



**DELL, EXCOM EDUCATION ANNOUNCE 10 OF AUSTRALIA'S MOST INNOVATIVE COMPANIES AS PART OF GLOBAL SMALL BUSINESS EXCELLENCE AWARD**  
**Award Recognises Small Businesses that Use Technology to Better Serve Customers**

**SYDNEY, July 16, 2008** – [Dell](#), [ICSB](#) and [EXCOM Education](#) today announced the 10 Australian finalists for the 2008 Dell [Small Business Excellence Award](#)<sup>1</sup>.

“The No. 1 reason small businesses use technology is to better serve customers<sup>2</sup>, and no one is doing that better than this year’s 10 finalists,” said Joe Kremer, vice president and managing director of Dell Australia and New Zealand. “These companies are applying technology in innovative ways to break new ground and raise the bar.”

Finalists hail from across the country, range in size from two to thirty-two employees and represent industries from technology and communications, to retail, health, construction and manufacturing.

All finalists receive a Dell business-class laptop, over \$2,000 in Microsoft Training from EXCOM Education and go on to compete for the national award to be announced by August.

“We’re proud to recognise their success, help tell their stories and ultimately see one of them compete on a global stage,” said Mr Kremer.

“Research shows that on average small firms are twice as innovative per employee. The companies who entered demonstrate that fact,” said Graeme Newey, Director of EXCOM Education. “Not only did we see innovation, but entrepreneurship,

agility and a deep passion for their business and customers. We are proud to showcase the finalists and emphasise how technology can help grow their businesses.”

Once named, the 12 national winners from Australia, Brazil, Canada, China, France, Germany, Italy, Japan, Mexico, Spain, United Kingdom and the United States will be considered for the inaugural global Dell Small Business Excellence Award worth US\$50,000 in Dell technology and services. All national winners will be announced by September, and the global winner will be announced in the US fall 2008.

**The Australian 2008 Dell/Excom Small Business Excellence Award finalists include:**

- **AudioNET**: Yarraville, VIC: Pioneered an Internet interface so radio production studios can dispatch commercials directly to radio stations. Now developing next phase of a complete radio advertising logistics service which should prevent 80% of advertising errors.
- **Blindware Pty Ltd**: Ringwood, VIC: Importer and wholesaler of components used in the manufacture of window coverings. Blindware's rapid growth and has been largely assisted by the integration of its extensive online presence, coupled with web enabled technologies that assist customers through product launch, detailed specification, ordering and downstream training.
- **e-Volve corporate technology Pty Ltd**: Alexandria, NSW: A total solution for IT procurement with access to over 475 manufacturers and 450,000 products online. e-Volve fulfils their corporate client's hardware, software and services needs by offering a single source supply answer that increases operational efficiency and business productivity whilst delivering measurable results.
- **eWAY**: Phillip, ACT: Australia's leading payment gateway, providing online payment solutions for thousands of Australian merchants. eWAY automates online business payments, allowing merchants to trade online in a 24/7 global market. Connecting to all major Australian banks and international credit card schemes, eWAY provides a complete eCommerce solution for merchants selling online.
- **Incharge Group Pty Ltd**: Frenchs Forest, NSW: Provides corporate expense management for organisations of all sizes. By automating the expense claim process, Incharge rapidly accelerates efficiency and slashes travel and related expense costs for its customers - in most cases by 75%.
- **LearningScience Pty Ltd**: Adelaide, SA: Creator and distributor of [ReadingDoctor Software](#) - a fun, effective, scientifically based, specialist made literacy improvement software product for children learning how to read.
- **Task Retail Technology Pty Ltd**: Mona Vale, NSW: Supplier of electronic Point of Sale solutions to the retail market. Flagship product is award winning XCHANGEEXEC® software suite, a flexible, web centric POS solution designed

for large Franchise Groups, Retail Chains, Hospitality Groups, Stadiums and Arenas.

- **TC Communications**: Auburn, NSW: Satellite communication specialists, TC is the global leader in the development of coastal surveillance solutions used by Government and Defence throughout SE Asia. TC harnesses current Internet technology to deliver previously unaffordable surveillance capacity to the price conscious AsiaPac region.
- **Veritas Engineering Pty Ltd**: Perth, WA: Consulting and professional services company providing engineering solutions within the defence, maritime and offshore, financial services, telecommunications, and information technology industries. Leverages use of technology to provide Maritime Security Identification Cards to a national and international client base through its online presence, automation of back office processes, and connectivity with strategic partners, suppliers, and end users.
- **Versatile Tanks**: Port Macquarie, NSW: designs and manufactures rectangular concrete structural underground seamless tanks designed to interconnect underground to increase water capacity catchment. Tanks are ideal for domestic, industrial and commercial applications. Versatility of unique engineered design has also enabled Versatile Tanks to produce indestructible site sheds for major construction sites, exquisite underground wine cellars, and magazines to house explosives.

#### **Global 2008 Small Business Excellence Award Value**

- US\$50,000 in technology and services from Dell;
- Featured in an entrepreneurs summit;
- Lifetime membership to the [International Council for Small Business](#) (ICSB), and
- Engagement with [Endeavor](#)'s network of business leaders and high-impact entrepreneurs in emerging markets worldwide.

#### **Australia's 2008 Dell/Excom Small Business Excellence Award Value**

- US\$25,000 in Dell products and services
- 12 days of Microsoft courses from EXCOM Education valued at AU\$8,280
- Day of best-practice sharing with Dell executives, including Chairman and CEO Michael Dell<sup>1</sup>

#### **Links to Additional Information:**

- [www.dell.com.au/sbaward](http://www.dell.com.au/sbaward)
- [Dell Community Forum post from US-based Australian businesswoman Megan Duckett, 2006 U.S. Winner and owner of SewWhat?Inc.](#)

#### **About EXCOM Education**

EXCOM Education, a globally recognised IT technical training provider with established education centres throughout Australia, South East Asia and New Zealand, provides a comprehensive range of technical training courses and certifications across all

major IT vendor technologies. EXCOM also pioneered the innovative Express IT career program which not only guarantees participants a job in the IT industry but also provides trained & certified technical personnel to businesses free of recruitment charges, and is a winner of multiple international IT industry awards. For further information on how EXCOM Education can assist Small Business visit [www.excom.com.au/sbaward](http://www.excom.com.au/sbaward) .

### **About ICSB**

Founded in 1955, the ICSB is the premier global membership organisation to promote the growth and development of small businesses worldwide. With over 2,000 members from over 70 countries, the ICSB brings together educators, researchers, policy makers and practitioners to share knowledge and experience in their respective fields. ICSB promotes the development of knowledge in all areas of business theory and practice and is particularly focused on strategies and policies proven to be effective in sustaining small businesses and entrepreneurship. For more information, visit [www.icsb.org](http://www.icsb.org)

### **About Dell**

Dell Inc. (NASDAQ: DELL) listens to customers and delivers innovative technology and services they trust and value. Uniquely enabled by its direct business model, Dell is a leading global systems and services company and No. 34 on the Fortune 500. For more information, visit [www.dell.com](http://www.dell.com), or to communicate directly with Dell via a variety of online channels, go to [www.dell.com/conversations](http://www.dell.com/conversations). To get Dell news direct, visit [www.dell.com/RSS](http://www.dell.com/RSS).

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<sup>1</sup>Visit [www.dell.com.au/sbaward](http://www.dell.com.au/sbaward) for Dell Small Business Excellence Award official rules.

<sup>2</sup>Dell/ICSB 12-country survey of small-business owners and decision makers, June 2007.