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# START-UPS A KEY THAT NEEDS TURNING

■ HAFIZAH OSMAN

**T**he NSW state government needs to wake up! The federal government is slowly coming to the party but if Australia is truly to grow its ICT industry into the 21st century, then it needs to do more for start-ups which see themselves – as do several channel experts – as the key to Australia's economic future.

According to non-for-profit start-up advocacy body, StartupAUS CEO, Peter Bradd, start-ups could contribute up to \$US109 billion in growth to the economy, and add on 540,000 new jobs over the next two decades.

But to maximise the success, there needs to be far greater collaboration between local, State and Federal government, industry, as well as tertiary institutions, to the benefit of all Australians.

"If the various levels of NSW government were to work together to create a precinct-like environment within Sydney that housed a large concentration of start-ups, then we would enjoy the benefits of scale and collaboration between Australia's most innovative companies," Bradd said.

But when it comes to attracting and retaining entrepreneurs and investment capital, the real competition is not between Australian cities or states, but rather on the global stage.

"We urgently need to do more to develop our ecosystem within cities and within the broader state economies to ensure we don't fall further behind our counterparts in the global start-up ecosystem. This means acting now and it means far greater collaboration between governments and the private sector," he said.

## DIFFERENT LIGHT

But what does all this mean for the channel? Distribution Central non-executive chairman and iasset.com president and CEO, Scott Frew, said start-ups provide the industry with a competitive edge.

"If you don't have start-ups that see things in a completely different light to the existing status quo, you won't see any change pushed into the channel. They get their careers by breaking the mould," he said.

Intel A/NZ managing director, Kate Burleigh, said start-ups are needed in the industry because it's getting more competitive and more complex and it forms part of the ecosystem in keeping Australia ahead of the curve within the ICT space.

"The Australian economy is entering a critical phase at the moment as we're up against disruptive technologies coming from multi-national companies and also trends that are disrupting traditional businesses in Australia.

"We all know that part of that disruption is being driven by ICT but it also feels like the only solution to that disruption is probably going to be another great ICT idea," she said.

Burleigh also chairs the iAwards steering committee, on behalf of the AIIA. The technology awards platform recognises innovation in areas such as research and development, best start-up, best new product, best industry domain, and undergraduate tertiary student categories.

"These people are our future – they are the ones **Continued overleaf**



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## EDGE 2015:

### Breaking down the data

The first of two-part report looks at the initial six of 11 breakout sessions at EDGE 2015 and the key points to emerge from each.



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## Together we can own tomorrow

With Microsoft APC just around the corner, here's the full address by Microsoft Australia managing director, Pip Marlow, to its recent WPC 2015.



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## Voice for the channel

SimpliVity Asia-Pac boss, Scott Morris, talks about his personal journey in the channel that has run more than 25 years, and why he thinks SimpliVity is a game-changer





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## From page 1

we're going to depend on to come up with the big ideas or breakthroughs that will keep Australia competing strongly in the global economy," she said.

Enterprise Cloud start-up, AppDirect vice-president, Richard Dufty, is seeing more start-ups being able to stay in and build their business out of Australia by leveraging distribution platforms.

"It's a tremendous opportunity because if you're an early-stage start-up in Australia and you've got an application that is potentially viable for any business around the world, leveraging a global distribution network would position start-ups for success," he said.

Dufty mentioned local start-ups should also think global instead of just focusing

The Cloud space has a wealth of channel opportunities for start-ups, according to Frew. "The Cloud reseller providers and the innovations that some of the distributors have done to service that market, that's completely uncharted territory. Some of the born-in-the-Cloud resellers are showing the old style integrators a completely different way to go to market."

He also said there were vast opportunities in areas such as 3D printing, hardware-as-consumption, and service plays wrapped around different mechanisms. "Persistence is everything for a new player, but their strategy needs to be well thought out. If not, they will fail dismally."

academia all need to work together to recognise problems in the industry."

## GOVERNMENT INVOLVEMENT

But the federal government could apparently do more to support start-up development. Campbell said it can work on some regulations pertaining to start-ups, such as the research and development tax concession and making Angel investment tax deductible, to alleviate some of the problems early-stage companies may face.

"The government is becoming more involved now but the environment could be a lot better. Another issue is that it's becoming very hard for a start-up to become a 457 sponsor and with a skilled shortage in Australia, it's very hard to hire here. Perhaps, the government can ease up on that."

Campbell said the stamp duty issue in NSW is also a major problem for start-ups as non-cash transactions get hit with it.

Frew added the NSW government is particularly bad at supporting start-ups as it fails to create opportunities for networking and business development.

"There's no support from the NSW government for any start-up in the industry. Victoria does a better job. So we're seeing some businesses move offshore because, as an exporter, they can't get enough support from the government."

"In the federal government context, I've been lobbying for some time with Deloitte and others to get the employee share schemes [ESS] program changed. We got some luck. It's now beneficial for small companies but it still doesn't account for some of the larger private companies."

He stressed the importance for an industry body to represent start-ups and work with the government to change legislations that involve start-ups.

Kazacos said banks also need to change their view of start-ups. "Banks don't see start-ups as an area where they provide loans and funding. That needs to improve. But there are plenty of opportunities for start-ups to develop in Australia regardless of what people say."

"It's competitive and has always been, but as long as you have a focus on customer service, an understanding of the risks involved and have the level of funding they require for growth, there are huge opportunities," he added. ■

## "THESE PEOPLE ARE OUR FUTURE, THE ONES WE'RE GOING TO DEPEND ON TO COME UP WITH THE BIG IDEAS"

on regional development. "If you're building applications, from the beginning of the build, don't just make it for the Australian market – from language, to currency, to regulations, think about the long-term and how you can scale that and manage the capability internationally."

## CHANNEL PLAYS

He said the back-up, security, and storage spaces are highly commoditised and dominated by global players. As such, he suggested start-ups move into more disruptive places in the market, such as expense management software, building capabilities, or email marketing.

"Try and identify gaps in the market where a larger global dominant play isn't there or where a user experience is not what it could be. Being agile and creative is critical."

Beat the Q Posse co-founder, Rebekah Campbell, said the rise of mobility and mobile devices has led to a boom within the applications space.

"Companies like ours wouldn't be able to exist without mobile. It's reshaping the way we do lots of things. Channel partners that don't get on board will get left behind because customers want these kinds of products," she said.

Kazacos Industries owner and former Anittel chairman, Peter Kazacos, said the US market is good for hardware start-ups but Australia has a market for new companies in the software space. He also highlighted the Cloud space, especially around Cloud integration services, as one of the key areas of opportunity, and like Campbell, claimed the mobility space is viable for start-ups with the popularity of wearable devices.

"The market is ripe for software vendors in different industry segments. They can come into areas where there are specific Australian requirements for some of those industry segments as it will give them some sort of an edge."

Burleigh said there are no limits to the type of channel plays but, rather, said it's a matter of finding the right domain: "We need to identify where talent gaps are and what big ideas can be created."

She mirrored Bradd's claim by adding that the key for industry success lies in the private industry, government, and university sectors collaborating to solve problems.

"It's no longer only about the IT industry and the supply side. Some of Australia's best and brightest students have put forward some great inspirational ideas and government, industry and



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# IS TCMA A SOLUTION?



I'll be honest: I have never been fond of marketing. I'm a journalist. Always have been always will be. And marketing evinces memories and experiences of product flog at its

worst. Journalists and, especially, editors are allergic to that.

But we live in the brave new media world where marketing has apparently taken a massive leap into the future and become much more than hard sell strategies thinly disguised with a few flowery words and phrases.

And that brings me to a recent opinion piece by Forrester Research analyst, Tim Harmon, who went to press about why the channel is more than just a sales channel.

Harmon says it is, in fact, a marketing, sales, delivery, and support channel. He points to the fact that the majority of channel partners now employ their own professional marketers and marketing programs – which, he claims, can be a good thing or a bad thing. So far, so simple.

"Left unchecked, channel partners' marketing efforts can ignore, dilute, confuse, or [worse!] damage a tech vendor's brand," Harmon writes. "Leveraged, channel partners' relatively newfound marketing prowess represents a powerful amplifier for tech vendors to extend their marketing reach."

Interesting.

Harmon goes on to say that at Cisco's recent Marketing Velocity event in

Montreal, Canada, many Cisco channel partners evidenced a marketing aptitude for digital customer engagement that rivals that of many tech vendors.

Even more interesting.

Now we get to the good bit: "The application and value realisation of through-channel marketing [TCM] are gaining steam.

"Forrester defines through-channel marketing as: the practice of engaging channel partners to extend and amplify a firm's marketing campaigns and activities."

It estimates less than five per cent of B2B manufacturers/vendors have active through-channel marketing programs.

However, as with any steam-gathering trend, there is no shortage of supporting technology solutions. Forrester is currently tracking 26 through-channel marketing automation (TCMA) software vendors.

So what does it actually do? Is it just another buzz phrase in the seemingly endless list of buzz phrases and, like most, one that will disappear nearly as fast as it appeared?

Harmon says, "TCMA solutions enable a tech vendor to design and govern marketing assets and campaigns, to which channel partners subscribe and execute.

"One of the ironies of the TCMA space is that, as a group, the TCMA vendors' solutions are superior to the enterprise marketing automation vendors' solutions in terms of functionality, user experience, and integratability.

"Indeed, many customers who utilise both enterprise marketing automation [for corporate marketing] and TCMA solutions have reported that their footprint utilisation of TCMA is expanding and that of their enterprise marketing automation shrinking.

"And, as with any steam-gathering trend, through-channel marketing program implementation is not without its perils."

## THREE SUPPORTING DIMENSIONS

He then says that tech vendor channel professionals should think about channel programs in three supporting dimensions: Technology, resources, and incentivisation (the TRIfecta of channel program success). Different channel partners will need or take advantage of each of these to different degrees.

"For example, 'power marketers' will leverage the full extent of the capabilities and marketing vehicles provided by their B2B manufacturer/vendor to them, and will need little incentivisation to do so."

On the other hand, "neophytes" - lacking in understanding of the value of marketing and in resources - will need agency-like support and MDF/co-op funds to kickstart their participation," according to Harmon.

Bottom line is Forrester anticipates the implementation of through-channel marketing programs and capabilities to continue to mushroom, fuelling double-digit annual growth of TCMA technology through the next two years.

It also expects tech vendors' view and enablement program support of their channel partners to encompass and embrace partners' marketing, sales, delivery, and support value.

Is this the way of the future? Drop me an email to [mike\\_gee@idg.com.au](mailto:mike_gee@idg.com.au).

**Mike Gee**

Editorial Director ARN  
[mike\\_gee@idg.com.au](mailto:mike_gee@idg.com.au)

## THE FINALISTS ARE ANNOUNCED

A quick word of congratulations to all the finalists for the 2015 ARN ICT Industry Awards (full list, page 6). This was a tough year for nominees and very little separated many of the entrants.

The fact that we had 460 nominations, a massive increase of 180 on last year's figure meant most Awards were jam-packed with entries – more than 35 in some cases!

Voting was tight and mere vote or two separated many of the entries. I'd like to

take this chance to congratulate and thank everybody who entered whether you made the finals or not.

And a special nod to our hundred-plus judges for their time, dedication and commitment. Many thanks.

So the process is over. The finalists are named. The Channel Choice public vote has been cast. Now it's on to Awards night, Thursday, September 10, at the Hilton Hotel in Sydney, when all will be revealed. I hope to see you there.





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# AND THE FINALISTS ARE...

■ JENNIFER O'BRIEN

The finalists for the 2015 ARN ICT Industry Awards are as diverse as they are truly representative of the breadth and depth of the companies working within the channel.

Competition was very tough across the eight categories, with a new record of entries

(460). It was a great result and nearly doubled the number of nominations from 2014.

We were particularly impressed with the number of entrants in the new award category, Cloud, which attracted a host of players from across the channel vying to secure a place on the short

list and to ultimately win the Cloud vendor, partner and best Cloud initiative awards.

And a special thanks to all our judges for their time and enthusiasm.

ARN would also like to congratulate – and thank – the many companies that entered but didn't make

the finals. The competition was so tight that some entrants missed out by only one or two votes.

Finally, congratulations to all our finalists and we hope to see you at the Celebration Dinner on Thursday, September 10, at the Hilton Hotel in Sydney. ■

## VENDOR AWARDS

### HARDWARE VENDOR

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- Fujitsu Australia
- Lenovo
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- EMC
- HP

### SOFTWARE VENDOR

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- Kaseya Australia
- MuleSoft
- Citrix
- VMware
- Adobe

### SPECIALIST VENDOR

- Nimble Storage
- APC by Schneider Electric
- Enghouse Interactive
- SimpliVity
- Brother International Australia
- Veeam

### SECURITY VENDOR

- Webroot
- ESET
- FireEye
- Cisco
- Kaspersky Lab
- Sophos

### NETWORKING VENDOR

- Juniper Networks
- Huawei Technologies Australia
- Citrix
- Ruckus Wireless
- VMware
- Aruba Networks

## DISTRIBUTOR AWARDS

### HARDWARE DISTRIBUTOR

- Dicker Data
- EMPR Australia
- Avnet Technology Solutions
- Distribution Central
- Ingram Micro

### SOFTWARE DISTRIBUTOR

- Dicker Data
- Avnet Technology Solutions
- Distribution Central
- rhipe
- Ingram Micro

### SPECIALIST DISTRIBUTOR

- Exclusive Networks
- DPSA
- Hemisphere Technologies
- DNA Connect
- NEXTGEN Distribution
- Alloys

### BEST DISTRIBUTOR INITIATIVE

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- Exclusive Networks
- NEXTGEN Distribution
- Westcon Group
- Distribution Central
- Ingram Micro

## PARTNER AWARDS

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- Optus
- Data#3
- Thomas Duryea Consulting

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- Extreme Networks
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- Ignia
- Staples Technology Solutions

## COMMUNITY AWARDS

### SUSTAINABILITY

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- APC by Schneider Electric
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- Dell

### CORPORATE CITIZENSHIP

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- Intel Australia
- EMC
- Staples Technology Solutions
- SAP Australia

### CHANNEL CHAMPION

- Stephen Godbold, Readify
- Matt Codrington, Lenovo
- Kelly Davis, UXC Connect
- Darren Adams, Avnet

## PERSONAL INNOVATION

### CHANNEL MANAGER

- Penny Crafar, Microsoft
- Murray Whitlocke-Jones, VMware
- Daniel Campbell, Fujitsu
- Sylvia Perez, Brother International Australia
- Adam Boreham, Aruba
- Leticia Zannier, rhipe

### TECHNICAL EXCELLENCE

- Dean Turnbull, eNerds
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- Richard Kirby, Insight
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- Daniel Djundjek, Distribution Central
- Greg Ford, AppSense

### MANAGEMENT EXCELLENCE

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- Peter Baker, DPSA
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**Ian McAdam**  
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We wish all the 2015 ARN ICT finalists the best of luck.



# ARN

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## BREAKING DOWN THE DATA

One of the key features of EDGE 2015, presented by ARN and Reseller News NZ, was the 11 breakout sessions spread over the two days.

A torrent of information and data was delivered by channel leaders and experts across a broad range of ICT sectors, all with a reference to channel leadership at its core. Part one of our report looks at the first six sessions on day one and highlights key points from each.



## BARRACUDA NETWORKS

## New tech equals new threats



"What we are seeing out there in the marketplace is on track with what the industry is seeing," said Mike Romans, Country Manager, Barracuda Networks.

During his address, *New tech equals new threats. How the channel can lead from the front in securing the enterprise*, the security specialist said the threat landscape is

growing exponentially year on year, across A/NZ.

"But what it all boils down to," Romans said, "is that budget is a big concern for local businesses."

Citing the exchange rate as a prime example, Romans explained that solutions are now 30 per cent more expensive than they were three years ago, with business investment now approaching "near recessionary levels".

"For Barracuda Networks, businesses are suffering from limited budget, limited time and limited knowledge," he explained.

But as the IT security landscape continues to grow and change, and new technology floods the market, Romans said businesses are turning to partners to help handle the exhausting responsibility of thwarting threats and attacks.

With IT decision-makers under increasing pressure to secure enterprise perimeters, Romans believes resellers are now tasked with taking a leadership role in protecting business assets.

"We aim to simplify IT for organisations of all sizes, and help partners overcome some of the common challenges around bringing security solutions to market," he adds. Lots of vendors don't understand what this new complex security architecture means for the channel, especially around licensing.

"At Barracuda, we realised this early on and license security products through throughput and not based on users, which is a key way we're helping our resellers up their IQ when it comes to protection."

From the partner perspective, Romans said the market demands more simplicity, alluding to the company's expansive security solution portfolio.

"We have a solution set that spans the entire security portfolio," he adds. "It allows partners to offer entire protection to businesses and that's something we believe can aid partners growth within the security space."

- James Henderson

**"BUSINESSES ARE SUFFERING  
FROM LIMITED BUDGET, LIMITED TIME  
AND LIMITED KNOWLEDGE"**

## APC BY SCHNEIDER

## Trends shaping the channel in 2020: APC



Global energy management specialist, APC by Schneider Electric, is spreading the message the company is more than just a UPS provider, but a comprehensive energy efficient solution provider that delivers a range of power and cooling options to customers.

And channel partners are the pathway to market, according to APC Pacific general manager, channel and alliances, Muralee Kanagaratnam, who told a packed crowd of partners at Edge that the company is committed to focussing on partner profitability.

Enablement, support and better partner experience are all high on the company's priority list, Kanagaratnam explained during his address, *Transformative journey in the datacentre*. Key messages to the channel include: profitability (to drive business for partners); providing more diverse enablement; improving partner specific support; and enhancing the partner experience.

**"BY 2050, THE DEMAND FOR  
ENERGY WILL DOUBLE"**

He said the company is in an ideal position to help businesses with the pressing issue of energy management.

"By 2050, the demand for energy will double. Electricity demand will double by 2030 – and CO2 emissions will need to be halved to avoid dramatic climate changes by 2050," he said, explaining how the issue of energy management is of pivotal concern to APC and to its partners.

Another key trend in the industry is the transformative nature of Cloud – a business game-changer that is creating both challenges and opportunities in the channel.

"We've seen Cloud become very much the talking point and now it is really here to stay. What we've seen as an organisation is actually transformed our business in the way we go to market. We were always in the UPS business and that's what people knew us for, but now we're well known in the datacentre," he said.

Eyeing key market trends, he said IDC and Gartner predicts the 3rd platform: Cloud, mobility, social business and Big Data/analytics will shape the industry into 2020. "Mobility, social, Cloud, Big Data are going to be key for us. What we want to understand is how we move forward. What we want to understand as a business are the trends that will shape 2020," he said, highlighting the company expects to see lots of activity in IoT (Internet of Things), social and Big Data.

- Jennifer O'Brien

## MICROSOFT

## After the gold rush



Fresh off the plane from Microsoft's Worldwide Partner Conference in Orlando, A/NZ director of partner business

and development, Phil Goldie, gave EDGE attendees a firsthand update on the company's renewed channel focused vision for 2015.

In a transformative year for the company, which has seen it launch its Cloud platform Azure locally, roll its key enterprise tools such as Dynamics and Office into the Cloud, and the launch of its hardware hopping Windows 10 operating system, which it wants to bind all the offerings together.

"We've seen massive momentum both local and international, with more than 90 per cent of Enterprise customers on Office 365. We've also seen three

times the growth of customers using Azure," Goldie said.

He announced the company's new partner program for Azure, alongside its announcement that Surface 3 tablets would now be sold via the channel.

So if Cloud has already taken off and seen widespread adoption, the key problem for the channel, is how do you build a sustainably profitable business while offering something your competitors don't?

The focus needs to be on recurring revenues, such as managed services, and transitioning the business model to more telco focused metrics, such as average revenue per user (ARPU), rather than chasing big, single deal Capex sales, and being as rapid and as flexible as possible, he said.

Already Microsoft boasts 12,000 partners in Australia and \$19.5bn in revenues, equivalent to 1.3 per cent of GDP. When comparing break-fix

hardware sales models to Cloud based service models, Goldie said that on average, Microsoft's partners would earn 1.5 times the gross profits.

He was joined on stage for a panel Q&A session by Microsoft partner sales director, Dean Swan, and Dynamics partner sales lead, Melissa Barlow.

Beyond providing some unique examples of partner initiatives, Swan discussed the potential impact of Windows 10, and some great examples of partner's initiatives in the workplace with BlueRooster and Hubspot. Barlow also took the time to update the audience on the state of the Dynamics CRM business, which has become core to Microsoft's online offering – two-thirds of its business is now in the Cloud.

Goldie said the focus is already shifting to New Cloud – that is, machine learning, business intelligence and the Internet of Things.

- Allan Swann

## HP

## What does channel change mean for you?



On the topic of channel leadership, which flowed throughout all EDGE 2015 sessions, HP Enterprise Group lead Nicholas Lambrou had one simple message to the channel community:

"If you don't

change, you're going to struggle. That's the reality."

Speaking around the topic of *Lacking the energy to remain relevant? What does channel change mean for you?*, Lambrou, alongside selected HP partners, delved into the art of remaining relevant, debating what change means for the channel, and how resellers can find the

energy to constantly innovate in this changing technological world.

"It's interesting because the opening keynote [by Lieutenant General David Morrison] said, 'Follow, lead or get out of the way', and most of us in the channel industry have had to adhere to this line of thinking," Lambrou said. "What I would say to partners is understand where you want to be, and wherever that is that's okay, but make sure you get there."

For the old hands in the channel, and the new partners just starting out, the need to stay relevant can be an exhausting dilemma.

In debating the issue with Klikon commercial sales director, David Abouhaider, and Somerville Group managing director, Craig Somerville, on stage, Lambrou summarised that in the modern day, the common line to partners – regardless of your expertise, and irrespective of your past successes – is

you must keep pushing to stay ahead of the technological curve.

"If you have an objective of wanting to be around for a long time," he said, "and for customers to continue to see value in what you're doing, then you have to be open to change."

"What we've established is the industry, from both sides of the fence, is becoming more complex and customers are looking for different things than before, which means we all have to move with the times to address new customer problems."

But while keeping in tune with channel trends is critical, he accepts maintaining the motivation to change can be a tiresome and demanding undertaking.

"Working with the channel is what keeps me motivated," added Lambrou, who has been working at the heart of the industry for 23 years.

- James Henderson





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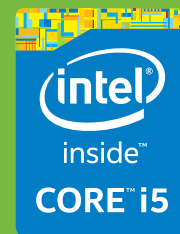
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## VEEAM

## Selling innovation: Future proofing your revenue stream



CHRIS  
RUSSELL AND  
PETER BENDER

In a technology market that is rapidly disrupting and reinventing itself faster than most partners can keep up, producing market leading solutions is now about innovative ideas rather than box selling.

Veeam A/NZ regional manager, Chris Russell, and channel and alliances manager, Peter Bender, took to the stage

with some hard facts: Challenging the status quo means taking your customers with you, tackling stale, entrenched business models and embracing emerging technologies.

The virtualisation focused company is aiming for 180,000 global partners by the end of 2015, and is already used by 70 per cent of the Fortune 500. Having more and more of a company's mission critical apps in the Cloud is a huge opportunity – especially since it's now estimated that it can cost major organisations \$84,000 per hour if anything goes wrong.

As a result the company is developing more and more automated tools to add to its portfolio, borrowing a page from the

**“OF ALL WORKLOADS MOVING TO THE CLOUD, 59 PER CENT ARE ALREADY SAAS”**

telcos – so analysing churn, ARPU, multi-tenancy and generally making the tools much easier to use.

Bender said of all workloads moving to the Cloud, 59 per cent are already Software-as-a-Service (SaaS).

He wanted to see Veeam's partners focusing on the next wave of datacentre modernisation to take advantage of these new Cloud based opportunities – such as Disaster Recovery-as-a-Service (DraaS), a market Veeam is projecting to shoot from \$1.42bn in 2015 to \$11.92bn in 2020. The company is picking 70 per cent of all organisations to use DraaS.

Veeam's session concluded with a panel discussion about the nature of disruption, and how vendors can better help the channel adapt to the pressure.

Bender and Russell were joined onstage by Meridian IT business development manager, Agnieszka Grom, Oriol Technology CTO, Richard Mitton, and Microsoft director of partner business and development, Phil Goldie.

The consensus was that in the as-a-service market, communication is vital, and vendor's partner programmes and interactions need to focus on agility, as well as assisting with funding and training. The risks are high but so are the rewards if executed correctly. The panel concluded the channel definitely needed to look at working more closely with partners to succeed, even with those that might have previously been competitors – the brave new world of “co-opetition”.

- Allan Swann

## WEBROOT

## It's a connected world until someone gets hacked



DAVID DUNCAN

There is an exponential growth of new unknown threats, causing “an absolute tidal wave”, according to Webroot chief marketing officer, David Duncan, who spoke to EDGE attendees about the evolving threat landscape and areas of opportunity in the Internet of Things (IoT) market.

“It is a tsunami of threats that are coming through,” Duncan explained. “There were 96 million new malware variants last year. That is almost half of the total malware that we've ever seen just in the last year,” he said.

“Anything that can be connected to the Internet can be hacked. Last year was the year of the mega breach. There were 1.2 billion individual identities compromised over the last three years. There are 2.4 billion people connected online, so about half of the world's population has had their identity compromised.”

Identifying the threats on a daily basis, he said there were 25,000 new malicious URLs, six thousand new phishing sites, 85,000 new malicious IPs, 790,000 new unknown files, and 120,000 new pieces of malware.

With the tsunami of malware, he said another explosion is about to happen – the drive towards IoT.

“Today we have about eight billion connected devices and this was driven by the traditional PCs, smartphones and tablets. But this is about to explode on us. All of the industry analysts talk about another 10 to 20 billion connected devices in the next five to 10 years.”

And while it does “sound like a recipe for disaster” he said it creates an opportunity for the channel as the industry starts to see the rise of smart homes, cities, offices and factories.

So what must we protect? He said there is a combination of things, including: IoT devices (sensors, controllers, machines and robotics); IoT gateways; command and control operations centres (the valuable data); and autonomous products.

“Denial of service, availability and integrity is a key problem within IoT,” he said, explaining how the channel can take a leadership role in securing the IoT.

“There are other people who are looking to exploit and attack weaknesses in the system, not just from a denial of service perspective, but cyber warfare or identity and compromise.”

- Jennifer O'Brien

**“IT IS A TSUNAMI OF THREATS THAT ARE COMING THROUGH. THERE WERE 96 MILLION NEW MALWARE VARIANTS LAST YEAR”**



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# Together we can own tomorrow

*Microsoft Australia managing director, Pip Marlow, recently addressed the company's World Partner Conference 2015 in Orlando, Florida. This is the full transcript of her address which recognised ASI Solutions' Ken and Maree Lowe, Cloud First and Brad Rappell, and Melbourne's InfoMedix.*

**A**bend in the road is not the end of the road unless you fail to make the turn. I really love that quote. And for me it talks about two things. The first is it's not about the destination, but it's how you navigate your way to where you're going. And, secondly, it's about your ability to take the wheel in your own hands to be masters of your own destiny. But, in some ways, I guess I don't need to tell you, the people in this room, how important that is, because this ecosystem has been transforming for as long as I've been in it.

And, in fact, I joined Microsoft 20 years ago this year in Australia, and I joined in your heartland as a partner account manager. And at that time in Australia, we had a great partner, their name was Anabelle Bits. And Anabelle Bits was a system builder. Their value proposition: Customise desktops built at speed for the local market. But Anabelle Bits, like many system builders, were disrupted. For them it came in the form of the laptop.

This disruption could have been the beginning of the end, but it wasn't. It was actually the beginning of a great partnership with Microsoft that has spanned my 20 years at the company. And Anabelle Bits evolved. They moved from building PCs to delivering services to their customers. And now they've continued to evolve. They're delivering datacentre solutions and selling Surface devices to some of the largest customers in



Microsoft's Pip Marlow

Australia. And I personally love being part of [ASI Solutions] Ken and Maree Lowe's journey as they've evolved and created what's next in their organisation.

Now there are lots of stories like that, stories of disruption, and it's certainly been a common thread throughout these last three days. And you know lots of those stories. They are in your companies. They are in the companies around you. But the commitment that we're making, firstly, across Microsoft and in the field is that you're not alone in that change and in that disruption. In fact, I'm standing here today representing 3000 Microsoft employees in the field whose day-to-day job is



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supporting you and helping you in that transformation, and thousands of other employees who care about making sure we have a thriving ecosystem to take care of our modern customer.

### FAST-FORWARD

I started by taking you back in time 20 years. Now I want you to fast-forward and join me in 2008. Brad Rappell, a great Australian partner in the audience here somewhere today, is a serial entrepreneur who built a business, Productive, on SharePoint and infrastructure solutions. It was doing a great job. But, in 2008, at this very conference in Houston, Brad had a defining moment. He came to keynotes a lot like this, and he saw that there was a paradigm change.

And in this new world Cloud would disrupt how innovation was being delivered to his customers. So he went back home to the shores of Australia and he made a very bold decision. Brad disrupted himself, and despite investing heavily for years in Productive, he created a new organisation called InverseCurve born around the BPOS opportunity. And over time that grew, and it became one of our most successful Office 365 partners selling tens of thousands of seats to hundreds of organisations across Australia.

But Brad, like all great entrepreneurs, had one eye on the road ahead, and he realised that in the world of the modern customer just transacting in Office 365 would not be enough to differentiate himself. So he came to the local Microsoft team for a little bit of help. And together we went on a journey of learning and discovery. We ran the partner profitability workshops with him, and he would say that it was eye-opening, so much so that he created a new business model and a new company called CloudFirst, where they created some unique IP, IP that was focused on the franchise market and that they could replicate.

And they built that IP on Office 365 and they are delivering it on the CSP program.

During this transformation for Brad says Microsoft was with him every step of the way, and what was of real value to his customers was partnering with the local team to run those workshops to challenge himself on what was next. And I want to challenge every partner in this room to engage their local teams on those workshops. I've had some people say, I don't know that they're for me. We don't need them. But there are so many stories of partners large and small in Australia who have used these workshops to transform how they do business.

### DISTRIBUTED HEALTHCARE SYSTEM

But it's not the only way to engage your local team. I want to tell you the story of InfoMedics, another great partner. But before I do, you need to know a little bit about the world that they operate in. Australia, the world's largest island, is almost as big geographically as the US, but

it has a population more the size of Texas. And in our homeland, we have a very distributed healthcare system and many of the workers in there are still paper-based and desk-bound.

InfoMedics created some amazing IP, IP that allowed them to digitise patient records, which meant healthcare workers, doctors, nurses could access the information that mattered most to them from anywhere. But to reach their customers in this distributed world, they had to disrupt their marketing; they had to go from the old world to the new to reach and talk to them.

So in partnership with their local team, they did just that. The team helped them access the incredible resources that you've heard Phil [Sorgen] and others talk about, the modern marketing materials, tutorials, workshops, online content. And they created a new digital footprint, a digital go-to-market for their customers. And then in working with their local team they went one step further and they created an online TCO assessment tool, which allowed them to reach new audiences and talk to the business decision-makers outside of IT. It's a great example of the magic that can happen when you tap into our global resources and partner with the local team.

### CUSTOMER AT THE CENTRE

I've told you three stories today. I took you back in time 20 years and talked about Anabelle Bits; I talked about the serial reinvention that Brad and the team at CloudFirst have gone through and the transformative world of digital marketing's InfoMedics. Each of these partners is on the path to navigating their own bend in the road, and they are working with us globally and locally to do just that. And while the stories are all different, they also have some commonalities.

The first for me is they all put the customer at the centre,

looking to add value to the modern customer, and helping every business and every person on this planet achieve more is at the center for us and needs to be at the center for you, too.

The second is the need for leadership. You've heard a lot about disruption in this conference. It takes great leadership and courage to disrupt yourself, because what got you here may not take you to where you want to go. And that is an important part in your role in leading that change.

And third, and certainly not the least, is they all came down to a great partnership. And you heard Satya say it on day one and you've heard it from Phil over this conference: Partners are what make us at Microsoft unique. And we are going to continue to have a significant investment in the people and the programs that support you in doing what you're doing, both globally and in the field, because at Microsoft we think we can do more than just navigate the bends in the road with you. We think that together we can own tomorrow. ■



**"WE ARE GOING TO  
CONTINUE TO HAVE  
A SIGNIFICANT  
INVESTMENT IN THE  
PEOPLE AND THE  
PROGRAMS THAT  
SUPPORT YOU IN DOING  
WHAT YOU'RE DOING"**





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## VOICE FOR THE CHANNEL

SimpliVity vice-president APJ, Scott Morris, is no stranger to the channel. He has held positions in distribution and in vendor land (including roles at Silicon Graphics, Compaq, Dell and NetApp), and is known by his colleagues as a 'voice for the channel.' He has a proven track record stabilising and growing company revenue and profitability. He is also known for helping "the middleman" stand up against the monster direct players of the late 1990s (the behemoth Dell, for example), and helping resellers put a price value on their integration and services.

With over 25 years in the industry, Morris today is leading the Asia Pacific charge for SimpliVity, a provider of hyperconverged infrastructure for IT. Associate Editor, **JENNIFER O'BRIEN**, sat down with Morris to chat about his personal journey in the channel, his early days and exposure to IT, as well as his professional milestones and lessons learned.



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**JENNIFER O'BRIEN (JOB):** How did you get involved in IT?

**SCOTT MORRIS (SM):** I was inspired by my father. I grew up in a house with seven siblings. I grew up on acreage in the middle of nowhere in Brisbane. My father as a GP had a friend at IBM and they decided in their infinite wisdom that they were going to write an accounting system for their practice, the doctor's surgery that he worked in. He did programming in Cobalt. He bought some of the earliest PC Unix-based systems and spent all of his spare time programming, and converted our billiard room into a computer room. Any time you actually wanted to play pool, you had all of these stacks of computer printouts and paper. It became more of a computer room than a billiard room, but that was my earliest exposure to IT.

**JoB:** How did your early exposure to IT flourish?

**SM:** I went to Griffith University in Brisbane and did one of the first ICT courses of its kind. It was more of a programming course. I graduated with a full complement of programming skills and then got to the end of that and said, 'Actually I don't want to do that.' I majored in artificial intelligence (AI) and I still retain most of that today. But the disenfranchising side was that there really weren't that many opportunities in AI and it wasn't as developed.

**JoB:** What was your first IT job?

**SM:** My first job was in PC-based Unix technical support in a small distributor in Brisbane called Q Unix. I started with no knowledge of SCO Unix at all and I had to build my own desk. That was part of the protocol in those days. If you couldn't make your own desk, then you wouldn't cut it in the job. There was a big pile of timber in the back and I had to build my own desk. That was my first test. If you technically couldn't put a desk together, then clearly you weren't going to cut it in technical support, so stranger things have happened. I knew nothing, but I think that was probably some of the base level grounding that has assisted me right through my whole career.

**"I HAVE A PRINCIPAL:  
I GO FIRST WHERE I'M  
INVITED. I GO SECOND  
WHERE I THINK I NEED TO  
BE, WHERE I THINK THERE  
IS A PROBLEM"**

**JoB:** What was your next move?

**SM:** I was in distribution for the better part of eight years. I was the jack of all trades and master of none as we shut down offices and I ended up doing not only technical support but front line sales, ordering, backend shipping and packing and picking, order entry and the whole bit just as this business shrunk down to the point of going out of business.

At that point, I rang a contact in Sydney and said, 'I have all of these skills; do you want to start up a Queensland branch of that distributor' and over the next seven years I moved to Sydney as a national sales manager. I built out the strategic development plan so they went across all of the states in Australia and then New Zealand.

**JoB:** What were some of your memorable vendor roles?

**SM:** At Compaq I ran the Sydney-based NSW channel organisation. Back then, Compaq was an 80 per cent channel-led organisation, and 20 per cent direct. Again, it was at the height of Dell's ramp from obscurity to number one in the world in terms of PC, server and desktop. It was right in the time when you'd see the Volantes and the largest resellers doing the million dollar deals at one per cent margin just to stay in the game. I spent quite a bit of time researching the Dell model and

it became obvious very quickly that their competition – as much as they were saying, 'Cut out the middleman' – was actually all of that middleman capability that Dell didn't charge for that they did after the fact.

So I called together the 10 top heads of the channel at the time. I did a channel forum and said, 'We need to sit together and collaborate and figure out how we go and attack this market.' And I said, 'If Dell is presenting a must-sell direct or cut out the middleman approach, then take me in with you and I'll negotiate sitting next to you, with rebates and bits and pieces at the back end. I said, 'You will have to start putting a price on your help desk, your services, your installation, and the account teams you have wrapped around it.' Within a three-month period, they were making early teens to 20-point margins. It was the transitional shift from not selling any value to actually putting a value price on the integration and the services that they were doing.

**JoB:** How did you end up being headhunted by Dell?

**SM:** From a business development point of view, channel is a critical piece, but if you want to move into any more senior roles, and particularly at that time, direct was king. You had to have some form of direct experience. It was the direct guys that got the senior roles. It was the direct guys that got promoted into sales leadership and sales management and a broader business development.





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A mate of mine had given my name to a recruiter who was asked to go out and figure out who was this guy that was actually competing with us on the other side. So I actually shifted across. I went more on a speculator run to kind of get inside the enemy and see what they were thinking.

**JoB:** What has your time in the channel taught you about business?

## “FROM A BUSINESS DEVELOPMENT POINT OF VIEW, CHANNEL IS A CRITICAL PIECE”

**SM:** As I applied the selling skills of what I've done and developed businesses, I would argue that the channel is a far harder sell than an enterprise or a direct sell any other day. The fundamentals behind that is for channel you have to rely on at least one, if not two, third parties as an intermediary without necessarily having that direct touch on the other side to the customer. So you've got to build that trust, build a cadence and a capability that allows you to get the information and pass through information and trust that your best interests are being met, without necessarily having a direct control of it on the other side. I still see today that organisations that put channel as a middle or a stepping ground to get to that next job are shooting themselves in the foot when you are seeing all of this transition going on.

**JoB:** What are some of your biggest milestones?

**SM:** I built up the NetApp business and it ended up growing at 50 per cent compounded annually. The one thing that was evident from a scaling point of view was that we were 98 per cent direct. Within 12 months, I started the campaign and said, 'This is a very channel centric product and it creates a massive differentiator for a channel business to take this to market' and there was quite a bit of resistance at the time. It took me about a year, but I built up

a business case that said we need to bring in a third leader in the business.

There were two business leaders for the two direct businesses at the time. I said we need to bring in a third business lead being a channel part of the business. I said we should hard deck it so anything that is already in the enterprise side, we can slice off, but basically all incremental business outside of that should be the fundamentals of a channel business. To my then boss'

surprise, I said, 'you don't have to go find it, you've already got it. I will take that role from a standing start.' My boss said, 'Why would you do that? You already have the top job. Why would you want to go be a channel guy?' I said, 'I will prove it to you. Channel will be the fundamental shift in this business that will turn us around.'

I built a business that had all of the channel roles, all of the channel hierarchy and it was an equal standing in the business as an enterprise role. Towards the end of the first five years, I had more enterprise people ask to become part of the channel business because the inhibitor wasn't there anymore that the channel was just a stepping stone. Within a short period of time, we the channel became more than 35 per cent of the business in 18 months (from a zero standing start and no revenue). Today, the business is more than 75 per cent channel.

**JoB:** What is your leadership style?

**SM:** I always have a thousand ideas. Keep it as open as possible. It is very much around people taking ownership of their own business. Guidance is important. I am extremely hands on. I still go out and do field calls today. I have a principal: I go first where I'm invited. I go second where I think I need to be, where I think there is a problem. As you make your business more open and people are willing to share the challenges and what's going on, I tend

to get invited to a lot more places than me having to physically break in and go and force myself to go and do it.

Take a risk. Don't always look for the standard deviation. Everyone tends to manage to the average. I will always look at outliers. I've hired a Queensland police officer who just wanted to get into IT. No sales background, no IT. I had a contract cleaner that came by my desk every single night and asked questions, was inquisitive. I would send him off to do research. I gave the man a job, and he and his wife were a great team, and would blow away every number you'd put in front of them. So again, be prepared to take some risks and know that attitude by far outweighs the actual knowledge, which can be taught. If you've got willingness and attitude, generally you can teach the fundamental principles of selling and products.

**JoB:** What landed you at SimpliVity?

**SM:** The reason I joined SimpliVity is I think it is the next biggest revolution in IT. I don't think that people have yet truly understood convergence, hyper convergence yet and when the dust settles and the hype goes away, the reality of what this product brings to market is I would argue three-and-a-half years of development in front of any technology that exists today – and that was equal of NetApp 10/15 years ago.

**JoB:** Why is it a game-changer?

**SM:** We've taken a unique approach that says, 'If we can dedupe, compress and optimise data before it actually hits any of that data path - before it hits the CPU memory of the computer that it is running on, before it hits the CPU memory of the storage device that it is sitting on - then you are eliminating massive amounts of redundant IO that's occurring and it's a game-changer. I think you compare that to any potential competitive technologies taking the next safe route, which is software-defined, which is a big buzzword. But the last time I looked software doesn't run on thin air, it runs on hardware, and that hardware then has an associated task of any advanced capability that you are trying to drive in that software. ■





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# 5 BITES FROM THE APPLE

■ GREGG KEIZER

**A**nother quarter, another happy financial report from Apple. The company's third financial quarter is rarely the place where you expect to see records – in Apple's largely seasonal business, the period from April to June is generally the sleepiest

quarter – but there was still a lot to be gleaned from the numbers, and from the following hour-long call with financial analysts.

Here are the most interesting things to come out of Apple's Q3 2015 earnings report. And it is actually pretty impressive. ■

## Trust us, Apple Watch is doing better than expected



Apple carves its financial data into several different categories: iPhone, iPad, Mac, Services, and "Other Products". This means that while we can get a good idea about the company's three major product categories, the first quarter of sales for the Apple Watch are a mystery.

Cook cops to it, too: "We made the decision back in September not to disclose the shipments on the watch, and that was not a matter of not being transparent, it was a matter of not giving our competition insight [on] a product that we worked hard on," he said.

But while Apple doesn't want to reveal too much about how the Apple Watch is doing, Cook did say repeatedly that even with the company's inability to produce enough watches to fulfill demand, Apple sold more of the devices than the company's executives expected.

"Sales of the watch did exceed our expectations, and they did so despite supply still trailing demand at the end of the quarter... In fact, the Apple Watch sell-through was higher than the comparable launch periods of the original iPhone or the original iPad," he said. "And so as I look at all of these things, we feel really great about how we did."

This isn't quite the same as one of Amazon's famous Bezos Charts, where the company's CEO famously likes to explain his success without any tangible numbers. But it's close. Apple's just saying that it beat its own internal projections, which for all we know, could've been unrealistically small.

Still, knowing that everyone is hungry to hear about how the Apple Watch is doing, Cook tried

to toss in a few more tidbits that provide information without giving away many details. Refuting reports that Apple Watch sales started off huge and then tanked, he said that June Apple Watch sales were higher than April and May. "I realise that's very different from some of what's being written," he said pointedly, "but June sales were the highest."

Cook also said that the change in Apple's Other Products accounting line from last quarter to this quarter shouldn't be the source of estimates about the size of the Apple Watch market, because "the aggregate balance of that category is shrinking." In other words, although Other is up \$US952 million from last quarter (and 49 per cent versus the year-ago quarter), Apple Watch is doing much better than that. How much better? Your guess is as good as mine. Apple won't say.

## Apple thinks watchOS 2 + holidays = success

Several times, Cook pointed out that Apple's still learning about Apple Watch and hoping to build a product family that's successful in the long term. But Cook seemed particularly excited that Apple has "learned a lot about the [Apple Watch] buying experience" and as

a result, plans to expand their sales channel before the holiday. "We're convinced that the watch is going to be one of the top gifts of the holiday season."

Sure, that might be hype but it also sounded to me like Apple was genuinely

unsure how the Apple Watch would play with consumers, and now that it's seen sales figures and customer-satisfaction numbers, it's convinced that the Apple Watch could be a huge gift item during what is already Apple's biggest quarter of the year.

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## The Mac keeps growing in a shrinking PC market

Apple sold another 4.8 million Macs last quarter, which saw the introduction of the new retina MacBook. The Mac market isn't growing spectacularly, but it is growing. As Cook put it, the Mac is showing 9 per cent growth in a market that market-research firm IDC estimates contracted by 12 percent.

This has been the quiet story of the Mac the last few years, hidden by all the hype of the iPhone and iPad. The Mac is the shining star of the PC market, growing unit sales and revenues in a market that's shrinking. After a slow year in fiscal 2013, the Mac has bounced back in the last seven quarters. It's never going to be the iPhone, but it appears to be a steady, profitable business that's been remarkably resilient in an otherwise troubled product category.



## The iPad continues to struggle, but Cook still believes

Apple sold nearly 11 million iPads during the quarter, generating \$4.5 billion in revenue - not a bad business. But those numbers are down substantially from the same quarter a year ago, and that's not a good sign. iPad sales are still tailing off, not stabilizing.

But Tim Cook is still a believer. He even took a digression during a question about iPhone growth to give one of his regular pep talks about why he thinks the iPad still has a strong future. In addition to Apple's iPad-focused enterprise partnership with IBM, this time Cook was able to cite the new iPad productivity features that will come with iOS.

But in the end, it's all about finding a time when people who already own iPads will decide it's time to buy a new model. "I believe

that the iPad consumer upgrade cycle will eventually occur," Cook said, "because as we look at the usage statistics on iPad, it remains unbelievably great. I mean, the next closest usage of the next competitor, we're six times greater. And so these are extraordinary numbers. It's not like people have forgotten iPad or anything, it's a fantastic product."

So in the iPad's list of assets: People who use it love it, and it's far more used and

loved than any of the other tablets on the market. The question is, is the ultimate size of the iPad market much smaller than any of us initially believed? Cook doesn't think so, but all he's got to go on are customer-satisfaction statistics and his gut feel. The numbers, on the other hand, aren't yet showing any signs of turning around.



## Apple remains bullish on China

Over the past couple of years, Apple has made a point - not just in conversations with the financial industry, but also on stage at media events - of discussing its efforts in China. The massive effort the company is putting into China is certainly paying off: While the last two quarters have showed 75 percent year-over-year growth, Apple more than doubled its China revenue in this most recent quarter, compared to the same quarter a year ago. Apple isn't just growing in China, its growth is accelerating.

With the Chinese stock market and economy being called into question in recent days, it was interesting to hear Cook defend the market to financial analysts. He made it clear that Apple believes China will ultimately be Apple's largest market. (It's already surpassed Europe in total revenue.)

"We're not changing anything [in China] we have the pedal to the metal" on growing Apple's retail presence, he said, and pointed out that with LTE networking only available in 12 per cent of China, there's an "incredible smartphone future" in the country as broadband speeds improve and online video becomes more viable nationwide.

As Cook has mentioned several times before, perhaps the biggest opportunity in China is the rapidly growing middle class. "I can't overstate this: the rise of the middle class is continuing, and it is transforming China," he said. "I saw a recent study from McKinsey that's projecting the upper middle class to grow from 14 per cent to 54 per cent of households over the 10-year period from 2012 to 2022, [and] for all of us who travel there so much, with every trip you can see this occurring."

In other words, Apple's long on China. "We would be foolish to change our plans," Cook said, given that China has "an incredible, unprecedented level of opportunity."

# New iPhones on the way?

■ GREGG KEIZER

Apple will host its yearly iPhone event on Wednesday, September 9, in the US, where it will unveil new smartphones and perhaps a revamped Apple TV, according to a report.

"The company intends to hold a special event the week of September 7, with Wednesday the 9th being the most likely date," said *BuzzFeed's* John Paczkowski, who when he was with *Re/Code* and before that, the *Wall Street Journal's AllThingsD* website, correctly pegged several years' worth of presentation dates.

September 9 fits with previous iPhone cycles.

Apple unveiled the iPhone 5 on Wednesday, September 12, 2012; the iPhone 5S and 5C on Tuesday, September 10, 2013; and last year's iPhone 6 and 6 Plus on Tuesday, September 9.

While Apple's timing has become predictable, a Wednesday event would be a day later in the week than the last two years.



## APPLE TV SPECULATION HAS CENTERED AROUND A SLIMMER CASE, THE MORE POWERFUL APPLE-DESIGNED A8 SOC (SYSTEM-ON-A-CHIP) AND SUPPORT FOR SIRI.

Wednesday is more likely because of the late Labor Day holiday in the US, which falls on September 7. Apple probably pushed the event back a day because of that holiday; if it had held it Tuesday, its own teams would have had to work on the off day to prepare, and the invited reporters and analysts would have had to travel on Labor Day. The same issue will also pop up in 2016.

Apple probably ran its iPhone 5 event on a Wednesday in 2012 to avoid the September 11 anniversary of the 2001 terrorist attacks on New York City and Washington, D.C.

If Apple hews to its usual schedule, it will begin taking pre-orders on Friday, September 11, and release the new devices into retail on Friday, September 18.

The next available Tuesday for an unveiling, September 15, would mean an on-sale date of September 25, which is later than normal. By opening sales the week before, Apple will be able to book that many more units into its third quarter – which ends September 30

– an important consideration since the company generates the bulk of its revenue from the iPhone.

Because Apple introduced redesigned iPhones last year – the 4.7-in. iPhone 6 and the 5.5-in. iPhone 6 Plus – it's unlikely to change the form factor: The Cupertino, Calif. company tends to refresh the exterior of its smartphones every two years. The lack of widespread leaks of the size and shape of the new devices, those leaks largely driven by light-fingered workers at iPhone component makers, also points to a no-change year for the iPhone.

### WE'RE EXPECTING 6S

Apple will probably name the new devices by adding an "S" to the current names to make the iPhone 6S and iPhone 6S Plus. An alternative, the iPhone 7 and iPhone 7 Plus, would be a departure for the firm, which increments the numeric part of the name every two years as well.

Also on the slate, according to Paczkowski and others, is a revamped Apple TV, the company's set-top box that has stuck with the same form factor since 2010, when then-CEO Steve Jobs unveiled a much smaller design. Apple TV speculation has centered around a slimmer case, the more powerful Apple-designed A8 SoC (system-on-a-chip) and support for Siri, the company's voice-driven search and personal assistant.

CEO Tim Cook and other Apple executives will almost certainly also talk about the Apple Watch next month, perhaps by further highlighting watchOS 2 and letting a few third-party developers strut their native apps crafted with the new SDK (software development kit).

Apple will probably live-stream the hours-long presentation. Apple will not want to repeat the technical difficulties it had last year during the iPhone 6/6 Plus and Apple Watch event, when the webcast broke down under constant interruptions, black screens, failed audio, and what sounded like a Chinese translator talking in the background for almost a quarter of the webcast. ■

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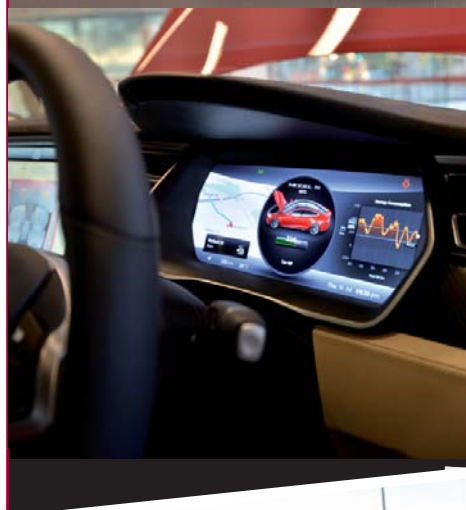
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## WESTCON PUTS THE PEDAL TO THE METAL

Westcon Group celebrated the launch of its OneSource NetApp and Cisco Flexpod solution with a drinks and canapes networking session at Tesla Motors in Sydney's St Leonards. The event allowed attendees to get up close and personal with Netapp's and Westcon's Flexpod specialists – and test drive the latest Tesla Model S. Photos by Allan Swann



Chris Apthorpe (Westcon Group),  
John Wagner (Cisco)



Steve Hickey (Westcon)  
and Ross Kempe (Netapp)



The eNerds team with  
Heath Walker (Tesla Motors)



This NetApp duo are  
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