



FOR IMMEDIATE RELEASE

DELL ANNOUNCES AUSTRALIAN FINALISTS FOR THE 2009 SMALL TO MEDIUM BUSINESS EXCELLENCE AWARD

- **Dell, EXCOM Education and Small Enterprise Association of Australia and New Zealand (SEAANZ) Name 10 of Australia's Most Innovative Small and Mid-Size Businesses as Part of 2009 Global Dell Small Business Excellence Award**
- **Entrepreneurial Businesses From Such Diverse Areas as Education Services, Engineering, Analysis Software, Social Networking, Yearbooks, Translation Services, Online Catalogues, Risk Management and even Tailored Sheds and School Dinners.**
- **Finalists Compete to Win US\$50,000 in Dell Technology and Consulting Time with Michael Dell**

SYDNEY, Australia, June 23, 2009, [Dell](#), [EXCOM Education](#), and the [Small Enterprise Association of Australia and New Zealand](#) (SEAANZ), today announced the 10 Australian finalists for the second annual Dell/EXCOM [Small Business Excellence Award](#)¹ in Australia.

- Selected from more than 150 applications by the Australian judging panel and a group of MBA students at Charles Sturt University, finalists receive a Dell business-class laptop to the value of US\$1500, and training vouchers from EXCOM Education to the value of AU\$2370.
- Announced in September, the national winner will receive consulting time with Michael Dell, US\$25,000 in Dell technology, training vouchers from EXCOM Education to the value of AU\$9000, one year membership to SEAANZ, and registration for two people to the annual SEAANZ conference in Wellington, New Zealand valued at approximately AU\$2000.
- Once named, the 13 national winners from [Australia](#), [Brazil](#), [Canada](#), [China](#), [France](#), [Germany](#), [India](#), [Italy](#), [Japan](#), [Mexico](#), [Spain](#), [United Kingdom](#) and the [United States](#) will be considered for the 2009 global Dell Small Business Excellence Award worth US\$50,000 in Dell technology and services and benefits from global partners [International Council for Small Business](#) and [Endeavor](#). The global winner will be announced in US fall 2009.

The Australian 2009 Dell/EXCOM Small Business Excellence Award finalists include:

- [Fusion Books](#), **Perth, Western Australia**, has developed a fast and convenient way to create yearbooks and graduation books. Typically creating a yearbook was stressful and time-consuming. However, Fusion Books streamlines the workflow into a simple and easy-to-use system, which can be accessed online by the whole team. Innovative technology enables Fusion Books to offer low prices to their clients throughout Australia.
- [Connect Language Services](#), **Docklands, Victoria** is Australia's leading language solutions provider, assisting all levels of government and private enterprise to reach new and existing multicultural markets. With over 4000 professional linguists, powerful technological systems

and proven language solutions, Connect offers professional and high quality translation, localisation and on-site interpreting in over 80 languages. In particular, Connect has implemented innovative technology that allows their clients to seamlessly manage their language requirements as well as provide solutions for the long term. These technology-driven solutions have also produced significant upfront and long-term cost benefits as well as significant time savings.

- **[Flexischool Systems](#), Manly, Sydney, NSW** partners with school canteens, both volunteer-run and commercial, to provide a simple and efficient way of receiving, processing and fulfilling daily lunch orders over the internet or using prepaid cards at the counter. The web-based system has been built in-house and includes an advanced Customer Relationship Management (CRM) tool for dealing quickly and professionally with customer (parent) enquiries.
- **[Veritas Engineering](#): Perth, WA**, a finalist in the 2008 awards, a consulting and professional services company that provides tailored engineering solutions and products to organisations in the defence, maritime and offshore, financial services, telecommunications, information technology, and transit industries. Through the use of an online application and development of a strategic partnership with Australia Post, Veritas Engineering, a local consultancy, effectively has over 3,000 retail outlets across Australia.
- **[Sydney Writers' Centre](#): Milsons Point, Sydney, NSW**, through integrated and active social media campaign grew a database of users to become a leading provider of short courses to individuals and corporate groups in magazine writing, travel writing, fiction, book publishing, business writing, online writing and much more. Courses are available face-to-face and online with students enrolling from all over Australia and the world including, the UK, US, Afghanistan, Italy, Hong Kong, Singapore, The Netherlands, France and more. Blog named one of Top 15 business blogs by SmartCompany.
- **[QSR International](#): Doncaster, Victoria**, is the world's largest qualitative research software developer and an innovative leader in its industry. Privately owned, QSR has over 400,000 users spanning more than 150 countries and an estimated 49% share of the global qualitative research software market. QSR's NVivo software allows customers to manage, shape and analyse non-numerical information - including Word and PDF documents, audio recordings, videos and digital photos - allowing them to quickly and easily glean insight and deliver informed, robust findings. NVivo is used by decision makers and researchers in every field, from health and market research, to sport and criminology.
- **[Tgarage](#): Mt Helen, Victoria**, a group of highly experienced Senior Marketers and Marketing IT Specialists with a focus on Word of mouth marketing that has created Vibe Village – social networking site - drawing on consumer's desire for straight, honest and useful product and service recommendations. Vibe Village exists to find the people who are talking about a brand, formalising their role as a key influencer and communicator and then reporting back to customers with measurable outcomes for their brand campaigns.
- **[BuyaShed.com.au](#): Ipswich, Queensland**, an e-tailer of outdoor products including sheds, carports, garages, garden sheds, patios, relocatable buildings and more, revolutionising its market and employing cutting edge online marketing strategies to drive business and pass cost savings onto the customer. Prices are 25% less than competitors due to build to order model and no/low inventory costs.
- **[Catalogue Central](#): South Melbourne, Victoria**, Australia's first online catalogue business, aggregating catalogues and retail offers to advertisers and consumers in one location. With its commitment to delivering uniquely superior marketing analytics and exceptional return on investment, Catalogue Central has more than 260,000 active subscribers and lists Australia's retail elite amongst its clients.
- **[The Personnel Risk Management Group](#), Moonee Ponds, Victoria**, a pre-employment screening company, initiated the first online police checks in Australia and are the leading provider to; the Commonwealth Department which oversees criminal history records in

Australia. PRM was the first in Australia to introduce the online system cutting down time of the checks from 4-6 weeks (for the paper system) to 24 hours. The PRM Group is currently working with international biometric companies to ensure more positive identification of people undergoing police checks and for other purposes.

Global 2009 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.

Australian 2009 Dell/NFIB Small Business Excellence Award Value

- US\$25,000 in Dell products and services;
- Day of best-practice sharing with Dell executives, including Chairman and CEO Michael Dell;
- Training vouchers from EXCOM Education to the value of AU\$9000;
- One year membership to SEAANZ, and registration for 2 persons to the annual SEAANZ conference in Wellington, New Zealand valued at approximately AU\$2000

Quotes:

- “In today’s economy, these businesses are proof that smart IT investments can not only pay off for the business itself, but for their customers as well,” said Deborah Harrigan, general manager of [Dell Small and Medium Business](#) for Australia and New Zealand. “This year’s finalists are applying technology in new, innovative ways--often for the first time in their industries--to break new ground and raise the bar. They serve as strong examples for all our customers of the positive impact IT can have on business success and customer satisfaction.”
- “EXCOM Education is proud to be part of this award for the second year running, and once again the ten finalists selected in the 2009 award are a testament to the world-leading use of technology by Australian small business across a wide range of industries and sizes. The breadth of entrants and finalists also show that innovative use of IT can add value to a successful business in any sector.” Graeme Newey, Director, EXCOM Education.
- “Australian small businesses operate in a highly competitive landscape, they are inherently innovative and often among the earliest adopters of innovative practices. The Dell Small Business Excellence Award offers a great challenge for local innovators to take their ideas off-shore to compete on a global scale.” Christopher Witt, Director of University of New South Wales (UNSW) Centre for Innovation and Entrepreneurship.
- “Australian small businesses are world leaders in developing new ways to face challenges and evolve to meet the demands of an extremely competitive market. SEAANZ are proud to participate in this award supporting Australian small business innovation on a global stage.” Margaret Drever, President, SEAANZ, Associate Professor, Charles Sturt University.

Links to Additional Information:

- www.dell.com.au/sbaward
- [Video with Heather Gorringer, 2008 global winner and founder of Wiggly Wiggles](#)
- [Video with 2008 Australian winner and founder of Task Retail Technology Pty Ltd](#)

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

About Dell

As the visionary outcome of a [true entrepreneur](#), Dell (NASDAQ: DELL) is committed to helping [small and medium businesses](#) solve their technology challenges, ease business pain points and draw greater value from IT. With [Optiplex](#) – the world’s No. 1 business desktop, new [Latitude](#) laptops, the designed-for-small business [Vostro](#) line, energy-efficient [PowerEdge](#) servers and [Dell ProSupport for Small and Medium Business](#), Dell is here to support entrepreneurs every step of the way.

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