

Strategic Directions is far more than a standard information and communications technology (ICT) management company.

Our core strengths are an in-depth knowledge of the latest IT and telecommunications systems, an ability to manage complex ICT projects and an ability to meld already established corporate objectives and the very best in ICT, together.

But technology is simply a tool that enables us to achieve our main focus – helping clients improve their operational efficiency and maximising the return on their ICT investment. And we achieve this over many disciplines and in various specialist areas of business.

Clients use our specialist services, often for large-scale projects, in the following business technology areas:

- ICT management services
- Telecommunications and networking
- Project services
- Data centre design and planning
- Telephony and Contact Centres

A growing number of organisations engage us on an annual retainer basis, ensuring access to independent ongoing advice on all ICT matters.



helping clients improve operational efficiency and maximise return on ICT investment

Proud to be different

A major point of difference at Strategic Directions is our ability to understand, improve and support the implementation of corporate objectives. We are able to achieve this within the ICT field because we are experienced in business. Maximising our clients' ICT investment return is our continuing objective.

Another market differentiator is the fact that we are not aligned to any vendors of hardware, software or telecommunications services. We offer technology and business solutions totally independent of third parties – which means they are the most appropriate and the most cost effective.

Our service is professional, highly focused and results driven. It's a unique service – which is why it's so difficult to categorise our work.

As our logo indicates, we don't fit in a box – and we think outside the square.

Business and technology expertise

Strategic Directions was founded in December 2003 and has quickly established itself as a supplier of top-shelf ICT management services, specialist resourcing and project management.

Our advisors are highly qualified with diverse industry experience at the corporate management level. They have been chosen because together they provide a technical skills mix that offers high-level support in specific business technology areas.

It means that in addition to being across the latest technologies that can make your organisation more competitive, they have the experience to carefully manage office dynamics and human resource issues when implementing change.

Individually their credentials are impressive – but as a team they provide our clients with a powerful mix of experience, knowledge and expertise.

It's why our clients find their technology spend is far more focused and cost effective, and they report major efficiency and performance improvements.

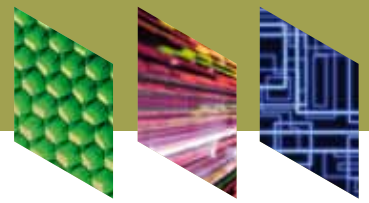
Our approach

When working with clients, Strategic Directions adopts an approach that is structured yet flexible. We do not believe one solution suits all.

First we do our homework to understand your business, key drivers and desired results. Most importantly, we listen. We work at all levels of an organisation so that we are familiar with the issues and goals, and we tailor our services accordingly.

Unlike many companies, we do not sit back and simply advise. Our approach is hands on and involves working with you to deliver a successful outcome that definitely meets, but may very well exceed, your expectations.

It's a partnership arrangement – and it's a commitment for the long-term.



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Key services

Various corporations and government agencies are using our company's services to develop or overhaul their ICT systems so they are perfectly tailored to their current and future business requirements.

By taking a broad organisation development approach, we provide tailored technology solutions to help you achieve your strategic and business goals. We work with you to select, engage and manage technology vendors that will deliver the required solution.

In other words, at all times we are focused on making sure that technology change supports improved performance. Our range of services includes:

ICT management

A comprehensive information and communications technology management service is provided by Strategic Directions to support in-house capability or undertake the functions of a Chief Information Officer.

Our strong business focus ensures that your IT investment is strategically focused and aligned with corporate objectives. We make certain that you don't fall into the trap of over or under investing, and work with you to gain maximum benefit from the technology.

We firmly believe that a well-planned ICT strategy is an essential starting point in developing a program of work that supports the delivery of corporate priorities.

Telecommunications and networking

Strategic Directions has wide experience of the latest telecommunications and networking systems, including convergence technologies, and can manage major technology and network projects linking multiple sites.

We look at your business focus and work with all levels of an organisation's hierarchy to gain a broad and detailed perspective of the operational imperatives. Then we recommend a telecommunications solution that suits your business needs – not one that suits vendor interests.

The specialist business and technology skills at Strategic Directions allow us to provide a thorough and meaningful analysis of your current and future telecommunications and networking requirements.

Project services

Strategic Directions has a proven track record in helping organisations establish program and project offices that provide the structure, systems and discipline for effective management of the program of work and realisation of desired business benefits. We work with you to establish an accountable program / project office with standardised operations, alignment to business drivers, improved planning and prioritisation of initiatives and effective management reporting. We treat projects as a business change exercise and our focus covers the entire project lifecycle from business case through implementation to benefits realisation.

Experience shows that an effective program or project office enforces a consistent and disciplined approach across activities, so that executives are always up to date and in a position to make informed decisions.

Data centre design and planning

A modern data centre is core infrastructure for a dynamic and profitable business. But to be effective the centre must be well designed and managed – otherwise it can become a burden rather than an asset.

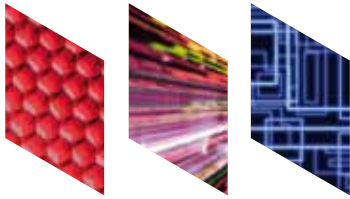
At Strategic Directions we design and plan data centres for the long-term. We closely examine the corporate objectives of an organisation and deliver solutions that are robust, flexible and available when they are needed.

Our experience is extensive and includes a key design role for one of Australia's most exciting and innovative ICT projects – the Polaris Data Centre at the Springfield city of the future, south-west of Brisbane.

Telephony and Contact Centres

At Strategic Directions we match your corporate objectives with the appropriate IT, telephony and telecommunications environment, so that the telephony infrastructure and decisions are based on actual requirements and not driven by technology. This also means that contact centre and self service strategies will provide real outcomes for the organisation.

We will help you cut through the maze of technology options and deliver a telephony and communications infrastructure that fulfils requirements and provides a return on investment. In turn this can provide the basis for a contact centre that generates value, rather than one that simply provides a service.



Our Services Include:

ICT management

Telecommunications and networking

Project services

Data centre design and planning

Telephony and contact centres

Engagement Models Include:

Retainer

Fee for service

Project

Standard Business Products



Head office

Level 9, Springfield Tower
145 Sinnathamby Boulevard
Springfield 4300
QUEENSLAND

Postal

PO Box 4166
Springfield 4300
QUEENSLAND

Tel. 1300 786 566
Fax. 1300 852 343
info@strategicdirections.com.au

www.strategicdirections.com.au

Brisbane • Canberra • Melbourne