CA in Australia reorganises to give customers more efficient way to purchase products across entire range

New Data Protection Group brings CAs security and storage groups into a single sales organisation

Computer Associates (CA) has reorganised its internal sales structure to give customers a more efficient way to purchase products across its entire range.The new Data Protection Group replaces the separately managed sales organisations for CAs eTrust security and BrightStor storage products that existed previously. As part of the reorganisation, CA has created several new positions which will be announced over the coming weeks. While the Data Protection Group provides a centrally-managed sales structure, CAs storage and security sales specialists will continue concentrate on their product areas. The difference is that they will work as a team under the auspices of the Data Protection Group when customers require products from both areas. The new Data Protection Group will report, along with CAs Enterprise Management Group, to a Northern and Southern region sales manager. The Enterprise Management Group incorporates CAs Unicenter product range.John Ruthven, Managing Director for CA in Australia said, CA is the recognised leader in terms of market share in enterprise software - globally its a US$3 billion business for us. The formation of the Data Protection Group alongside our Enterprise Management Group will be an important part of sustaining our growth in Australia.The reason for the change in sales structure locally is that the relationship between security and storage of data is now inextricably connected from a customers viewpoint. Those technology areas are no longer seen as standalone solutions.In addition, by having the Data Protection Group report to the same regional management team as our Enterprise Management group we get a more holistic view of our customers requirements and can offer data protection products as part of an overall managed solution. This is something single-solution vendors will struggle to do, he explained.The April 14, 2003 announcement from IDC in Australia is a case in point. Its research shows security of data and other corporate assets is now in the top 10 list of priorities for Australasian CIOs and demand for security software is growing.This trend plus our own customer research is evidence that an integrated sales model will make a lot of sense to our customers who are looking for a single point of contact at CA when it came to purchasing security and storage software, Ruthven explained.- ends-About Computer AssociatesComputer Associates International, Inc. (NYSE: CA) delivers The Software That Manages eBusiness. CAs world-class solutions address all aspects of eBusiness management through industry-leading brands: Unicenter for infrastructure management, eTrust for security management, BrightStor for storage management, CleverPath for portal and business intelligence, AllFusion for application life cycle management, Advantage for data management and application development, and Jasmine for object-oriented database technology. Founded in 1976, CA serves organisations in more than 100 countries, including 99 percent of the Fortune 500