MEDIA RELEASE

ADAPT OR DIE – FIVE THINGS AUSTRALIAN ORGANISATIONS MUST KNOW ABOUT DOING BUSINESS IN 2013

Sydney, 10 May 2013 – The Australian arm of the world’s largest trade fair, CeBIT Australia 2013 will focus on helping the Australian business community embrace and understand the fast-changing world of business technology from around the world.

Innovative technology solutions embracing cloud, mobility, data analytics, smarts and flexible security are more accessible than ever.

Such is the nature of the latest generation of technology innovation that business processes and strategies can now be modified within minutes - based on real-time feedback - to improve products and services on the fly.

For Australian businesses, this next generation innovation presents clear opportunities and risks. It is an evolutionary process. Companies need to adapt to the new business environment, or perish.

Managing Director of CeBIT Australia, Jackie Taranto, has identified five key trends Australian businesses need to know in 2013 to remain competitive.

1. **Place actionable analytics at the core of the business – Understand the value of your data**

   The core of all business processes regardless of size is fast-becoming business analytics. Businesses need to harness the power of data assets and be strategic with their use of Big Data innovation to drive new growth and business improvement opportunities.

   Powerful data analytics has traditionally been possible only for bigger companies with deep pockets, but the advent of Cloud-based business intelligence applications has made cost effective, ‘Operational BI’, accessible to all organisations allowing them to gather, manage and analyse data and thereby maximise return.

   Big Data is not just analytics related to marketing, sales or social media. Data can be drawn from unexpected sources, and can become immensely valuable when washed with more traditional corporate data. It is more important than ever for business to understand their data to create new forms of data collaboration.
2. Enterprise Mobility – Cloud services mobilising your workforce

The digital mobility revolution is so far-reaching it touches nearly every area of modern life. To a greater degree than ever before, the workplace is now defined by mobility and agility whereby new generations of powerful processors, faster networks and growing numbers of ‘anywhere, anytime’ Cloud applications support higher levels of productivity.

While a mobile workforce reduces costs for business and provides more flexibility, it also presents new challenges for IT management - and in particular security.

3. Embrace security to mitigate risk

As data is now the most valuable asset to organisations globally, security must become a central component to business processes also. IT management and security must support Cloud architectures and outside service providers.

Connectivity and accessibility is a double-edged sword as the opportunity to reduce costs and access better services carries new risk. Australian organisations now face the challenge of gaining maximum competitive advantage while successfully managing risk however, if handled efficiently, this delicate balancing act can deliver optimal strategic advantage for businesses.

4. Know what to expect from the ‘Internet of Things’

The world is moving towards smarter environments. Increased interaction between users and their devices is evident with the use of smartphones, tablets, PCs and other technology so much so that now every device and meaningful business asset is becoming interconnected. This holds enormous strategic significance for business.

Machine to Machine (M2M) communication will dramatically increase the volume and quality of data available across incredible new areas, underpinning the growth of monitoring and automation.

5. Up-skill to survive

Technological advances have always moved at a fast pace and keeping up with new ways of doing things has remained an ongoing challenge for many businesses. This is not about to change. Business needs to be agile and constantly shaping processes and outputs to meet customer demand, including reviewing skill-sets among employees.

Business need to discover their skills-gap and find the best strategies to fill it.

The pinnacle event for Australian businesses regardless of audience or market, CeBIT Australia 2013 is coming to Darling Harbour from 28th-30th May where businesses can expect to learn exactly how best to maximise their return through leveraging new and existing systems, processes and innovations.

CeBIT Australia – Darling Harbour Sydney – May 28-30 2013
FURTHER INFORMATION:

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About Hannover Fairs Australia
CeBIT Australia is organised by Hannover Fairs Australia, a wholly-owned subsidiary of the global trade group Deutsche Messe AG. Hannover Fairs Australia also assists Australian companies in attending other international events organised by Deutsche Messe AG across the world.

www.hannoverfairs.com.au

About CeBIT Australia
CeBIT Australia is Australasia's Number #1 Business Event, now in its 12th year. Since 2002, CeBIT Australia has attracted over 310,000 visitors from more than 100 countries, over 6,000 exhibitors from 36 countries, and 91 high-level government delegations from 29 countries. CeBIT Australia's Official Partner is the New South Wales Government.

CeBIT Australia 2013 will run from 28 - 30 May at Darling Harbour in Sydney. More than 32,000 business visitors and over 500 exhibitors are expected to attend.

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