



## Praxa Welcomes An Award Winning Australian Systems Integrator Into The Family

### DBC To Expand the Solutions and Services Offerings For Praxa

#### Inside this issue:

Praxa Welcomes  
New Addition To  
The Family 1

What's In Your  
Shopping Basket  
For IT in 2008? 2

Better  
Communication &  
Collaboration =  
Added Business  
Advantage? 3

Case Study:  
Burwood Council  
Delivers Better &  
Faster Resident &  
Community  
Services 4

What's 'Pure  
Dynamite' in the  
Asia Pacific Region? 4

Training  
Across Australia 4

Praxa is happy to welcome Dynamic Business Consultants (DBC) into the family this new financial year. CDC Software, Praxa's parent company and a provider of enterprise software applications and consulting services, completed the acquisition of DBC in July 2008.

DBC is a leading and award-winning software systems integrator based in Melbourne, Australia and the acquisition will expand the solutions and services offerings of Praxa consulting division. In addition, DBC will market and sell CDC Software's Process Manufacturing solutions that include CDC Factory and Ross Enterprise.

Founded in 1994, DBC is a long-standing Microsoft partner in Australia with offices in Melbourne and Adelaide, and is a specialist in Enterprise Resource System and Manufacturing Resource Planning. Using its expertise in the manufacturing, finance and Microsoft products, Dynamic Business Consultants professionally supply and support Microsoft Great Plains, eEnterprise and Industry Specific third party products enabling customers to improve efficiency and productivity through the use of their Enterprise Reporting System.

"DBC is very excited to join the CDC Software family," said Terry Bolden, managing director of DBC. "We believe this integration will give us an opportunity to service new customers with our in-depth and

award-winning expertise in ERP for Praxa. It will also help enable us to expand our position by getting the most out of Praxa's

~ \* ~

*"We believe that Praxa is becoming a leading figure in the Microsoft Dynamics range of solutions in Australia, which is in line with our business objectives of increasing our technical capabilities and expertise. The acquisition of DBC allows our Praxa business to offer its customers an end-to-end solution."*

*John Clough*

*Chairman of Praxa Limited*

~ \* ~

broad technical capabilities in servicing our existing customers, bringing in our complementary technologies together and offering Australian customers a one stop shop with an end-to-end business solution. We are also looking forward to opening up new opportunities for the CDC Software's Process Manufacturing solutions in Australia."

"DBC strategically complements and enhances Praxa's services business, further accelerating our growth in Australia," said Frank Hung, managing director, Praxa Limited. "This acquisition should also benefit our current customer base by providing additional services and industry expertise. Praxa is a leader in Microsoft Dynamics CRM and DBC is one of Australia's largest providers of Microsoft Dynamics GP. As a result, we believe that our customers will have access to the highest levels of Microsoft technical proficiency, resources and knowledge."

"We believe that Praxa is becoming a leading figure in the Microsoft Dynamics range of solutions in Australia, which is in line with our business objectives of increasing our technical capabilities and expertise," said John Clough, chairman of Praxa. "The acquisition of DBC allows our Praxa business to offer its customers an end-to-end solution. DBC's offerings complement CDC Software's process manufacturing focus which would further broaden the company's solution and services offerings in the region."

DBC is 2007 Microsoft Dynamics™ GP Partner of the Year and currently provides IT solutions and services to more than 90 clients in the financial services, distribution, manufacturing, non-profit, professional services and construction industries.

To find out more about DBC, please click [HERE](#).

# What Is In Your Shopping Basket For IT in 2008?

**“The current wave of attraction on SOA lies in the fact that many organisations are discovering that the SOA approach actually makes IT more efficient and helps achieve business goals in a new way while saving the company money”**



In the last edition of The PraXitioner, we reported that Business Intelligence software topped CIOs priority list for technology implementation for the third consecutive year, according to Gartner's 2008 Executive Program survey but what are CIOs focusing on in 2008 with their IT investment dollars? According to IDC's Forecast for Management Survey, Service Oriented Architecture (SOA) is the number one technology or management discipline on CIOs shopping list.

Melissa Martin, senior market analyst, enterprise end-user programmes of IDC Australia revealed that over half of the responding CIOs to their survey have SOA in their 2008 budgets, ahead of Radio Frequency ID Tags; Voice and/or Voice Over IP; IT Services Quality Certification and Virtualisation rounding off the top 5 must have items for 2008: The rest, in order, includes Storage Over IP; Sales Force Automation Tools; Information Technology Library; Document Management and Online Exchanges/Portals is at number ten.

Why has SOA shot to the top of the chart of must haves in 2008 when only a few years ago it was seen as another standards and application development paradigm wave that would just fade away?

The current wave of attraction on SOA lies in the fact that many organisations are discovering that the SOA approach actually makes IT more efficient and helps achieve business goals in a new way while saving the company money: CIOs, company management and executives are all intrigued at the prospects on how SOA can benefit the organisation's efficiency and productivity improvements. SOA has the capacity to maximise an organisation's investment with their internal systems that enables change and business innovation. Motorola,

Credit Suisse Group, Pacific Gas and Electric Company and Amazon have all found success with SOA.

The essence of SOA is to organise and configure the corporate IT systems in line with the organisation's specific business goals so business strategies and initiatives are the drivers instead of the traditional legacy platforms and practices determined by the organisation's underlying software and hardware systems. SOA organises IT systems around business requirements and services rather than specific applications or hardware – the idea is to make IT more efficient and easier to update enabling it to respond and build new business applications quickly, easily and cheaply. The IT systems are linked to key business processes focusing on current and future business process design giving it the role of a service oriented provider for an organisation's business functions.

According to Eric Newcomer, co-author of Understanding SOA with Web Services, the rush by companies around the world to computerise in the past has resulted in a world of messy proprietary databases, custom-made communications and in particular written code and now companies are looking at ways to untangle this mess. SOA offers an integrated approach that amalgamates an organisation's products, services and IT systems, gluing and holding together disparate systems giving the customers a seamless experience while cutting costs and helping an organisation develop new services. Nowhere is this more evident and appreciated than in examples of company mergers and acquisitions. Existing legacy systems in the individual company, together with their range of products, clients and services, must be integrated seamlessly and effortlessly with the incumbent in order for the organi-

sation to take full advantage and progress with the amalgamation. SOA allows easy integration of disparate systems and software, simplifying the process.

CIOs have placed SOA on top of their shopping list because SOA promises speedy return on investment and permits efficient transformation. It can help improve the integration of an organisation's business applications and data while enabling an organisation's environment to respond more quickly to demands for new and changing services based on the organisation's business drivers. SOA gives organisation the possibility to improve data access and ultimately help employees and customers make faster, more informed decisions for outstanding results. The key is the ability to create a reusable architecture framework to facilitate SOA initiatives across the enterprise.

Is SOA for you and your organisation? Part of the answers will be determined by an analysis of your existing software systems and applications and questions like: What are your company's business objectives or corporate strategies? How do users access the data in your organisation and where does the data live in the IT infrastructure? How does your organisation's system communicate and share information and how would the organisation like to view, use and manipulate the data?

Praxa can help an organisation to perform an assessment of their IT capabilities to enable SOA and define and identify a strategy that embraces SOA to support your business requirements from developing the infrastructure conceptual and specification designs right through to implementing the application infrastructure that supports SOA. To find out more, click [HERE](#).

# Do Better Communication & Collaboration Give An Organisation Added Business Advantage?

The new environment of the 21st century demands everyone and every organisation to be well connected and this is crucial for organisational and personal success. In a competitive business landscape this is even more critical as slow moving and inflexible organisation makes way to erosion of market share and profit. How do you achieve better business operation and value in this interconnected environment and how does an organisation get the most out of their staff to drive innovation, insight and organisational success? An important ingredient is to bring about better communication and collaboration between people but how do you create a business environment that encourages this exchange? How do you enable people to work together more effectively? And why is this important in the new work environment?



Organisations that can work together effectively will reap competitive advantages in a number of ways. Those who sell information or expertise can draw on a wider pool of human talent and data to generate new insights and new innovations, and bring them to market more quickly. Those whose businesses are built around fixed processes, like manufacturing, distribution, resource extraction, can discover and drive new efficiencies that bring down costs. Those who rely on expertise can cast a wider net for talent, extending reach capabilities and access to remote users.

Bringing better communication and collaboration into the workplace means organisational

staff has new opportunities to add value with their skills and expertise. An organisation can get more done and more importantly, respond, adapt and align quickly to market changes. The ability to connect and cooperate in a shared workspace environment

would reduce cost and harness the collective intelligence of an organisation bringing in full insight and information to the right people at the right time. Shared resources, data, insights and ideas as a result would become a competitive advantage for an organisation. The provision of an effective collaboration environment or tool for the staff that connects them easily with colleagues, managers and customers is consequently significant but equally as important is the ability for the staff to reduce the burdens of “information overload” and minimise their time spent on low-value administrative activities, like looking for or gathering resources from disparate systems and applications.

An effective communication and collaboration solution in an organisation can reap tangible business rewards. In 2003, Navigant Consulting conducted a study on the business value achieved by implementing collaborative solutions and found that organisations with a collaborative workplace tool typically have:

**Shorter project cycle times:** Cycle times reductions averaging 34 percent were projected for document creation processes.

**Fewer meetings:** Enhanced visibility into project status helped profiled organisations reduce meeting times by an estimated average of 35 percent.

**Lower travel expenses:** Improved access to information is expected to reduce travel expenses by an average of 37 percent.

Although these results are specific to the organisations at which the analyses were conducted, they demonstrate the value that can be achieved by an integrated approach to implementing a collaboration and communication solution.

An effective communication and collaboration in the workplace will be determined partly by the organisation’s IT infrastructure and application set up. How efficient is the business communication process and how does the organisation manage the flow of information coming in and out of the system? How do you store the information and who gets access? How do you integrate disparate system, data and applications that would deliver all-encompassing capabilities to enable people to work together more effectively? Just as important also is the adoption rate by the users of the communication and collaborative solution - it will only empower individuals and organisations if they can be readily adopted within the existing cultural and social framework on which the staff relies.

Implementing an effective communication and collaboration solution in the workplace requires a strategic approach and Praxa has been successfully implementing collaborative environment by providing an infrastructure of software and services that allows our customers to maximise their unique business environment and reap the benefits.

If you would like to find out more on how Praxa can assist with your communication and collaboration infrastructure please click [HERE](#).



**“An effective communication and collaboration in the workplace will be determined partly by the organisation’s IT infrastructure and application set up.”**



## Case Study:

# Burwood Council Delivers Better & Faster Resident & Community Services with CRM

Burwood Council has a mission to create a quality lifestyle for its community and residents by promoting harmony and excellence in the delivery of Council Services. They had a firm vision of a solution that would support the growing agenda for customer service and Praxa delivered a Customer Request Management System based on Microsoft Dynamics CRM for the Council.

Burwood Council is the first local government in Australia to implement and use the extensive capabilities of the Microsoft Dynamics CRM platform to deliver better and faster resident and community services.

Click Burwood Council's logo above right to find out the full story.

## BURWOOD COUNCIL

heritage ■ progress ■ pride



### COUNCIL PROFILE

Burwood Council provides almost 500 services to 30,000 residents in a 7km<sup>2</sup> area in the inner western suburbs of Sydney. The NSW State Government has identified Burwood Council's area as a major commercial development centre

### BUSINESS SITUATION

To continue to provide high quality customer service, Burwood Council wanted to implement an easy to use, cost effective and scalable solution to collect, track and report on the increasing amount of correspondence coming into and going out of the Council

### SOLUTION

Burwood Council implemented a Customer Request Management System to manage the communications between its personnel, residents and community

### SOFTWARE

Microsoft Dynamics CRM 3.0

## Microsoft Dynamics CRM 'Pure Dynamite' in the Asia Pacific Region

Asian Channels, the definitive guide for the ICT channels industry across the Asia-Pacific, recently featured an article (May 2008) on the growth and acceptance of Microsoft Dynamics CRM platform throughout the Asia-Pacific region citing global giant ING Bank and Kurnia Insurans Berhad, Malaysia's leading insurer, as the first user of the Microsoft Dynamics CRM solution to consolidate its multiple customers interaction points into a single view. Indeed, the key features and flexibility of the Microsoft Dynamics CRM platform was adopted by Australia's Burwood Council, the first local government in Australia to do so to provide better and faster resident and community services - see story above.

In the article, Guy Riddle, Praxa's Director of Strategic Alliances, also shares his thoughts on why Praxa partners with Microsoft and why an organisation should consider the new Microsoft Dynamics CRM platform. Click [HERE](#) to read the entire article and find out why Microsoft Dynamics CRM Solution is "proving to be pure dynamite" in the Asia-Pacific region.

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