

IT success story Full Spectrum takes on new name as Kinetica

Capital investment of AUD\$3 million confirms continued growth

At a time when many organisations serving the IT industry are struggling, one Australian company is finding that its specialised solutions are more in demand than ever. Today's announcement of an injection of AUD\$3 million in venture capital acknowledges the company's successful track record and confirms the expectation of its further expansion.

Full Spectrum, Australia's leading supplier of Enterprise Management Systems (EMS), has taken on a new name and corporate identity as it tackles the challenges of today's even tougher IT services market.

The company was established in 1998 by former Cabletron executives including local head, Steve Dixon. The company's name was partly in reference to Cabletron's network management system, Spectrum. To reflect Full Spectrum's new position as an entirely independent supplier, and to reinforce its broad-based product knowledge across all vendors, the company has been re-named Kinetica.

The new name shows not only that we are committed to providing completely unbiased advice on the best available software to meet the varied needs of our clients, but also illustrates our energetic approach," said Steve Dixon, Managing Director of Kinetica.

Enterprise Management Systems deliver complete command and visibility of the diverse and disparate elements of an organisation's IT infrastructure. This enables the business to manage its enterprise-wide infrastructure as a single, powerful entity.

"Just as the modern motor car is made up of a series of highly complex components and systems, to start the car takes only the turn of a key because the vehicle's management system controls and integrates all the elements. In the same way the disparate elements of an IT system can be controlled by an EMS," said Mr Dixon. "Through the design and implementation of an EMS, we enable clients to improve their own operations by ensuring their IT infrastructure supports their business processes as opposed to conflicting with them."

As part of its new identity and expansion, Kinetica has secured venture capital investment to the tune of AUD\$3 million through Sydney-based Nanyang Ventures.

"In the current economic turbulence, Kinetica has continued to out-perform its projections, securing results that adhere to Nanyang's requirements when we make an investment," confirmed Ian Neal, Joint Managing Director, Nanyang Ventures. "Kinetica has expelled any competition in the EMS market by proving to be much more than a software supplier and providing tailor-made solutions that challenge and enhance the results of their customers.

"Our investment will enable Kinetica to aggressively move forward, explore new markets and gain better market penetration in the Asia-Pacific region," Mr Neal said.

"Kinetica's customer base comprises large corporations and government customers, all of whom are at different stages of managing their internal and external IT infrastructures. These organisations are ideally placed to capitalise on Kinetica's experience and capabilities, to achieve better bottom line results from their IT investment, he said.

The investment enables us to continue to expand our personnel and services to provide optimal EMS solutions for Australian business, said Mr Dixon. We are committed to fine-tuning our already comprehensive offering of enterprise management products, as well as offering the best possible staff training, system design, installation and back-up support.

The growth of Kinetica confirms that the acceptance and use of enterprise management systems is on the rise, as more Australian companies realise they may not be making the most of their existing investment in IT. This is in line with trends in the United States, where many companies are seeking to optimise their IT systems following heavy investments in making systems Y2K ready.

Particularly in these tough times, companies are having to examine all aspects of their business closely, including the use and management of their IT

infrastructure. They are asking themselves, Am I getting a good return on my investment in this equipment? said Mr Dixon.

Kinetica client, the Australian Broadcasting Corporation (ABC), is finalising the implementation of stage one of its Enterprise Management System. The EMS provides the ABC with the tools to maintain its mission critical IT systems and devices. On a day-to-day basis, it allows the ABC to monitor and maintain its IT infrastructure in a timely and cost-effective way, making better use of its limited resources.

An EMS integrator fulfills two main roles. Firstly, an independent integrator has a broader knowledge of available products than an in-house person, and so can better meet specific customer needs. Secondly, they integrate the disparate EMS products, giving end users within a customer just one common interface through which all personnel work.

About Kinetica

Kinetica, formerly known as Full Spectrum, is the market leader in designing, implementing and maintaining Enterprise Management Systems which empower businesses to reap the benefits of their IT infrastructure. The company delivers management systems that are focused on supporting business processes and delivering complete control and visibility of the diverse and disparate elements of clients' IT infrastructures. Kinetica delivers the full spectrum of EMS solutions from industry leading vendors to tailor a professional, complete and reliable solution, using products that expertly match business needs. Visit the Kinetica web site at: www.kinetica.com.au for more details.

For further information:

Lisa Robinson
Marketing Manager
Kinetica
Tel: (02) 9488 1700
Email: lisa.robinson@kinetica.com.au

Hannah Watterson
Watterson Marketing Communications
Tel: (02) 9437 6122
Email: hannahlw@watterson.com.au