



## ICT Australian companies worth watching

**The search for trans-Tasman success stories leads to Gravity Australia, Unify Solutions, Incom, Tyro, Freshview, and Aipex.**

By Len Rust, Sydney | Thursday, July 24 2008

Len Rust, the publisher of The Rust Report, has singled out these IT success stories from Australia.

He reports that the search for Australian ICT success stories leads to Gravity Australia, Unify Solutions, Incom, Tyro, Freshview, and Aipex.

GRAVITY AUSTRALIA develops technologies for user interaction across mobile, Internet, and broadcast media. The technology enables digital publishers, mobile operators, broadcasters, advertisers, and marketers to launch and operate multi-channel engagement experiences to target audiences.

UNIFY SOLUTIONS delivers identity and access management advice and solutions. The company has consulting and development experience with Microsoft, Novell, SAP, Frontier, Aurion, and Optus Alphawest. Customers include a range of public and private sector enterprises. It provides risk, incident, and issue management solutions for diverse industries. The company has more than 120 installations in Australia, the US, Europe, Canada, Asia/Pacific, Africa, and South America. Incom has a strong track record in designing and developing custom risk management systems.

TYRO (formerly known as MoneySwitch) offers an EFT-POS facility for processing credit, debit, gift, loyalty, and Medicare cards. The company helps merchants improve their business processes, manage their electronic payments, and reduce the cost of their acceptance. For retailers, medical practices, and merchants, the value is in security, speed, ease-of-use and lower transaction costs.

FRESHVIEW creates Web-based e-mail marketing software for Web designers and their clients. The company claims to have tens of thousands of customers in more than 100 countries, although more than 65 per cent are based in the US. Its Campaign Monitor product is intended to allow designers to send e-mail newsletters. On any given week more than 500 new companies become users. The second Freshview product, MailBuild, lets users create and send e-mail newsletters and this product is used by more than 10,000 companies.

AIPEX provides expert consultants in the areas of: alignment of business technology; integration of people, processes and technology; and management of the application lifecycle. Clients include NAB, Westpac, ANZ Bank, Australia Post, Telstra, Sensis, and BlueScope Steel.

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