



Welcome To The PraXtitioner!



The PraXtitioner

Insight, guidance, news and tip bits to build your business from one of Australia's leading and growing IT professional services outfit!

Welcome to the first issue of the Praxa quarterly customer newsletter, The PraXtitioner.

This newsletter is designed to inform you on what is happening at Praxa but more importantly we hope it would provide a dynamic information exchange and give you valuable and interesting insight, guidance, news and tip bits to build your business.

Each quarter, The PraXtitioner aims to help you find out more about us, learn best practices from here and around the world, explore relevant business management solutions and services and gain valuable insight into the complex world of information technology.

We hope you find this and future editions of The PraXtitioner engaging and relevant. Happy reading!

Frank Hung - Managing Director

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Praxa Adds Information Security Portfolio While Expanding Its Business Intelligence Offering

Praxa Australia is very excited to have two new additions to join our growing family. Vectra Corporation and PlanTec Limited were brought into the fold recently adding top IT security solutions and Business Intelligence service offerings respectively.

Vectra is a leading provider of information security consulting services and enterprise security solutions throughout the Asia-Pacific region while PlanTec is a recognised provider of business intelligence services and information technology consulting firm based in Brisbane, Australia.

“The acquisition of Vectra and PlanTec is strategic to our Praxa operation in Australia since it enables us to broaden our already wide offerings with complementary services and solutions,” said John Clough, chairman of Praxa. “Vectra has proven capabilities and large, satisfied customers while PlanTec positions us strongly as a leading business consulting and software services company in the fast-growing Queensland market. We are very excited to leverage both their success and capabilities as we expand our portfolio into a broader suite of services.”

Vectra has a team of more than 60 people that delivers information security services, managed services, outsourcing services and enterprise solutions to customers in Banking, Financial Services, Automotive and State and

Federal Government Departments while PlanTec specialises in providing Business Intelligence solutions to Health, Retail, Commercial, Telecommunications, Waste, Governments and Utilities.

“We’re delighted to be a part of Praxa,” said Peter Johnson, former CEO of PlanTec and now General Manager of Praxa’s Queensland operation. “This allows us to offer our special business intelligence expertise to a national customer base while leveraging Praxa’s market-leading services to existing PlanTec customers.”





"Vectra's key strengths are in information security services, outsourced infrastructure management and in the design, deployment and management of software and hardware solutions."

A Conversation with Chris Smerdon MD of Vectra Corporation

What are Vectra's origins?

Vectra originally started in South Australia as a small services provider but has grown since inception to an international company with over 60 staff with offices in Sydney, Brisbane and Singapore. Our focus on Information Security has seen the company build one of the largest practices in the Asia Pacific region for the provision of PCI DSS services (Payment Card Industry Data Security Standard). This has resulted in Vectra being one of the first organisations in Australia to establish the credentials to perform annual audits on behalf of Visa International to its major clients.

What are Vectra's targeted market sectors?

Vectra's clients are national and international organisations from a

diverse industry mix. While we have clients in the banking and financial services sector, we also support organisations in manufacturing, transport, large retail, distribution, healthcare, utilities and government industries. We have the flexibility to adapt our solutions across a wide variety of sectors and the experience and expertise to assist with the design, implementation and management of our client's day to day operations, whether they are small companies or large enterprises.

Specifically, where does Vectra's experience and expertise lie?

Vectra's key strengths are in information security services, outsourced infrastructure management and in the design, deployment and management of software and hardware solutions.

Vectra was recently integrated into the Praxa family, how has that affected the operation?

Vectra has had a long association with Praxa and CDC Corporation. Praxa's corporate backing will accelerate Vectra's growth, both nationally and internationally. Praxa, as part of CDC Software's global network provides Vectra with a great opportunity to expand its Singapore-based operation while, in Australia, we expect our rich product range and deep skill set, backed by Praxa and CDC Software's reputation, to accelerate our success in blue chip accounts.



For more information on Vectra's IT security services and infrastructure management solutions click [HERE](#).

To CRM or NOT To CRM?

To CRM or Not to CRM? That is the question. If only Shakespeare is alive today to answer it. While Shakespeare's Elizabethan times may not have this dilemma to face, many organizations today fret over its value: After all, "isn't it too expensive to implement a CRM solution?" "Couldn't our IT department design our own CRM system and save cost?" "Do we really need to keep all that customer information in the one place?" And most telling of all is "do we really need one?" While all these are valid questions, there's no denying that a good CRM implementation in an organisation would do wonders in keeping customers loyal and happy – and we are not just talking about the internal ones. Here are just 3 brief good reasons as to why an organization should think of a good CRM solution if they want to save time and money while achieving better and more reliable decisions making:

1. Centralises Your Customer Information

One of the most compelling reasons as to why an organization should implement a CRM solution is that it centralizes vital customer information in a single, easy-to-access location, making it easy for rapid customer response and freeing employees to spend less time searching and more time looking after the customers. A good CRM solution will help you manage your

customer information and track opportunities and activities with customers to better service them. It makes good sense to store all important customer activity records in the one place - you would never miss an opportunity and when your salesperson leaves it makes sure those important customer information doesn't go with them! And when it comes to great customer service, what better way to service them than be armed with all the knowledge of who they are, what they want, and when, where, and how they want to get it at your finger tips. This of course keeps customer loyal and happy. You are looking after them after all!

2. Fostering Better Decision Making – Faster!

Because a CRM solution connects the people, processes, systems and information in the organization and lets just about everyone interact, access and process the information, it gives everyone the ability to make better and faster decisions. From salespersons ability to advise the customer on status, delivery and back orders to targeting your marketing campaigns so you're always in touch with the right customers: From management's appreciation of the sales process and cycle to responding to resource allocation and inventory, the understanding of all the interactions between sales and



other departments including accounting, customer service, production, inventory control, management, HR, legal, contracts, strategic alliances, all makes for better and faster decision making and ultimately serving your customers better and faster! A good CRM implementation gives the right information to the right people so it gets acted upon, yes better and faster!

3. Enjoy low total cost of ownership & Easy Implementation

Many believe the implementation of a CRM solution is expensive. Some comprehensive solution may seem high at first glance but consider these unseen benefits: Depending on the size of the organisation, for about the cost of a single IT staff in annual income terms, you can install a CRM solution in about 30 days and help the organization to instantly locate sales opportunities, improve decision making and more importantly, increase customer loyalty because the organization can now serve them better, faster and exacting to what they need! Most CRM solution could pay for itself in about three months! Truly!

Many CRM packages today are highly customizable too. They would fit into your business model and processes in relative ease and quickly so your or-

ganization can start reaping the benefit of real customer service – both internally and externally. Some organisations wait for years for their internal programmers to develop the functionality of today's CRM package which wastes valuable staff time – they do have better things to do - and they still may not get the result that they want because they are not proven. There are many excellent CRM solutions available today to fit many different organization needs and industries without needing to reinvent the wheel and they can be installed with very little help from your in-house IT staff – not when they have the time but now!

If you don't have a CRM solution in place and still wonder whether a CRM solution is right for your organisation, talk to us. We may be able to answer what Shakespeare dare not.

Email your query to Paul McKenna – Click [HERE](#)

Click [HERE](#) to find out more about the Microsoft Dynamics CRM.



Can Business Intelligence Save Lives?

There's been a lot of talk about Business Intelligence's (BI) ability to improve performance management in an organisation. Confidence in what BI can do is plentiful and BI has proven itself in large organizations time after time but can this technology impact on external environment - that is outside the organisation that uses it? Here, we look at how a business intelligence solution aids a clinic in providing critical patient care to help save lives.

To facilitate and improve case management and team-orientated care, Columbia Valley Community Healthcare (CVCH) looked at how a business intelligence implementation can improve their efficiency and add value to critical patient data as they provide medical, dental, and behavioural health services in their communities.

The clinic found that they required more effective patient care models and practices to save valuable time to deliver better patient care. Needing fast, valuable

insight into patient data, CVCH integrated the Business Objects Crystal Decisions enterprise software solution. This addition allows aggregating of patient's data in real-time that gives the clinic staff the ability to access and analyze information, streamlining patient case management and care, and significantly improving patient quality of life in the process.

"This model allows us to search data on entire populations to apply best practices that are evidence-based," said Dr. Grant Scull, assistant medical director and family physician at CVCH. "With a disease like diabetes, it means taking the information we have on all our diabetic patients, identifying which practices worked well and which ones didn't, and then modifying treatments to proactively improve health outcomes for all our diabetic patients. The collective information we gather using Business Objects Crystal Decisions is key to the success of this approach. For us, the value of Crystal Decisions lies in its potential to help us save lives."

"Information is key," said Mike Hodgson, chief information officer at CVCH. "The providers, the behaviouralist, the nurse, the medical assistant, are a team. To provide the best care they have to be able to easily access and understand a wide range of information so they can make good decisions about providing care. That's the beauty of this application. It is a tool that will allow us to provide better care and get better outcomes for our patients."

BI solution enables organisation of all sizes to make transformative business decisions based on intelligent, accurate, and timely information. Praxa is one of the leading business intelligence solution providers in Australia. Contact us if you would like to see how BI could be applied in your organisation.



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Dr. Grant Scull

IT Investment - Good Value Or Great Expense?

Executive management is always struggling to find the most optimum ways to balance the needs of their organisation, especially when you have to consider the organisation's books and budgets. Where should you spend your limited budget to maximize your return on investment? Do you allocate resources to manufacturing or improving on your internal infrastructure? Do you spend more on marketing or on research and development? Maybe increasing the sales force is key? One

"A new research suggests smart IT investment would give a company a 7% growth in revenue."

thing is certain; when it comes to allocating the limited investment funds available within the company, the IT infrastructure is usually low on the minds and priorities of top bosses. Is it because it is too complicated or too much of an expense to consider? Perhaps it is simply easier to put it on the back burner because other parts of the organisation yields more "real" figures on the return invested. But a new research suggests smart IT investment would give a company a 7% growth in revenue.



Is it time to get rid of the sales force? Find out here at Microsoft's Executive Circle website on the "ultimate proof of IT Value" from a Harvard Professor.

Click [HERE](#) to read the article

“Insight, guidance, news and tip bits to build your business from one of Australia’s leading and growing IT professional services outfit!”

Have We Got It Right?

We hope you enjoyed the first issue of The PraXtitioner but have we got it right? Did you find the articles relevant and interesting? What would you like to see more? How can we improve on the content? Your comment and suggestion are very important to us so please let us know what you think.



Click [HERE](#) to send your feedback.



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How To Turn Customer Feedback and Complaints Into Valuable Business Intelligence?

Keeping customers happy is the most important mission every company must adhere to and strive towards. After all they are the ones who keep an organisation afloat. One of the most effective ways of keeping them happy is to respond to any information and communication that they are willing to impart to an organisation. This comes in the form of feedback, comments, suggestions and complaints but how can an organisation manage these effectively and bring smiles back to their customers while increasing their bottom line? An integrated feedback and complaints management solutions could be the answer.

Whether it's a complaint or a compliment, CDC Respond software solutions can turn all kinds of feedback into valuable business intelligence - right across the enterprise.

Respond software solutions enable organisations to better understand their customers - their needs, desires and aspirations. Respond solutions let organisations listen to their customers and then act quickly on what they have to say, however they say it.

Respond software helps make more sense of what customers are telling organisation, extending and improving customer service, empowering frontline staff, reducing costs and boosting efficiency. An organisation can be



"Respond software has revolutionised the complaints and feedback management process and delivered significant and compelling results for customers worldwide."

benefiting from an enterprise-scale feedback management program and improved processes within weeks.

Respond software has revolutionised the complaints and feedback management process and delivered significant and compelling results for customers worldwide:

- One global organisation measured a 5% improvement in customer satisfaction which equated to a \$160m increase in profit.
- A leading European organisation saved over \$2m in one year through business process improvements.
- Another organisation is now able to resolve 95% of its complaints within 24 hours,

improving customer satisfaction and realising significant cost-savings.

- Over 70% of the top financial companies in the UK rely on Respond to help them meet the compliance requirements of the Financial Services Authority.
- 40% of UK Government organisations use Respond solutions to increase the quality of its services and enhancing its efficiency.

CDC Respond recently received a commendation in the Retail Banking Sector of the Banker Technology Awards 2007 for an implementation at Bradford & Bingley in the UK. Click [HERE](#) to find out more.

In a customer-oriented marketplace, with increasing competition, organisations with an effective complaints and feedback management process achieve better customer retention and advocacy. Respond solutions have helped over 800 organisations worldwide to deliver higher customer satisfaction, increasing their bottom line results.

If you would like to find out more on how Respond could be applied in your organisation, contact us to see these best practices in action.

Click [HERE](#) with your enquiry or click [HERE](#) to go to the CDC Respond website.

Events At Praxa - Join Us For These Upcoming Events:

SEMINAR: Thursday 27 September 2007
Work Smarter - Let Your Data Work Harder!
Click [HERE](#) for details.

TRAINING:

Courses	Date
Crystal Reports XI - Reporting Essentials	17/18-Sep-07 15/16-Oct-07
Crystal Reports XI - Report Design for Power User	17/18-Oct-07
Web Intelligence XI - Report Design	22/23-Oct-07
Web Intelligence XI - Advanced Report Design	24-Oct-07

For more information on these courses please click [HERE](#) with your query