which contributes to a significant portion of the company's operating revenues (NB: using another company's technology in a unique way does not qualify)
 - manufactures a technology-related product
 - devotes a high percentage 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 A\$100,000 and the current year must be at least A\$1m. For example, a technology company will qualify if its revenue for the year ended June 2005 was A\$105,000 and its revenue for the year ended June 2007 was A\$1.5m
- 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 series of programs. The Deloitte Technology Fast 500 Asia Pacific program recognises technology companies that have achieved the fastest rates of annual revenue growth in the Asia Pacific region during the past three years. It includes those companies based in Australia, China, Hong Kong SAR, India, Indonesia, Japan, Macau SAR, Malaysia, Philippines, New Zealand, Singapore, South Korea, Taiwan, Thailand and Vietnam.

The program is supported by the Deloitte Technology Fast 50 initiative, which rank high growth technology companies by location or specifically defined geographic area and are sponsored by Deloitte's Technology, Media & Telecommunications (TMT) global industry group.

For further information regarding the Deloitte Technology Fast 50 Australia program, please visit our website: www.tech50.com.au.

For further information regarding the Deloitte Technology Fast 500 Asia Pacific program, please contact Steven Dow by telephone on +852 2852 5638 or email Fast500AsiaPacific@deloitte.com



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Foreword

The Deloitte Technology Fast 50 is now in its seventh year and once again we are delighted to recognise the 50 most dynamic and fastest growing technology companies in Australia.

Congratulations to this year's winner, Mobile Data Group Pty Limited, with growth of 10,237%.

Mobile Data Group began life in early 2005 as an outsourced solution for the development of mobile content and applications. However, the company has now become a premier content house producing branded ready-to-use ring-tones, wallpapers, videos and games, reverse auctions and voting systems. Mobile Data Group has an established distribution base in over 30 countries and their creative products reach over one billion users.

Mobile Data Group's win brings to prominence the significance of mobile content providers in the Fast 50. This year three of the top ten fastest growing technology companies are in the mobile content space, with m.Net Corporation Limited (ranked 5th) and TigerSpike Pty Limited (ranked 8th) appearing along side Mobile Data Group.

We'd also like to congratulate wireless telecommunications company BigAir Group Limited for their second consecutive appearance in the top ten. BigAir debuted last year in fourth place and this year is ranked third with 1,528% growth.

Consecutive appearances in the Deloitte Technology Fast 50 are notable, in fact half the Fast 50 companies listed this year also made it into the Fast 50 in previous years. Remarkably, Seek Limited is placed in the Fast 50 for a record sixth consecutive year . . . an amazing achievement.

Congratulations must be given to the four companies in this year's Fast 50 that are included for the fourth consecutive year: Aconex Pty Ltd (ranked 10th), Destra Corporation Ltd (ranked 23rd), carsales.com.au Limited (ranked 27th) and Webjet Limited (ranked 34th). We are also pleased to welcome 2006 Rising Stars: Viocorp International Pty Ltd and Vigil Systems Pty Ltd to this year's Fast 50 (ranked 12th and 30th respectively).

We would like to recognise another serial success in the Fast 50 family, Hitwise. Hitwise was part of the Fast 50 for five years until its sale this year to Experian Group Limited for US\$240m. The company has become one of the great success stories of the Australian internet industry.

We are also delighted to announce our Rising Stars for 2007. These are the businesses that are too small to qualify for the Fast 50 program but are seriously punching above their weight. The winner of the 2007 Rising Star category, Amethon Solutions (Asia Pacific) Pty Limited, is also a player in the mobile space. Amethon is a mobile analytics solutions company whose products enable mobile operators and content providers to leverage the value of mobile content by managing, monitoring, measuring and monetising mobile content traffic. The company aims to be the premier global provider of analytical tools and services to mobile telecommunications operators.

This year we report on a dramatic increase in the number of Fast 50 companies seeking business opportunities outside of Australia. The United Kingdom, Ireland and Europe combined represent the largest source of potential opportunity for Fast 50 companies, with some 79% of companies seeing this region as a potential market place, compared to 39% last year.

This report also brings you an update on the Fast 50 winners since 2001 including Unwired, People Telecom and Chaos.

It's inspiring to learn from the companies that participate in the Deloitte Technology Fast 50 program and this year is no exception. We hope that their achievements encourage you in your own pursuit of growth and success.

We wish all of the participants in the program continued success in 2008 and beyond.



Julia Bickerstaff
Leader, Deloitte Technology Fast 50 Program



Congratulations to this year's winners . . .

Rank	Company name	Growth	Sector	CEO/MD	Website	State
1	Mobile Data Group Pty Limited	10,237%	Communications/ Networking	Marc & Dale Carr	www.mobiledatagroup.com	NSW
2	Ansearch Limited	4,986%	Internet	Andrew Beecher & Joshua Edis	www.ansearchltd.com	VIC
3	BigAir Group Limited	1,528%	Communications/ Networking	Jason Ashton	www.bigair.com.au	NSW
4	Brennan Software Development Pty Ltd	1,260%	Software	Dave Stevens	www.brennanit.com.au	NSW
5	m.Net Corporation Limited	1,092%	Communications/ Networking	Holden Wiltshire	www.mnetcorporation.com	SA
6	Domain Central Pty Ltd	1,055%	Internet	Nicholas Bolton	www.domaincentral.com.au	VIC
7	iCare Solutions Pty Ltd	1,032%	Software	Chris Gray	www.icare.com.au	VIC
8	TigerSpike Pty Limited	1,028%	Communications/ Networking	Luke Janssen	www.tigerspike.com	NSW
9	Bravura Solutions Limited	946%	Software	Iain Dunstan	www.bravurasolutions.com	NSW
10	Aconex Pty Ltd	648%	Internet	Robert Phillpot & Leigh Jasper	www.aconex.com	VIC
11	Cellestis Limited	461%	Biotechnology/ Pharmaceutical	Tony Radford	www.cellestis.com	VIC
12	Viocorp International Pty Ltd	453%	Internet	Ian Gardiner	www.viocorp.com	NSW
13	Bing Technologies Pty Ltd	436%	Software	Stephen Cranitch	www.bing.com	QLD
14	ispONE Pty Ltd	422%	Internet	Zac Swindells	www.ispone.com.au	VIC
15	PIPE Networks Limited	406%	Communications/ Networking	Bevan Slattery	www.pipenetworks.com	QLD
16	ExtraCorp Pty Ltd	404%	Internet	Heath Kilgour	www.extracorp.com	VIC
17	Clever Communications Australia Limited	365%	Communications/ Networking	Scott Carter	www.clevercomms.com	VIC
18	DocsCorp Pty Limited	364%	Computers/Peripherals	Dean Sappey	www.docscorp.com	NSW
19	Revolution IT Pty Ltd	360%	Other	Jamie Duffield	www.rev-n-it.com	VIC
20	Atlassian Software Systems Pty Ltd	357%	Software	Scott Farquhar & Mike Cannon- Brookes	www.atlassian.com	NSW
21	ImpediMed Limited	332%	Biotechnology Equipment	Greg Brown	www.impedimed.com	QLD
22	Smartpath Pty Ltd	329%	Software	David Hodges	www.smartpath.com.au	NSW
23	Destra Corporation Ltd	324%	Internet	Domenic Carosa	www.destra.com	VIC
24	Intellection Pty Ltd	311%	Instrumentation	Calvin Treacy	www.intellection.com.au	QLD
25	Multi Vendor Support Services Pty Ltd	306%	Computers/Peripherals	Mal Fraser-Clay	www.mvss.com	NSW



Rank	Company name	Growth	Sector	CEO/MD	Website	State
26	Vision 6 Pty Ltd	302%	Internet	Mathew Myers & Evan Fortune	www.vision6.com.au	QLD
27	carsales.com.au Limited	247%	Internet	Greg Roebuck	www.carsales.com.au	VIC
28	Adviware Pty Ltd	245%	Internet	Anita Markovic	www.adviware.com	QLD
29	Vroom Vroom Vroom Pty Ltd	242%	Internet	Richard Eastes	www.vroomvroomvroom.com.au	QLD
30	Vigil Systems Pty Ltd	237%	Software	Ian Haynes	www.vigil-systems.com	QLD
31	Customers Limited	228%	Communications/ Networking	Greg Baker	www.customers.com.au	NSW
32	Real Estate.com.au Limited	221%	Internet	Simon Baker	www.realestate.com.au	NSW
33	Mirror Image Access (Australia) Pty Ltd	212%	Communications/ Networking	Richard Mergler	www.miaccess.com	NSW
34	Webjet Limited	201%	Internet	Richard Noon	www.webjet.com.au	VIC
35	message4u Pty Ltd (trading as Message Media)	200%	Communications/ Networking	Grant Rule	www.message-media.com.au	VIC
36	Unwired Group Limited	189%	Communications/ Networking	David Spence	www.unwired.com.au	NSW
37	Sirtex Medical Limited	184.6%	Biotechnology/ Pharmaceutical	Gilman Wong	www.sirtex.com.au	NSW
38	MassMedia Studios Pty Limited	184.1%	Internet	Steve Fanale	www.massmedia.com.au	NSW
39	Pure Hacking Pty Ltd	175.7%	Internet	Timothy Dole	www.purehacking.com	NSW
40	Red Balloon Pty Ltd	175.6%	Internet	Naomi Simson	www.redballoondays.com.au	NSW
41	Speedwell eBusiness Solutions Pty Ltd	175.0%	Internet	Bruce Young	www.speedwell.com.au	QLD
42	First Focus IT Pty Limited	163%	Other	Peter Paddon	www.firstfocus.com.au	NSW
43	Brennan Voice and Data Pty Ltd (formally SecureTel Pty Ltd)	162%	Internet	Dave Stevens	www.brennanit.com.au	NSW
44	Exetel Pty Limited	159.2%	Internet	John Linton	www.exetel.com.au	NSW
45	FuseFarm Interactive Pty Ltd	159.1%	Internet	Ben Kay	www.fusefarm.com.au	NSW
46	Devnet Pty Ltd	142%	Internet	Craig Deveson	www.devnet.com.au	QLD
47	BQT Solutions Limited	132%	Computers/Peripherals	John Genner	www.bqtsolutions.com	NSW
48	JKTech Pty Ltd	131%	Instrumentation	Geoffrey Gault	www.jktech.com.au	QLD
49	CogState Limited	129%	Biotechnology/ Pharmaceutical	Brad O'Connor	www.cogstate.com	VIC
50	Seek Limited	126%	Internet	Paul & Andrew Bassat	www.seek.com.au	VIC

	Former Rising Star
	Two consecutive years
	Three consecutive years
	Four consecutive years
	Six consecutive years

The winners' circle – key observations

Our analysis of the Fast 50 shows that:

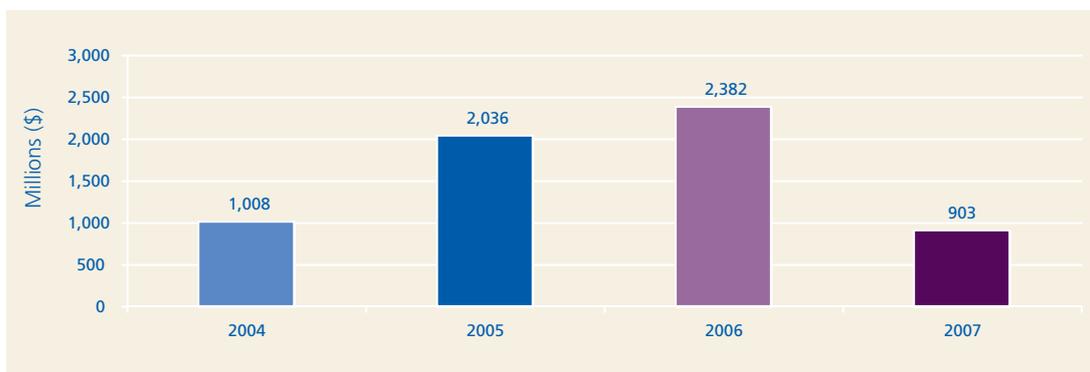
- more Fast 50 winners call NSW home; this year 46% are based in NSW
- internet based companies dominate the Fast 50
- mobile content companies have established a strong presence
- there are twice as many privately held companies as publicly listed companies
- half of the Fast 50 have also featured in the Fast 50 in previous years
- the companies in this year's Fast 50 are more confident of exploring business opportunities outside of Australia than in previous years
- in line with last year, there are two female CEOs in the Fast 50: Anita Markovic (Adviware Pty Ltd, ranked 28th) and Naomi Simson (Red Balloon Pty Ltd, ranked 40th).

Revenue levels

	2004	2005	2006	2007
Greater than \$100m	3	4	5	3
\$50m – \$100m	3	1	4	1
\$20m – \$50m	13	13	15	8
\$5m – \$20m	9	5	10	16
\$1m – \$5m	22	27	16	22

The 2007 Fast 50 winners have total revenue of A\$903m, which is a decline in total revenue on the previous three years. The change in total revenue reflects the nature of companies in the Fast 50, which this year is dominated by younger companies in newer industry segments like mobile content.

Figure 1: total revenue of the Fast 50

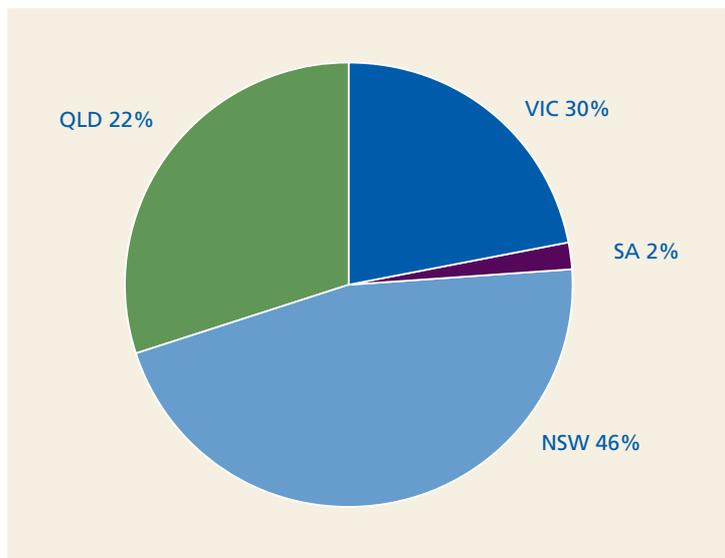


State representation

	2004	2005	2006	2007
NSW	12	15	21	23
VIC	18	20	16	15
QLD	0	5	6	11
SA	12	6	2	1
WA	7	4	4	0
ACT	1	0	1	0

Almost half the Fast 50 winners call New South Wales home. The dominance of New South Wales based companies began in 2005 and shows consistent growth. Victoria maintains second place with 30% of winners resident in the state. Of the top ten companies, five are resident in New South Wales, four in Victoria and one is from South Australia.

Figure 2: state representation of Fast 50 2007



Industry sectors

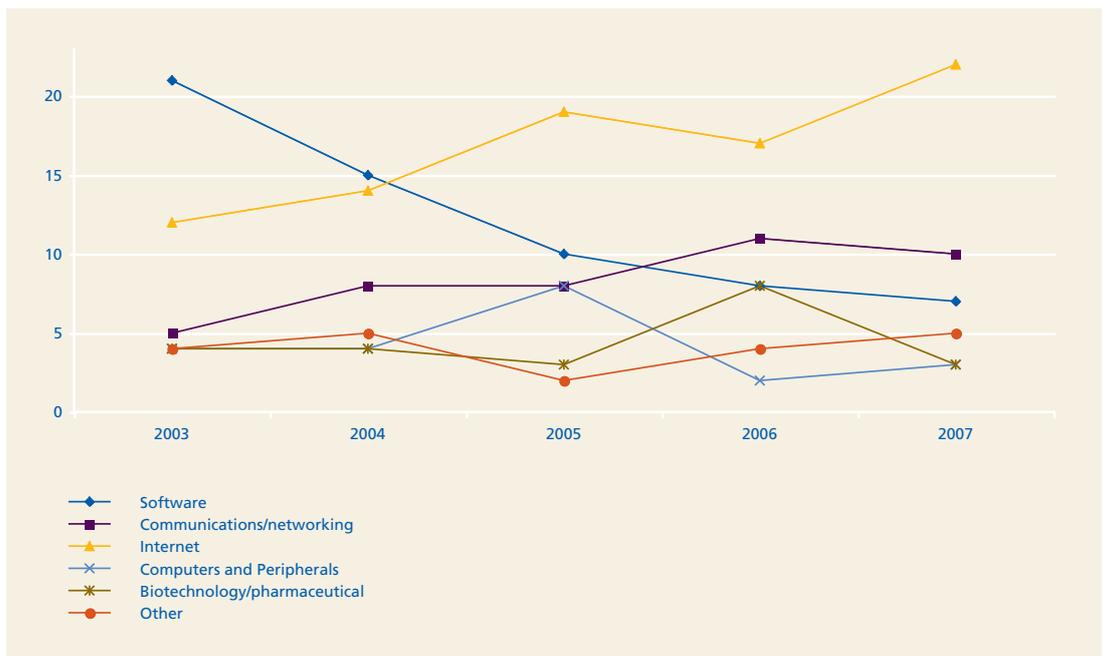
	2003	2004	2005	2006	2007
Software	21	15	10	8	7
Communications/Networking	5	8	8	11	10
Internet	12	14	19	17	22
Computers/Peripherals	4	4	8	2	3
Biotechnology/Pharmaceutical	4	4	3	8	3
Other	4	5	2	4	5

Internet based companies dominate the field with 44% of the Fast 50 engaged in internet based businesses. This is up 10% on 2006. With increased activity globally in the Web 2.0 space, the rise of social networks and the presence in Australia of large investors like Google, Microsoft, PBL and News Corp, it would seem that this trend will continue in the Australian context.

It's interesting to note how the dominance of software companies has declined this year. In 2003, 42% of the Fast 50 were software companies, compared to 14% this year. Over the same period, companies involved in communications and networking have doubled.

In keeping with the nature of the complex development cycle for biotech companies, this segment of the Fast 50 has shown little consistent growth to date. From a high of 16% in 2006, this year only 6% of the Fast 50 are biotechnology companies.

Figure 3: industry sectors of the Fast 50



Listed vs. private

	2002	2003	2004	2005	2006	2007
Listed	27	21	19	20	25	15
Private	23	29	31	30	25	35

Private companies continue to dominate the Fast 50 in 2007. The tendency in Australia for relatively young companies to list, is borne out by the 15 listed companies in this year's Fast 50. This is lower than last year, reflecting the younger profile of companies in the Fast 50 in 2007.

Serial success

Number of Technology Fast 50 winners for the . . .

	2001	2002	2003	2004	2005	2006	2007
2nd consecutive year	n/a	16	22	10	14	12	13
3rd consecutive year	n/a	n/a	4	7	1	7	7
4th consecutive year	n/a	n/a	n/a	3	4	0	4
5th consecutive year	n/a	n/a	n/a	n/a	0	2	0
6th consecutive year	n/a	n/a	n/a	n/a	n/a	0	1
Total	n/a	16	26	20	19	21	25

Given the fast growth and change in technology, the number of companies which retained their status in the Fast 50 over multiple years is remarkable. This year 50% of the Fast 50 were also listed in previous years.

In particular, we congratulate Seek for appearing in the Fast 50 for the sixth consecutive year and BigAir for appearing in the top ten for two consecutive years.

Companies included in the Fast 50 for three or more consecutive years:

Fourth year

- Aconex Pty Ltd
- Destra Corporation Ltd
- carsales.com.au Limited
- Webjet Limited.

Third year

- Cellestis Limited
- PIPE Networks Limited
- Atlassian Software Systems Pty Ltd
- Customers Limited
- Real Estate.com.au Limited
- message4u Pty Ltd
- CogState Limited.



Fast facts

The following benchmarking data represents all those companies which nominated for the Deloitte Technology Fast 50 Australia and as such may be a useful benchmark for performance.

Geographic markets – penetration

The majority of the Fast 50 (86%) conducts business in the Australian market. Most of the Fast 50 CEOs believed that gaining a strong foothold in Australia was critical. However a significant number of companies also indicated that they would move offshore before fully maturing in the domestic market. The next most prevalent market is the Asia Pacific region, with 41% of the companies doing business there.

Australia	86%
Asia Pacific	41%
Europe	33%
Worldwide	24%
United States	21%

Geographic markets – planned expansion

Between 2006 and 2007 there has been a dramatic scaling of the intention of Fast 50 companies to seek business opportunities outside of Australia.

The United Kingdom, Ireland and Europe represent the largest source of potential opportunity for Fast 50 companies. Some 79% of companies see this region as a potential market place, up 40% from 39% in 2006.

Over the past 12 months, the intention to expand into Asian markets has nearly doubled with 78% (36% in 2006) of Fast 50 companies indicating they intended to seek opportunities for business in Asia, including China and India.

The intention to seek opportunities in China and India as separate markets has also increased with double (16%) the number of companies looking to China for new opportunity in the 12 month period, and increasing by 16% for India (from 6% to 22%).

The numbers for North America, South America and Africa have also increased with the most dramatic increase being for South America where the intention to pursue new business opportunities rose 9%.

	2006	2007
Asia-Pacific	22%	40%
UK	18%	35%
Europe	16%	30%
India	6%	22%
North America	17%	21%
China	8%	16%
Ireland	5%	14%
South America	4%	13%
Africa	5%	11%

Employee numbers

Average number of employees at 30 June 2007	67
Range of employees at 30 June 2007	1 – 650
Average planned new hires in FY 2008	19
Range of planned new hires in FY 2007	1 – 200
Average % increase (2007–2008) in employees per company	43.52%
Range of % increase (2007–2008) in employees per company	0% – 500%

Years in business

Average	8
Range	2 – 30

Planned research and development spending in FY 2007

Average	\$810,781
Range	\$0 – \$9,800,000

Average cash flow

Average	\$2,006,885
Range	\$(6,009,933) to \$25,786,000

Average EBIT

Average	\$2,337,398
Range	\$(6,997,274) to \$25,992,000



Reflections

Where are they now?

Achieving fast growth as celebrated in the Deloitte Technology Fast 50 is an outstanding accomplishment, but to achieve sustained fast growth over successive years is remarkable.

This year, with half of the Fast 50 comprising companies that have achieved sustained fast growth over several years, we take a look at some of our leading companies and industry sectors.

Long-term performance and prominence

Hitwise

One of the leading performers in the Deloitte Technology Fast 50 has been internet marketing intelligence firm, Hitwise.

Founded in 1998, Hitwise featured in the Deloitte Technology Fast 50 for five consecutive years (2002–2006). The company collects and aggregates information from internet service providers. At present, Hitwise provides 1,400 global clients with insights on how 25 million consumers use and search the Internet in the UK, USA, Australia and countries in Asia Pacific.

In April 2007, Hitwise announced that it had completed a successful sale to Experian Group Limited, a US global information solutions company, for approximately US\$240m.

Dominance of online services

Online service organisations have consistently featured in the Deloitte Technology Fast 50 over its seven years. Ninemsn, who ranked 2nd in 2001 and 30th in 2002, currently reaches 75% of Australia's active online population. Online job advertising company Seek has appeared in the Deloitte Technology Fast 50 for six consecutive years (2002–2007). Another Fast 50 regular is RealEstate.com.au. The online real estate sales advertising company has appeared in the index for the last five years.

These companies continue to prosper in the online services industry, which has grown substantially over the last decade. That growth has provided the opportunity for other companies in the industry to enter the Fast 50 including Webjet, Carsales.com.au and new Fast 50 entrant, vroomvroomvroom.com.au.

Evolution of telecom carriers

The Deloitte Technology Fast 50 has had strong representation from telecom carriers.

In 2005, People Telecom led the Fast 50, followed by PIPE Networks (7th), Powertel (46th), and internet providers inet and Dodo (17th and 19th respectively). In 2006, wireless broadband players Unwired and Big Air entered the Fast 50, both companies showing consistently impressive growth.

Founders on a different tack

Peter Kazacos recently launched PK Business Advantage, an organisation selling business applications, IP Telephony, mobile solutions, hosting and consulting to small and medium enterprises. Kazacos is the former founder of Kaz Group, which appeared in the Deloitte Technology Fast 50 in 2001 and 2002 and was later sold to Telstra for a reported A\$330m.

Rick Webb took Red Sheriff (9th in 2003) through a massive growth phase in his role as CEO, culminating in a trade sale to Nielsen/Net Ratings. After a two year period as the CEO of Citect, Webb recently founded digital online media company BlueFreeway. BlueFreeway listed on the ASX in December 2006 and has since announced a series of acquisitions.

Former 2002 Rising Star Wedgetail Communications Pty Limited was founded by **Gary Morgan**. Wedgetail was acquired by Utah-based Vintela Inc. in 2004. Since this time Morgan has founded e-Health Research Centre, a joint venture between the CSIRO and Queensland Government. The e-Health Research Centre is a leading national research facility in information, communication and technology (ICT) for healthcare innovations.

The way they were . . . former Fast 50 winners

2006: Unwired

With growth of almost 7,000%, communications company Unwired Group Limited was the overall winner of Deloitte's Technology Fast 50 in 2006. At that time, the company had the second highest growth rate ever recorded in the Australian program.

Unwired are providers of wireless technology, offering Australian consumers a user friendly 'plug and play' broadband solution. At the time of winning the Deloitte Technology Fast 50, Unwired covered more than four million Sydneysiders and was increasing availability in many other Australian locations. Since launching in 2000, Unwired has grown into one of the world's largest non-line-of-sight (NLOS) portable wireless broadband carriers.

Unwired has recently recommended its shareholders to accept a takeover offer from Seven Network Limited.

2005: People Telecom

People Telecom provides a range of telecommunications products and services and has achieved strong growth over the last three years. In 2006 the company launched two new products, Brandband2 (faster broadband) and People Direct (integrated business solutions using VoIP) and more recently has announced a number of business partnerships with organisations such as AMP, the Australia Retailers Association (ARA) and the General Insurance Advisors Association (GIAA).

2004: Bill Express

Topping the Deloitte Technology Fast 50 Australia and Fast 500 Asia Pacific in 2004, Bill Express utilises its national payment network throughout Australia to allow individuals to pay bills in-person at any participating newsagency. The company listed on the ASX in October 2004 and for the financial year ended 30 June 2007 reported revenue in excess of \$1b. Bill Express continued to featured in the Deloitte Technology Fast 50 Australia again in 2005 (15th) and 2006 (46th), as well as the Deloitte Technology Fast 500 Asia Pacific from 2005–2007.

2003: UTS Navigation Systems Pty Limited

Founded in 1986 in Perth, UTS has rapidly expanded its activities internationally with projects covering Australia, North America, and the United Kingdom. Now trading as Digital Technology International (DTI), this company provides advanced surveillance systems, solutions, and services to the transit operators and agencies, such as on-board recording equipment, fleet management systems, back-end mass storage and retrieval facilities.

2002: Chaos Group Limited

Established in 1996, Chaos is still ranked by Hitwise as one Australia's leading online entertainment stores, offering a catalogue of new release and hard to find CDs, DVDs, games. Based in Melbourne, Chaos provides a unique independent voice in Australian online music services.

2001: Open Telecommunications Limited

Open Telecommunications was a darling of the dot.com era, however became a victim of the 'tech-wreck' and went into administration the year after winning the Deloitte Technology Fast 50 title. The Sydney based company was a provider of monitoring and management products for network operators and telecommunication carriers.

Reflections

Talent for technology

“I’ve been really lucky. It’s not often in life you get a chance as a CEO to hand-pick your team from start from an absolute clean sheet of paper. We started off in a board room with a whole list of people we wanted to employ and a whole lot of money in the bank and an idea. It started from that and we were able to handpick the people and most of them have stayed with us since.”

David Spence, CEO Unwired Limited, winner of the Deloitte Technology Fast 50 Australia 2006, discussing what is required of a fast growing technology firm in the face of growing talent shortages.

Fast growing technology companies are talent magnets

Everyone’s talking about it. The worldwide demand for talent is continuing and the pool is shrinking.

Today’s knowledge workers are just not that focussed on money. They want to be adequately remunerated, but these people are equally interested in working at the leading edge of the industry and job satisfaction. This provides an exciting opportunity because those requirements make fast growing technology companies the workplace of choice.

Welcome to the world of the fast growing technology company.

Today, employees seek to:

- be connected to a sense of purpose
- feel connected to and energised by the people that they work with
- be inspired to do more than just ‘show up’
- have the right resources to do the job they need to do
- eliminate all ‘the unnecessary stuff’ such as data overload, irrelevant tasks or responsibilities.

Fast growing technology companies are well placed to give employees what they want because they:

- have a heightened sense of purpose and vision which pervades the organisation
- are led by creative and energetic teams which attract like minded people
- are low on bureaucracy and high on making it happen.



“... we offer everyone good incentives, we have a very happy relaxed environment but also a very professional environment. It’s also worked out well with Griffith University – last year we offered jobs to every single person who came in and did their internships with us. We generally get the cream of all the university students, we get to trial them (that doesn’t cost us anything), we give them work experience and if they work out well, we’ll pick them up, and the people we’ve had have been absolutely fantastic.”

Lisa Fletcher, CEO B-free Pty Limited, winner of Deloitte Technology Fast 50 Rising Star award 2006, discussing how her fast growing technology company attracts and retains great people.

Getting more than your fair share of talent

So that’s the good news, but how can fast growing technology companies differentiate themselves from the others to get and keep the best people? Then how do you get the best out of these people?

Fast growing companies have to respond quickly to changing business challenges, so it is critical to identify the key players on your team, who will drive your success and pay them special attention. A key challenge fast growing technology companies must address is maintaining a flexible and innovative culture, particularly as more complex management layers are added in line with company growth.

To survive, you need to adapt your business by building layers of leadership and a diverse workforce. If you have a young leadership team, explore how to hook up with more experienced baby boomers.

Employee loyalty and tenure is decreasing, so plan for it. Remember, financial success is predicated on achieving high returns on your people cost. If every employee stayed with your business just six months longer, think of the impact it would have on your bottom line.

As local talent markets get tighter, you may need to source talent globally and put more resources into the people that are already on board. You can’t afford to be the business that spends 50 times more on recruiting than training.

As your workforce grows make sure that each and every one of your employees understands the broader business aims.

Build strategies to enable your staff to grow, but recognise that training is only a small part of this and:

- cultivate quality leadership in your team
- create roles that tap into your employees’ greatest potential
- encourage employees to manage their connections with other people and the quality of their networks and interactions
- give realistic performance management (employees want to know how they can grow and improve, not just that they are doing a good job)
- provide performance based pay
- involve employees in decision making
- never forget the importance of recognition.

Source: *It’s 2008: Do You Know Where Your Talent Is? Connecting People to What Matters (Part two of a Deloitte Research Series on Talent Management).*

Profiling our brightest stars

Deloitte Technology Fast 50 2007 top ten



1

Fast 50 2007 – Ranked 1

Mobile Data Group

Mobile Data Group Pty Limited
Sector: Communications/Networking
Growth: 10,237%
Established: 2005
Employees: 15
Ownership structure: Private
CEO: Marc & Dale Carr



Mobile Data Group is a leading end-to-end mobile solutions company. The company provides mobile entertainment and mobile commerce solutions to mobile phone carriers, consumer goods companies and television and advertising content production companies.

The company began by offering an outsourced solution for the development of mobile content and applications, but has become a premier content house producing branded ready-to-use ring-tones, wallpapers, videos and games.

The company has an established distribution base in over 30 countries and their creative products reach over one billion potential mobile handsets.

Mobile Data Group also offers a proprietary technology platform facilitating a full service mobile offering from content to billing. The service is modular and includes mobile content marketing and sales, reverse auctions and voting systems.

Mobile Data Group is a one stop shop for clients wishing to enter the mobile content production and distribution space.

More at www.mobiledatagroup.com



Fast 50 2007 – Ranked 2

Ansearch

Ansearch Limited

Sector: Internet

Growth: 4,986%

Established: 2005

Employees: 66

Ownership structure: Listed

CEO: Andrew Beecher & Joshua Edis



Ansearch is a listed online media company. The company generates revenue by selling advertising space on a growing network of search engines, portals and popular websites. Ansearch specialises in delivering sponsored search, display and rich media advertising to Australian audiences.

The company originally provided its own search and directory websites, but has since extended its network and audience reach to include the distribution of advertising to third-party Australian, US and UK based search engines, websites and third party advertising networks.

Ansearch's ambition is to become a leading independent online media company in Australia, by using its proprietary business model, technology and processes to generate the maximum amount of advertising revenue, at the highest possible yield, in the shortest possible timeframe.

More at www.ansearchltd.com





Fast 50 2007 – Ranked 3
2nd consecutive year in the Fast 50
2nd consecutive year in top ten

BigAir

BigAir Group Limited
Sector: Communications/Networking
Growth: 1,528%
Established: 2002
Employees: 30
Ownership structure: Listed
CEO: Jason Ashton



BigAir owns and operates a wireless next generation broadband business internet network in Sydney and is a leading provider of wireless broadband solutions for businesses, consumers and ISPs. The company is a licensed telecommunications carrier that listed on the ASX in 2006.

The wireless network is optimised for emerging technologies such as WiMax and VoIP and is ideally suited for converged IP service delivery (voice, data and video).

The SkyFibre network is an alternative to fibre or copper networks and it delivers 'last mile' speeds up to 100Mbps. The company plans to rollout SkyFibre in other capital cities.

BigAir is able to offer a range of communication solutions including high-speed symmetric broadband from 2M to 100M, Layer 2 and VPN services, hosting and co-location of servers in secure data centre environment, and business-grade VoIP services.

More at www.bigair.com.au



4

Fast 50 2007 – Ranked 4

Brennan Software Development

Brennan Software Development Pty Ltd

Sector: Software

Growth: 1,260%

Established: 2005

Employees: 10

Ownership structure: Private

MD: Dave Stevens



Brennan Software Development focuses on providing proprietary business solutions to mid-market firms of between five and 50 staff.

Brennan's systems integration capability allows clients to grow their business and enjoy access to customised, cost effective technology solutions that help combat the typical 'growing pains' experienced by most businesses as they grow into larger more complex organisations.

The company has a diverse portfolio of clients, from hospitality to financial services, from 25 seat, single location firms to the 500 seat organisations with offices throughout Australia.

Business transformation is Brennan's flagship offering. Their proprietary Software-as-a-Service (SaaS) solution, Business Service Backbone, enables customers to achieve business/IT alignment and closely monitor their organisation's performance.

More at www.brennanit.com.au





Fast 50 2007 – Ranked 5

m.Net

m.Net Corporation Limited
Sector: Communications/Networking
Growth: 1,092%
Established: 2001
Employees: 38
Ownership structure: Private
CEO: Horden Wiltshire



m.Net was established in 2001 with a A\$9.2m Commonwealth grant to build 3G and wireless wide area networks.

Today the company provides a range of solutions to major media organisations, telecommunications carriers, and advertising clients through its mobile-marketing platform.

m.Net's core product suite provides a range of tools for clients from mobile brand response mechanisms through to large scale competition and voting platforms, used by Dancing with the Stars and other television shows. m.Net has also designed, developed and integrated mobile social networking applications and a variety of other customised mobile applications and services.

m.Net possesses a strong Australian based research team that offers in-depth insights into mobile consumer behaviour and drives results for client mobile initiatives. m.Net provides the research expertise for the Australian Interactive Media Industry Association Mobile Phone Lifestyle Index.

More at www.mnetcorporation.com



Fast 50 2007 – Ranked 6

Domain Central

Domain Central Pty Ltd

Sector: Internet

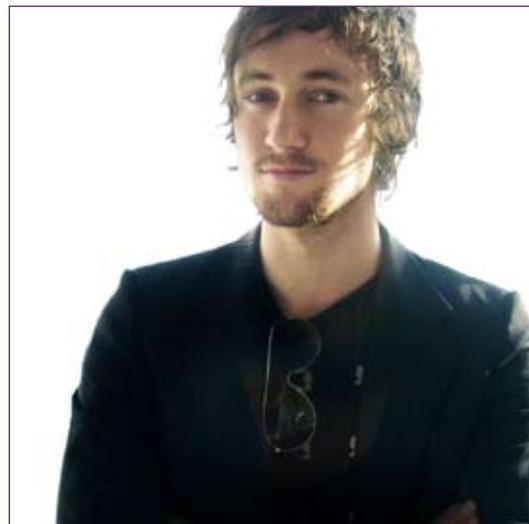
Growth: 1,055%

Established: 2003

Employees: 21

Ownership structure: Private

CEO: Nicholas Bolton



Domain Central is a leading domain registrar and web host provider.

The company has developed a delivery platform for software as a service, as well as innovative technologies around domain name acquisition and licensing.

Established in 2003, Domain Central entered the market as the first Australian registrar dedicated to delivering high quality domain name and web hosting services to customers.

The company deploys a world leading domain registration and management interface, invests in an advanced technology infrastructure, and partners with leading technology brands.

Domain Central was one of the first Australian registrars and web host providers to introduce true 24/7 customer support.

More at www.domaincentral.com.au



7

Fast 50 2007 – Ranked 7
2nd consecutive year in the Fast 50

iCare

iCare Solutions Pty Ltd
Sector: Software
Growth: 1,032%
Established: 2002
Employees: 21
Ownership structure: Private
MD: Chris Gray



iCare is a leading provider of specialist clinical and care management systems to aged care facilities.

Developed in Australia, iCare's software is designed to enable aged care facilities to deliver the highest levels of clinical care to their residents.

iCare's clinical and care management solution assists professional aged care staff with ongoing clinical care decisions, enabling nurses and care workers to make actual improvements in care planning and resident outcomes.

The system is web enabled with a wireless capability and a choice of user interfaces such as touch screens, and so is both portable and flexible, delivering immediate time savings, operational efficiencies and financial benefits for aged care facilities.

The iCare software is currently operational in over 30,000 beds across Australia and in September 2007, the company launched in the United Kingdom.

More at www.icare.com.au



8

Fast 50 2007 – Ranked 8

TigerSpike

TigerSpike Pty Limited
Sector: Communications/Networking
Growth: 1,028%
Established: 2004
Employees: 16
Ownership structure: Private
CEO: Luke Janssen



TigerSpike provides a broad range of digital services encompassing both online and mobile technologies.

The company has developed proprietary mobile content management technology and user generated content platforms which deliver branded integrated digital solutions.

TigerSpike's online digital services enable brands to interact directly with consumers at home or at work, and the company's mobile technology extends this reach.

The company believes that consumer insight and creativity combined with their technology deliver a great return on investment.

TigerSpike has offices in Sydney, Auckland and London.

More at www.tigerspike.com



Fast 50 2007 – Ranked 9

Bravura Solutions

Bravura Solutions Limited

Sector: Software

Growth: 946%

Established: 2004

Employees: 650

Ownership structure: Listed

MD: Iain Dunstan



Bravura Solutions is a leading global supplier of superannuation and pension, life insurance, investment and portfolio management software, as well as business and strategic consulting services for financial institutions worldwide.

Bravura Solutions Limited is an S&P/ASX 300 publicly listed company. The company listed on the ASX in June 2006 and trades under the code BVA.

With over 20 years of experience in developing and maintaining large scalable financial systems, Bravura Solutions supports more than 175 financial institutions globally, with a range of corporate clients in Australia, New Zealand, United Kingdom, Europe, Asia and South Africa.

Over 18 million superannuation, life insurance and investment accounts are administered on Bravura Solutions software, with more than A\$850b in funds under management.

The company has over 650 employees in 14 offices around the world.

More at www.bravurasolutions.com



10

Fast 50 2007 – Ranked 10
4th consecutive year in the Fast 50

Aconex

Aconex Pty Ltd
Sector: Internet
Growth: 648%
Established: 2000
Employees: 200
Ownership structure: Private
MD: Robert Phillpot & Leigh Jasper



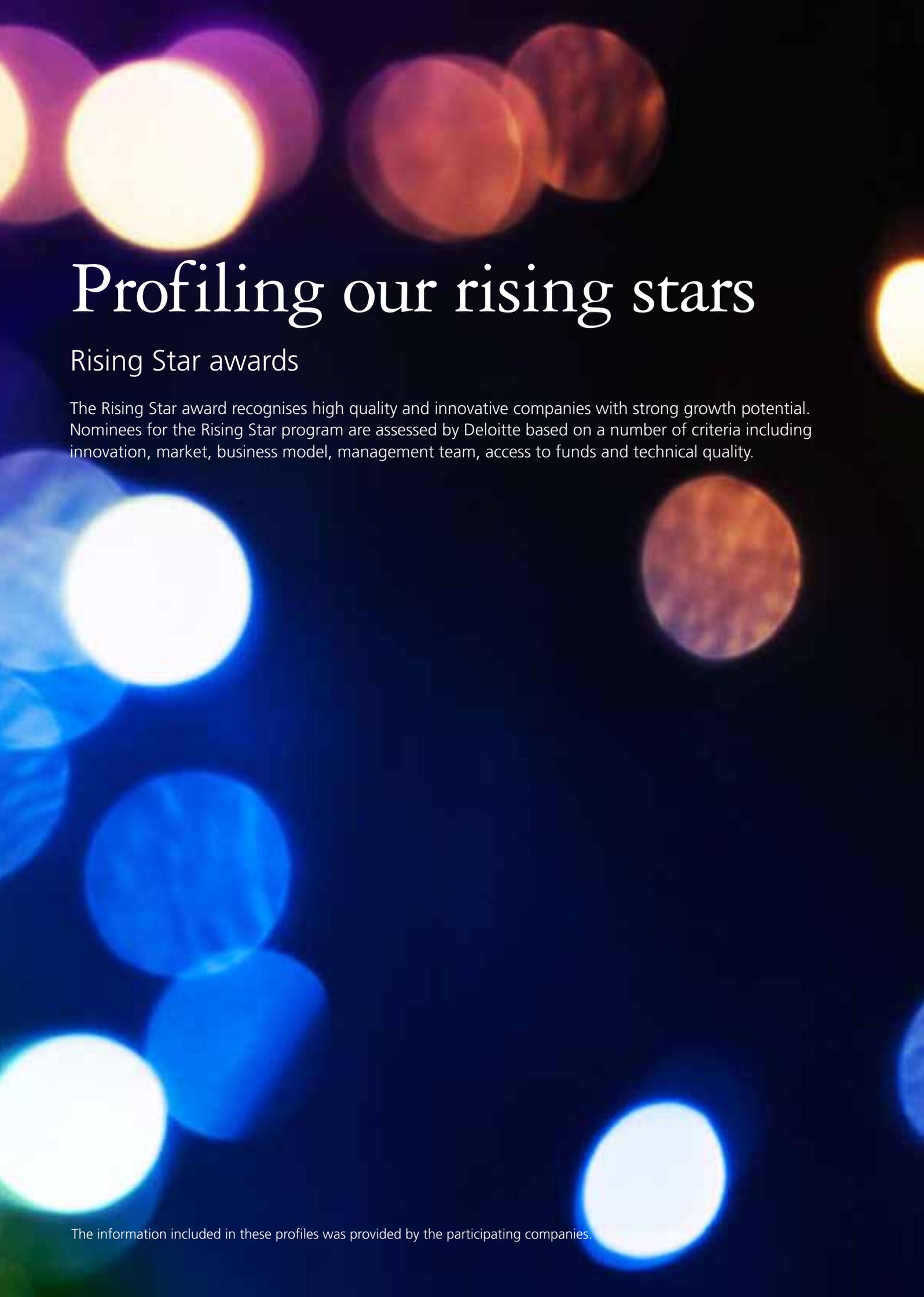
Aconex was founded in 2000 to provide a solution to managing the vast volume of information generated on construction projects.

Aconex provides an online information management service to the construction and engineering industries. The Aconex system replaces the use of paper documents by storing all project information in one secure online platform. This means that people working on a project can instantly view, distribute, track and archive their information from any location, at any time.

Aconex currently provides its service to projects in over 50 countries that have a combined value in excess of US\$180b.

More at www.aconex.com





Profiling our rising stars

Rising Star awards

The Rising Star award recognises high quality and innovative companies with strong growth potential. Nominees for the Rising Star program are assessed by Deloitte based on a number of criteria including innovation, market, business model, management team, access to funds and technical quality.

Winner

Rising Star 2007 – Winner

Amethon Solutions

Amethon Solutions (Asia Pacific) Pty Limited

Sector: Communications/Networking

Established: 2000

Employees: 7

Ownership structure: Private

CEO: Michael Stone



Amethon Solutions is a private Australian company specialising in mobile analytics solutions for the telecommunications industry.

The company's innovative products and solutions enable mobile operators and content providers to leverage the value of mobile content by managing, monitoring, measuring and monetising mobile content traffic.

Amethon's suite of products provides customers with mission critical tools for customer content, service/application segmentation and data driven strategies essential for business growth in this continually evolving field.

The company's mission is to be 'the premier global provider of analytical tools and services to mobile telecommunications operators.' In the last six years, Amethon has successfully captured the accelerating market for managing content in mobile communications.

Amethon Solutions (Asia Pacific) Pty Ltd was founded in Sydney in 2000. The company has offices in Sydney, Melbourne and Canberra.

More at www.amethon.com



Runner up

Rising Star 2007 – Runner up

IPscape

IPscape Pty Limited

Sector: Software

Established: 2005

Employees: 10

Ownership structure: Private

CEO: Simon Burke



IPscape specialises in Software-as-a-Service (SaaS) for contact centres.

IPscape is an enterprise level contact centre service for inbound, outbound or blended service and sales operations. It is enabled via the internet, multi channel (i.e. voice, email, fax, SMS) and pay-as-you-go, giving contact centres an enterprise feature set that until now has been prohibitively expensive to buy, install and support.

The company's target market is SMEs and large enterprises Australia, Asia Pacific (specifically India, Singapore and Hong Kong) and the UK. IPscape has 15 existing clients including global brands and SMEs.

In future, management have no doubt that the combination of market trends and growth, a differentiated SaaS, good management and compelling value based on solving customer pain points will deliver a successful international business.

More at www.ipscape.com.au



Runner up

Rising Star 2007 – Runner up

Southern Innovation

Southern Innovation Trading
Pty Limited

Sector: Instrumentation

Established: 2004

Employees: 1

Ownership structure: Private

CEO: Paul Scoullar



Southern Innovation commercialises innovative radiation detection technology which promises faster, more accurate scanning in industries as diverse as medical imaging, oil exploration and shipping cargo screening.

Southern Innovation's technology solves a key problem in existing radiation detection equipment, enabling dramatic performance improvements in detector technology.

The company was founded in 2004 to commercialise technology developed at Melbourne University.

Radiation detection is important for the quality of life we enjoy. It is used during medical scans; airport scans; and even in the exploration and production of oil. In these applications, gamma-rays or x-rays are used to 'see through' objects and identify artefacts, such as oil reserves in bedrock, cancers in tissue, or contraband items in cargo. Southern Innovation's technology offers faster, more accurate scanning across these industries.

Southern Innovation's technology also enables the recovery of data that existing systems discard, accelerating the performance of the application.

More at www.southerninnovation.com



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