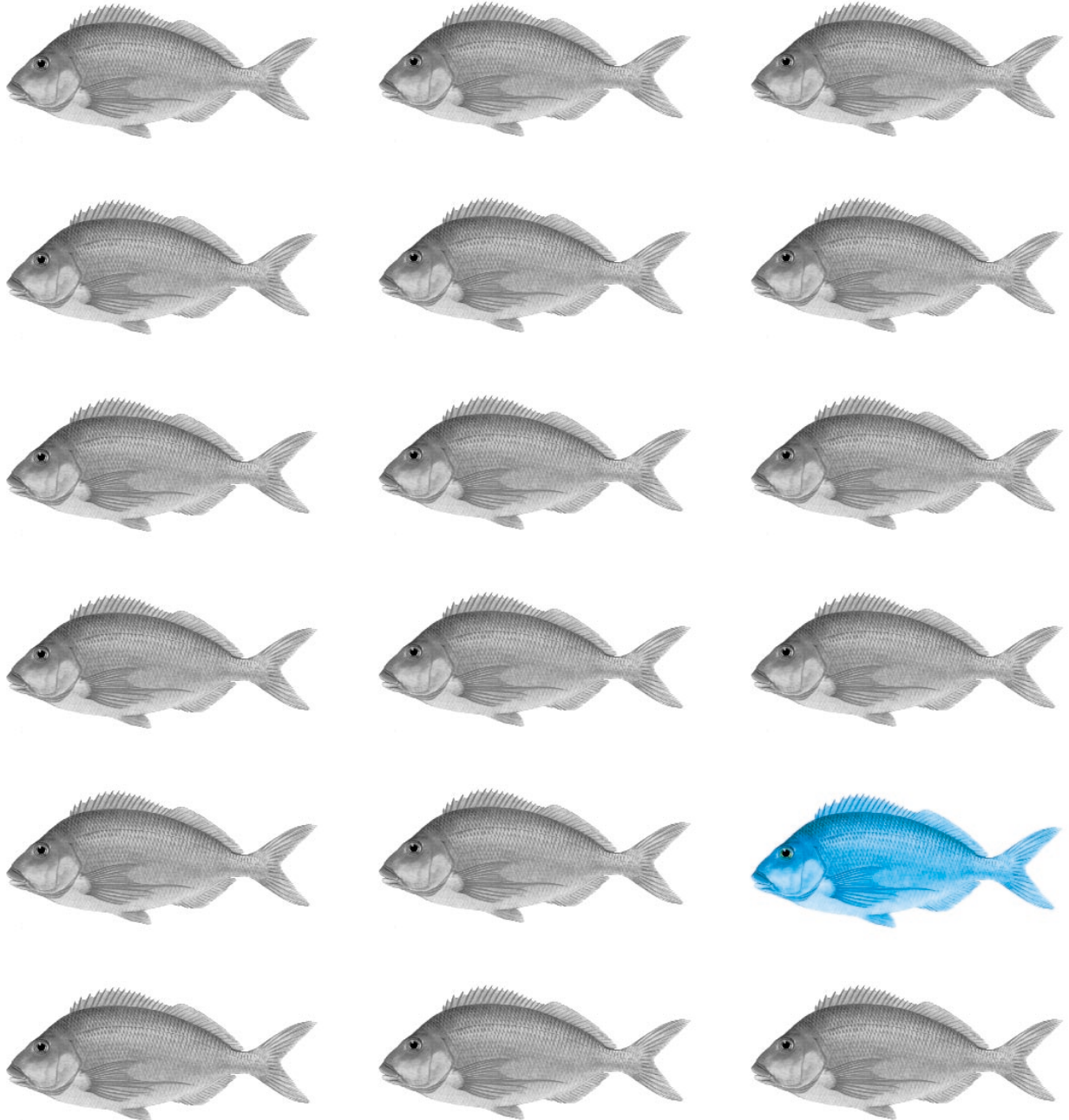


NOT ALL TECHNOLOGY PARTNERS ARE THE SAME.



The problem.

What began with enthusiasm for a new industry, and new way of doing business, has become big business. Big business that means big budgets, and a sameness of attitude across them all of not needing to do more than the bare minimum.

This big budget, unenthusiastic approach means that firms don't get the skilled strategy they need, and can't afford to implement new initiatives.

The solution.

Find an information technology partner with the client focused model used when the industry began. Where the visions of senior management can be implemented swiftly, and also efficiently. Where support is seen as a daily enabler for company transformation. We are such a partner.

Clients will find in us a partner that is committed to their vision of how they want their systems to evolve, and be a foundation for prosperity.

Contents manifest.

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An introduction.

Unlike the sameness of others we take the time to understand a client, share their vision, and build system capabilities to enable that vision.

Section No2.

Enterprise architecture.

Others would propose that flexibility resides only in your systems, but we believe the capability resides within the skills of your partner.

Section No3.

Technology strategy.

We bring a can-do attitude to our customers which enables them to once again see their technology investment as a source of innovation.

Section No4.

Application development.

We ensure that management is not blinkered in its visions of what can be accomplished by integration between their business, and their data.

Section No5.

Enabling initiatives.

Rejecting their competitor's knee-jerk reaction of inward cost cutting, business leaders are focusing outward on innovative top-line growth.

Section No6.

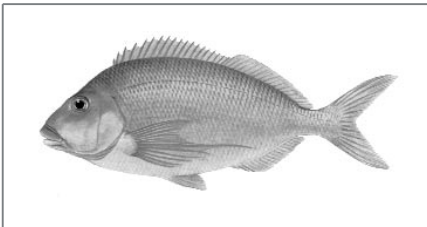
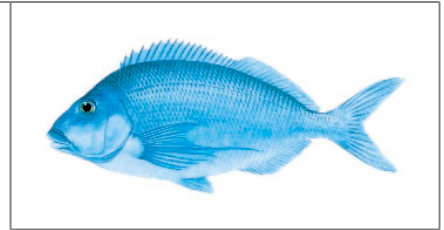
Infrastructure support.

Outsourced support use to be service request teams waiting for issues, clients now want the constant skills of business and tech savvy experts.

INTRODUCING A PARTNER THAT IS NOT THE SAME.

DIFFERENT.

**TRUE CLIENT
BUILT MODEL
FOCUSSED ON
STRATEGY
TO SUPPORT.**



SAME.

**MODEL FOCUSSED
ON BOOSTING THEIR
QUARTERLY SALES.**

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SECTION NO1.

Section No1.

An introduction.

Our business model is a client built model, just like all information technology firms were when the industry began. Back then, before firms became monthly sales figure machines, a firm would take the time to understand a client, would share their vision, and build system capabilities to enable that vision. We are such a firm.

Sameness has crept into information technology.

Into the firms that design it, the firms that deploy it, and the firms that support it.

The maturing of the market has meant that the thrill of the new, has been replaced with just numbers.

For those big firms selling and supplying, the numbers are now just monthly sales figures, and dashboard customer support indicators.

Disgruntled clients who wanted more of a commitment to their vision of how they wanted their systems to evolve and be a foundation for increased prosperity, changed suppliers only to find the sameness again.

Not happy with the lack of choice they were being presented with, many then cobbled together a team of specialist contract individuals. The problem they faced here was managing the team, keeping them focussed on the goals, and co-ordinating tasks to fit a timeline.

This time of developing frustration has delivered us a business model that ensured us of success.

It is a client built model.

Just like information technology firms

were when the market started, totally client focussed, handling all from strategy to support, maintaining the day-to-day, and bringing the visions of senior management into reality.

Our outward excitable focus on clients, not an inward stale focus on numbers, quickly attracted our first clients.

What we have become today, the skills we have honed, the expertise we have learnt, and the engagement methods we use, have been molded by our clients.

So today, we are recognised as being different, and uniquely work across four skill sets.

1. Highly technical skills to carry out the work of transforming enterprise systems.

2. Senior strategy skills to take the visions of the board and confidently plan for their implementation.

3. Communication skills to keep boards and stakeholders informed of exactly what is happening, and ensure staff understand fully what is being done, and why.

4. High project management skills that matches people-levels with task-levels for cost efficiency, and constantly fine-tunes the project for progress speed, and deliverable schedule.

Points to remember.

Point No1.

We are different and focus on building systems to be a solid foundation for client prosperity.

Point No2.

We are different and focus on delivering a project not on selling more software and hardware.

Point No3.

We are different with business skills that ensure senior management's visions become reality.

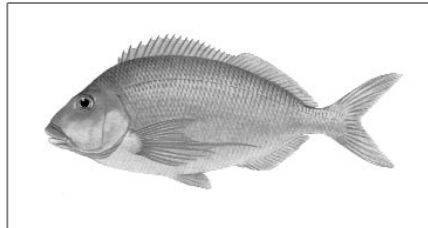
Point No4.

We are different with communication skills so all understand what is being done, and why.

Point No5.

We are different and constantly fine-tune a project for progress speed, and delivery schedule.

ENTERPRISE ARCHITECTURE.



SAME.

**THINKS THAT
ALL BUSINESS
FLEXIBILITY
RESIDES SOLELY
IN SYSTEMS.**

DIFFERENT.

**THINKS IDEAS-TO-ACTION
RESIDES IN THE CHOSEN
TECHNOLOGY PARTNER.**



Section No2.

Enterprise architecture.

The messages of the market would have you believe that flexibility resides only in your systems, but we believe that the true idea-to-action capability resides within the can-do skills of your technology partner.

An enterprise can't continue to grow and prosper if its talented senior management comes up with potential market leading ideas but doesn't have the partner to evolve their current technology to make them happen.

This idea-to-action ability is critical in doing business today.

And given that every business is now forever entwined with technology this should be reason enough to stimulate senior management to change to a technology partner that does the following.

1. Takes the time to understand and also document the architecture that each division relies on.

2. Takes the time to understand and also document the architecture that sits on top of each of the divisions that keeps the enterprise running.

3. Documents the recent changes to the architecture, and those scheduled to take place.

4. Documents the age and expected longevity of vital software and hardware.

5. Rates the functions of the enterprise according to their criticality and fragility for business operations.

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Leadership from strategy to support.

6. Create a map of the architecture, along with a schedule for upgrading networks, servers, business software, custom applications, and for hardening vital enterprise applications.

Once we have completed these tasks we know precisely what changes need to be made, and where, in order to turn management's ideas into business functionality.

Our sameness competitors would have you think that flexibility resides only in your systems.

Our different approach, outlined here, reveals that true idea-to-action flexibility resides within the your technology partner.

We makes things happen.

And corporations can rely on us to make things happen.

Suddenly the previously distracting focus on technology detail is gone, and management is free to concentrate on taking advantage of changing market conditions, new opportunities, target new customers, better service current customers, and also electronically link to new partners for automated business.

Technology is once again a tool for new prosperity not a constant bottom line hindrance.

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Points to remember.

Point No1.

We are different with the ability to take market leading ideas and build the enabling technology.

Point No2.

We are different and focus on understanding the potential capabilities of the system architecture.

Point No3.

We are different and believe that true flexibility resides within your partner, not your system.

Point No4.

We are different and see all systems under our charge as tools for us to make ideas happen.

Point No5.

We are different and free managements from technology detail to identifying opportunities.

TECHNOLOGY STRATEGY.



SAME.

**HERE PROJECTS
NEED MORE NEW
ADD-ONS AND
BIG BUDGETS.**

DIFFERENT.

**YOUR CURRENT
PLATFORM CAN
BE THE SOURCE
OF INNOVATION.**



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SECTION NO3.

Section No3.

Technology strategy.

We bring a can-do attitude and high skills to each of our customers which enables them to once again see their large technology investment as a source of innovation which can again contribute to top-line growth.

In this time of shrinking profits many boards are rightly disappointed and dismayed in the lack of results of their past massive spend on technology.

They have come to the view that the technology they invested in, and championed in past budgets, is not helping them weather the fallout from the financial crisis, new pressure on margins, and intensifying competition.

They also believe that all the technology enabled efficiencies have been wrung from their operations.

Further spend, in their minds, is simply out of the question.

It is this boardroom pit of despair that we fill with the old style sharing of a vision, skill, confidence, results, and quick returns on modest investments.

With our engagement the board will once again believe that their technology platform can indeed be a source of innovation, and can once again contribute to top-line growth.

The rather less than endearing view of technology has roots not with the board or even their technology, but with the minimum effort deliveries of big technology suppliers.

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Leadership from strategy to support.

They have learnt through the boom years they can make their numbers without the extra effort of actually getting to know their client, and installing anything but the most generic of business technologies.

How we work with boards could not be more different.

1. With their unique vision as a blueprint we adopt an overall technology strategy that will set the corporation up for innovation in each of its divisions for the next five years of customising and innovation.

2. With each new project we fine-tune the strategy to ensure there is a single robust technology vision in place, not a hodgepodge of add-ons.

3. We ensure that the current investment in software and hardware is utilised to the full, with no proposals for extra spend unless they are absolutely needed to complete the project. And even then only after we have calculated that there will be a quick return on investment.

4. Work to become seen as business experts, not just technology experts.

New clients will see the rewards of this different approach on our very first day.

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Leadership from strategy to support.

Points to remember.

Point No1.

We are different and do not believe clients can be serviced with a minimum effort philosophy.

Point No2.

We are different and believe that big boosts to efficiency do not need more big spending.

Point No3.

We are different and do not believe in lazily installing only the most generic of technologies.

Point No4.

We are different and work towards a single technology vision not a hodgepodge of add-ons.

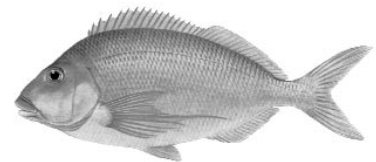
Point No5.

We are different and provide no proposals for additional spend unless absolutely necessary.

APPLICATION DEVELOPMENT.

DIFFERENT.

**ENLIGHTENS
ALL CLIENTS
THAT DATA
IS BUSINESS.**



SAME.

**NO CONVICTION
IN EDUCATING
CLIENTS ON
THE BENEFITS
OF CLOSING
THE BUSINESS
AND DATA GAP.**

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SECTION NO4.

Section No4.

Application development.

We ensure senior management is not held back in its visions of what can really be accomplished by the lack of integration between business and data, we show what is possible, and develop the applications that finally overcome this infamous gap.

There is a powerful lesson to be learnt from the receding financial crisis.

Those corporations that have confidently survived it and are prospering now, while all others are simply recovering, have forward thinking business leaders at their helm.

These leaders are not held back by the lack of integration between business and data, as they long ago recognised and successfully addressed this infamous gap.

Their turning point came when that saw that data is business, and that they are a data company.

Simply put, the better they can use it, the better their top-line growth.

And while their competitors are focussed inward on recovering, they view these times as ripe for an outward focus on increasing sales, and building corporate prosperity.

We have high skills and expertise in such custom application development.

As other boards begin again looking to the future they need to heed our leadership arguments that information technology and the data that courses through its copper veins is not separate from business.

And that our different approach can forge astounding value from their current systems.

There are multiple reasons why these two have perpetually been seen as unreconcilable, and perhaps the most basic is language.

Data people talk the language of technology, and business people talk the language of commerce.

For many boards, this is a chasm that they have inadequate experience in bridging, are not sure of where to turn for sage advice, and so put off tabling for discussion.

But with a global recovery underway in many markets, now is the time to finally integrate the two with the single worthy goal of building the foundations for five years of prosperity.

Perhaps there is no better opportunity for the board to show leadership in aligning these two contrary assets for the benefit of the corporation, and perhaps there is no better project for these two sets of opposing executives to collaborate on than this.

We can be the catalyst for such an initiative, melding the business objectives of both sides, and then building the applications.

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Leadership from strategy to support.

Points to remember.

Point No1.

We are different and assist management with an outward focus on building corporate prosperity.

Point No2.

We are different and assist boards in seeing that data is business, and they are a data company.

Point No3.

We are different and are able to put forward far reaching plans for real business improvement.

Point No4.

We are different and adept at getting business and technology executives working together.

Point No5.

We are different and can build applications that meld the success objectives of both sides.

ENABLING INITIATIVES.



SAME.

**STAND-BY AS
CLIENTS FOCUS
INWARD ON
RECOVERY FROM
THE CRISIS.**

DIFFERENT.

**ENABLE AN OUTWARD
FOCUS ON INITIATIVES
WHILE COMPETITORS
ARE ALL DISTRACTED.**



Section No5.

Enabling initiatives.

Rather than their competitor's knee-jerk reaction of inward facing cost cutting, business leaders are focusing on top-line growth and using low cost innovation to achieve it.

Perhaps it is the shock to all that the business world really is fragile and not robust as believed, or perhaps it is the resultant nervousness of dazed stakeholders.

The result is the same, today business management no longer has free rein to spend on information technology with the pre-crisis notion that each newly conceived project would bring in new profits.

Most boards that guide corporations of every size have understandably reacted over cautiously and mandated that management slash their way to sustainability.

Costs need to be cut in every department, and in every activity.

But this rout has highlighted, like never before, the strategies of successful business leaders.

Their reaction to this new world order is not of inward facing cost cutting to ensure bottom-line sustainability and cancelling all initiatives, but to focus on top-line growth and use low cost innovation to achieve it.

These business leaders have strong boards that back them in their quest to rise above the status quo and seize operational

opportunities to differentiate themselves from their line-up of competitors.

They see this time of global recovery as one of huge advantage with their visionless competitors holding back on hiring technology enablers, cancelling business initiatives, putting project partnerships on hold, and keeping their information systems tightly battened down until the world is the same again.

It never will be.

Business leaders are reappraising their corporations in terms of how they can utilise what they have right now, better.

This is their definition of successful innovation.

It is not the familiar one of high expense and high risk, but one of using their current people, partners, systems, and information they now have better.

We are a skilled enabling partner for such frugal initiatives.

This is business innovation at its most fundamental level. Here there are no vast budgets to be squandered over many years, but tight monthly project timeframes to be met, and fixed cost modest budgets adhered to.

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Leadership from strategy to support.

Points to remember.

Point No1.

We are different and have proven that top-line growth can be achieved with low cost projects.

Point No2.

We are different and believe that now is the time for our clients to outperform competitors.

Point No3.

We are different and show clients how they do much more with what they have right now.

Point No4.

We are different and show clients how they can use people, systems, and information better.

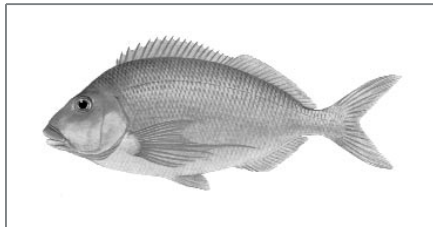
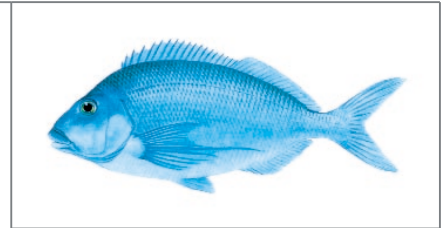
Point No5.

We are different and do not propose vast budgets for every initiative by senior management.

INFRASTRUCTURE SUPPORT.

DIFFERENT.

**SUPPORT IS SEEN
AS A DAILY MEANS
TO DRIVE BUSINESS
TRANSFORMATION
WITHIN A CLIENT.**



SAME.

**DAILY SUPPORT SEEN AS LOW
LEVEL SERVICE AGREEMENTS.**

Section No6.

Infrastructure support.

No longer is support outsourcing seen as just service request teams waiting for issues. Corporations in this post crisis age want the constant attentive skills of both business and technically savvy experts.

Understandably, firms lead by far sighted business leaders that have survived the crisis, and now want to ignite growth have a new outsourcing agenda.

Staff are again loaded up with activities to do that will earn profits, and tasked with creating new revenue streams. No longer oiling the technology of the business.

What was done in-house during the crisis to give idle staff work to do, and to conserve cash, is being handed back to experts.

A new breed of expert.

The outsourcing experts retained now are not just service request teams, but business and technically skilled individuals who work with their client to ensure that the technology is performing at optimum every day, and is also being evolved to a plan.

We are such new support experts.

These firms with a focus on growth see outsourcing as an affordable means to quickly drive business transformation.

They seek support experts with the added skills of being strategists, developers, and enablers. Experts who can be relied on to maintain the technology behind the current

business model, and be depended upon to quickly evolve it as new opportunities arise.

In financial terms it means significant savings as no new team of experts is needed for new initiatives.

They are already onboard, and working.

It also means that support contracts can be made that are highly flexible in terms of tasks, pricing, and linking to real-world business outcomes.

And return on investment is now not a low level set of combative service level agreements, but judged by senior management on achievements made in business transformation innovation.

So with our team on board, the monthly invoice is no longer a begrudging cost of doing business, but an investment in continual system evolution.

This new view of outsourcing opens the door to all types of collaborative projects.

Projects where implementation is not halted while a development company is negotiated with, or while experts are advertised for, the project is simply added to our task list with a priority to start immediately.

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Leadership from strategy to support.

Points to remember.

Point No1.

We are different and see support outsourcing as a means to drive business transformation.

Point No2.

We are different and see outsourcing support as able to quickly evolve the current technology.

Point No3.

We are different and support our clients with experts in both business and system technology.

Point No4.

We are different and work to a contract that is uncommonly flexible in pricing and outcomes.

Point No5.

We are different and view every day support as a means to achieve business transformation.

PLAN. BUILD. PROSPER.

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