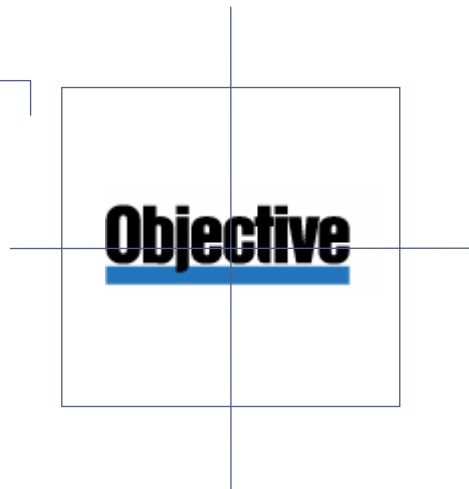


Bridge building an important part of a portal

Interview with Mike Ross, New Zealand Country
Manager of Objective Corporation Solutions
NZ Limited

By Tina Dustdar,
eMarket Services,
New Zealand Trade and Enterprise



Industry	Information Technology
Location	Wellington, New Zealand
Company	Objective Corporation Solutions NZ Ltd
URL	www.objective.com
Products traded	Information Technology software and services, in particular Enterprise Document and Records Management Software.
Company Description	Objective Corporation is the fastest growing vendor outside of North America in the Enterprise Content Management sector of the software industry.
E-marketplace	Internal Objective Community Forums GETS - www.gets.govt.nz Tenderlink - www.tenderlink.com Tenders.net - www.tenders.net
Description	GETS is an online 'bulletin board' that publishes details of current New Zealand government tenders and opportunities. The GETS service also includes TenderWatch, which automatically alerts suppliers, by email, of newly listed government opportunities.
Lessons Learned:	<p>Bridge building is an important part of the portal and I find a B2B portal is as much about the people that drive it as the technology that drives it.</p> <p>The portal is only as good as the people that make it work. My interaction with the people behind the portal is crucial, and because I have a great relationship with the people that drive it I have benefited a lot from the portal.</p>

Please tell us a few words about your company

Our company operates in the Enterprise Content Management market space, supplying Information Technology software and services, and in particular Enterprise Document and Records Management Software including sophisticated Case Centric Workflow. Our parent company Objective Corporation is headquartered in Sydney; it is listed on the Australian Stock Exchange (ASX: OCL) and employs over 160 staff worldwide.

How did you come to consider using the GETS e-market for doing business?

Members of our sales team search for and evaluate tenders that are published in the target markets we operate in. The GETS portal is very active in listing tenders in all three of our key targeted vertical markets, this is a real benefit.

GETS is also very accurate, notifying us of tenders that are most relevant to us. This is quite important as we are interested in very specific entries that are on the portal.

What made you choose the GETS portal?

We chose GETS because it is strong in the industries we trade in. GETS covers the three key market verticals that we operate in. These are: central government; local government bodies and district councils; and energy / infrastructure companies and projects.

Accuracy is also a very important aspect, and what I find makes a portal the most accurate isn't necessarily the technology but also the people that are driving it. The portal is only as good as the people that make it work. The people at GETS regularly contact me to see how I use the portal, make sure I get from the portal what I need and my search parameters are correct.

Because I have a great relationship with the people that drive GETS and they understand our business, I have benefited significantly from the portal. I find the interaction with the people behind the portal is crucial.

Are you also trading on other e-markets?

We also use other portals, such as Tenderlink and Tenders.net, which is an Australian portal. We use the Tenderlink portal particularly in our activities with local government, in case tenders are posted there before they are published on GETS.

The most important portal for us is our own internal portal called Objective Community Forums. This is a global forum where my colleagues post information on tenders across the world. For example if a colleague in our Scotland office hears of a tender or opportunity in New Zealand he can publish it there.

I observe activities on these four portals every day. The most important for me is our own Objective Community Forum, and the second most important is GETS.

What was the major benefit provided by GETS?

GETS provides information on tenders all over the country, so our coverage is not limited to only the sales team based in Wellington. We have access to tenders from Kerikeri, in the North Island of New Zealand, to Invercargill, in the South Island.

GETS also allows me to consolidate the tenders so I capture items most relevant to us.

Were there any difficulties in using the electronic marketplace?

Not at all with GETS. Some of the other portals we use are too broad and list projects that aren't relevant to us.

I find these portals also of less value than GETS, as I have little interaction with the people that are running them.

In summary how would you describe your experience with GETS?

Our experience has been very good; this is mainly because of the people driving it. The technology is also good as it is a nice portal to use; it searches very well and has useful features, takes into account our different e-mail systems and is easy to interface with.

GETS has helped us to build bridges to clients as it has alerted us of opportunities to bring companies together – bridge building is an important part of the portal.

Do you think this is the way New Zealand companies should do business in the future?

Yes and no.

Yes, because of the consolidation perspective. And yes because of the coverage perspective that allows me to cover tenders all over New Zealand cost-efficiently.

No, because in a B2B transaction relationships are very important to figure out specific business opportunities and understanding client requirements. To be effective, we can't rely only on the portal and react to tenders that are posted there, we need to build the necessary relationships first, to gain an understanding of organisations' business requirements that will subsequently allow us to successfully bid on those contracts.

A portal is only a supplement to the way we operate in the market. We pro-actively promote our brand in our three key verticals and develop key relationships, the GETS portal supplements this.