CONNECTING QUEENSLAND

Qld Government launches new telecommunications group

A new telecommunications group has been launched by the Queensland Government to ensure the Government gets value for money from its new whole of Government telecommunications agreement and to maximise benefits for tele-communications users.

Q ueensland Telecommunications (Q-TEL), a new business unit within the Administrative Services Department is headed up by General Manager, Fred Nicolosi.

Mr Nicolosi said Q-TEL had a critical role to play in implementing the Government's new direction towards coordinated telecommunications service.

"Q-TEL will manage the contract with the new Telecommunication Facilities Manager, Pacific Star Communications (Qld) Pty Ltd and assist telecommunications users to take maximum advantage of purchasing services through Pacific Star," he said.

On 25 August, the Government appointed Pacific Star Communications (Qld) Pty Ltd as its Telecommunications Facilities Manager.

Under the Agreement for Telecommunications Facility Management Services between the Government, Pacific Star and its subsidiary SunNET Pty Ltd, Pacific Star will act as a broker and aggregate the demand for telecommunications

From Left, Michael Begun and Fred Nicolosi

service and equipment across the Queensland Government to reduce costs from carriers (currently Telecom Australia and Optus Communications) and other service providers (such as AAP Telecommunications) to the Government.

The appointment came after one year of intensive review conducted into State Government telecommunications activity and prompted by the deregulation of the telecommunications industry by the Federal Government.

The review, undertaken by the Telecommunications Strategic Coordination Committee (TSCC) (now a Committee of the Information Policy Board (IPB)), was designed to enable the State Government to improve telecommunications management by lowering telecommunications service costs, improving user services and stimulating industry development.

Mr Nicolosi said Q-TEL would support the TSCC, IPB and other Government bodies to develop Government policies related to telecommunications strategy, industry development, community services, pricing, human resources and skills transfer and State-owned telecommunications infrastructure. This would be achieved through Q-TEL's role as secretariat to the TSCC.

Michael Begun
MANAGING DIRECTOR
PACIFIC STAR
COMMUNICATIONS P/L

Mr Michael Begun was appointed Managing Director of Pacific Star Communications in September, 1992, following the awarding of the Queensland Government's $100 million telecommunications systems management contract.

Pacific Star will act as broker for the Government negotiating all voice, data, facsimile and audio-visual service and equipment needs and has projected a saving of $90 million over the life of the five-year contract.

Mr Begun is also responsible for the management of Pacific Star subsidiary company, SunNET.

Mr Begun, 44, has more than 20 years' experience in the electronics and communications industries in the United States having previously worked for Pacific Star's parent company, Bell Atlantic International, with responsibilities including the development of new business opportunities in the Asia-Pacific region.

Mr Begun was formally Principal of Systems integration and software development company, Technology Concepts Incorporated, (TCI), which was acquired by Bell Atlantic in 1986.

Mr Begun was responsible for the establishment of TCI, the management of technical staff and setting business strategy which saw the company grow to a staff of 100 prior to its acquisition by Bell Atlantic.

Mr Begun was also a member of the Board of Directors of Technology Concepts, a Bell Atlantic company, between 1986 and 1990.

Prior to establishing TCI in 1981 he worked as a network architect for Digital Equipment Corporation in Massachusetts and prior to that with Hazeltine Corporation as an electrical engineer involved in developing products for aerospace applications. ∎

Michael Begun - Managing Director

➤ continued from page 1

He said the TSCC is also responsible for ensuring coordination of telecommunications across the whole of Government and implementation of the relevant IPB Information Standards.

Q-TEL will work with User Sub-Committees which are being established to ensure that User requirements are addressed and that telecommunications issues across the whole of Government are resolved cohesively.

Mr Nicolosi said there were clear financial advantages stemming from the Agreement.

"The Government is likely to save more than $90 million in the five years to 30 June 1997 through the appointment of the Tele-communications Facilities Manager," Mr Nicolosi said.

"Pacific Star as the Facilities Manager will achieve cost savings by aggregating User demand, rationalising that demand and then through a competitive process meet that demand using carriers and service providers."

"Aggregation and Q-TEL's role in assisting and advising Users will mean increased demand for service. This coupled with the appointment of Pacific Star is the catalyst for untold growth and impetus for development of international competitiveness and export focus in the telecommunications and business sector."

Mr Nicolosi said the spin off for telecommunications suppliers from the Agreement was that Pacific Star had made a commitment to foster industry development (in accordance with the new State Purchasing Policy) by using Queensland companies and would commit a percentage of revenue to a fund to stimulate local industry initiatives.

Mr Nicolosi said Q-TEL had its work cut out for it over the next few months.

"We've got to establish User Sub-Committees to deal with specific issues in voice/carriage, data, and mobile telecommunications and State Owned Telecommunications Infrastructure (SOTI)," he said.

" This will be in addition to our own roles of assisting Users to negotiate service agreements with Pacific Star and monitoring and reporting on service agreement performance and quality, and customer satisfaction."

Mr Nicolosi said that all agreements between the Government and Pacific Star's suppliers would be transacted through SunNET as its fully owned subsidiary.

"We've formed SunNET Pty Ltd to ensure continuous service to Users that will extend beyond the term of the Agreement with Pacific Star," he said.

"The scope of the Agreement encompasses State Government agencies, Local Government Authorities such as the Brisbane City Council, Federal Government Agencies and universities within Queensland."

Mr Nicolosi said he could see considerable benefits flowing from the new Agreement particularly as Q-TEL and Pacific Star had already developed a close working relationship with a number of major Users including CITEC Queensland Health, Queensland Education Department and TAFE-TEQ.

"I'm very happy with the degree of interest shown by organisations such as the Queensland Police Service, Queensland Rail, Queensland Electricity Supply Industry and the Brisbane City Council to become participants in the Agreement," he said.

"The appointment of Pacific Star - a company with a proven record of experience and commitment to service and improve government telecommunications - will provide a telecommunications framework that is conducive to economic growth and industry development to the benefit of all Queenslanders." ∎

Pacific Star Congratulates Queensland Government on Contract Start

The Queensland Government has confirmed its choice of Pacific Star Communications (Queensland) Pty Ltd as its Telecommunications Facilities Manager by signing a formal five-year contract. The contract will be fulfilled by Pacific Star's Australian company, SunNET, which is utilising local expertise in partnership with the best available international talent.

Pacific Star, a partnership between Telecom Corporation of New Zealand and Bell Atlantic Corporation beat 14 other applicants for the contract to manage the State Government's $100 million a year telecommunications system.

Pacific Star will act as broker for the Government negotiating all voice, data, facsimile and audio-visual service and equipment needs and has projected a saving of $90 million over the life of the contract and committed to industry research and development.

Pacific Star will provide facilities and management services for the Queensland Government's internal telecommunications network, which links agencies and departments spread over more than 60 major locations and 60,000 users throughout the state and also links to public telecommunications providers such as AOTC and OPTUS.

Pacific Star Chief Executive, Mr Bob Donaldson, congratulated the Queensland Government on the professional manner in which it has approached the tender. He also announced the appointment of Mr Michael Begun as Managing Director of Pacific Star Communications (Queensland) Pty Ltd. Mr Begun was formerly President and Chief Executive of Technology Concepts Incorporated (TCI), a systems integration and software development company acquired by Bell Atlantic in 1986.

"Mr Begun's experience in managing TCI will be a great asset in the development of Pacific Star Queensland," Mr Donaldson said Mr Donaldson also said that Pacific Star Communications (NSW) Pty Ltd, is one of three bidders for the contract to build and manage the New South Wales State Government network.

Mr Begun said the Queensland Government's choice of Pacific Star indicated the importance of the outsourcing industry which was emerging in Australia for telecommunications business.

Mr Donaldson said the 1990's would be a period of significant and rapid change in the way in which Australian governments and businesses managed their telecommunications needs and future directions.

"All businesses, including government departments and their statutory authorities, are looking at ways in which they can become more efficient, more competitive and add to Australia's ability to compete internationally," he said.

"A major part of any country's competitive advantage lies in its telecommunications network and the speed with which such networks can adapt to new demands."

The contract signed by Pacific Star and the Queensland Government on August 25, follows the naming of Pacific Star as the preferred supplier on June 4.

The Pacific Star consortium includes Queensland Systems Integration (QSI) and BHP Information Technology (BHP-IT) with further agreements being negotiated with other Queensland companies to provide expertise in systems integration, software development and the local market.
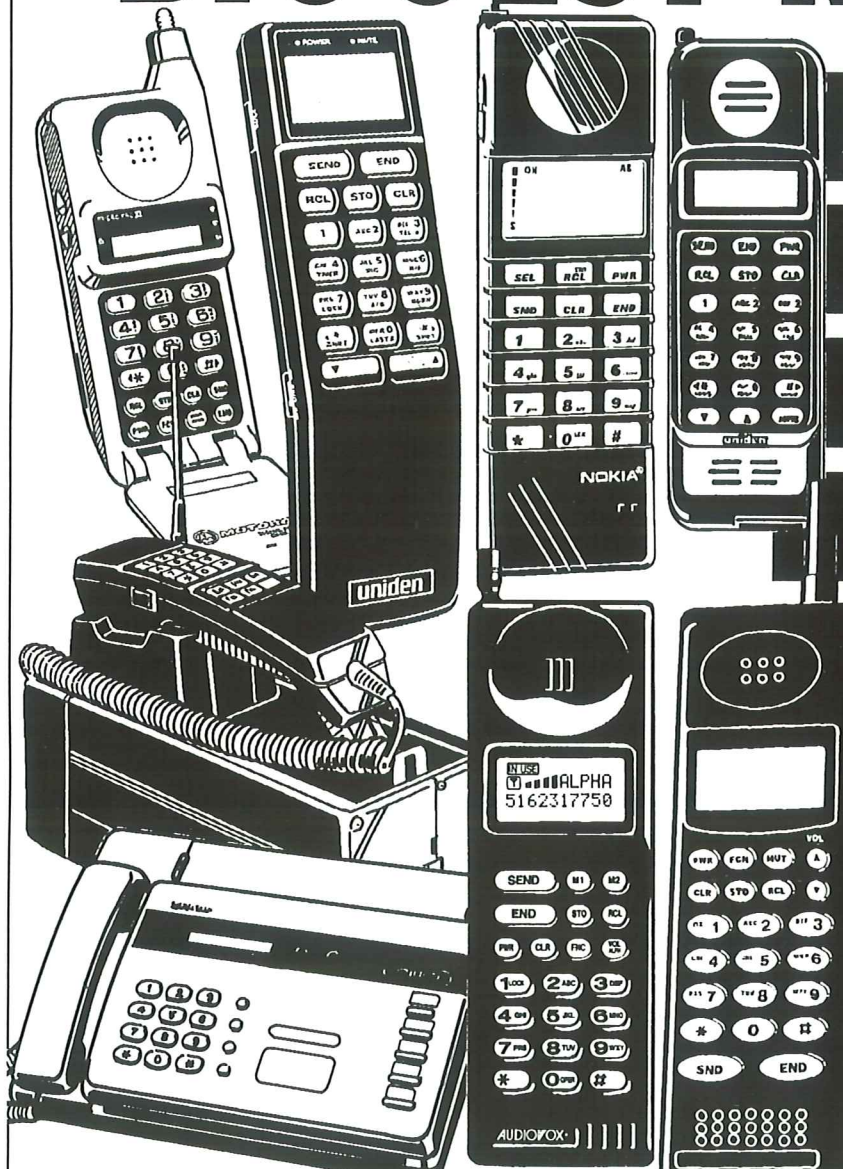
Mr Donaldson said Pacific Star was totally committed to partnerships with Australian industry so that local technology suppliers could share in the benefits of increased competition and the special expertise which international firms could bring to the Australian marketplace. ∎

From left to right: Ross Pitt - Deputy Director General - Administrative Service Department, Craig Greville - Telecom Corporation of New Zealand Limited, Robert Donaldson - Managing Director Pacific Star Holdings, Harry Pettit - Managing Director Bell Atlantic International.

NEC Excellence in Australia wins export markets

In a classic case of shipping coals to Newcastle, telecommunications company NEC Australia is currently targeting Asia for export sales with a product rivalling the original Japanese designed product.

The company has wide ranging export plans for the future.

There is a common perception that all things electronic are made in Asia. Not so, there are Australian companies manufacturing in Australia and exporting telecommunications and electronic goods to world markets.

That's the story with NEC Australia's mobile phones.

NEC Australia will target Asia for export sales of its new P5 mobile phone in an aggressive bid to win new markets in the region.

And it will use its new status as the first NEC Company in the world to be awarded an international company-wide quality standard to give it a competitive edge.

Senator Robert Collins, Federal Minister for Transport and Communications, recently launched the production of the first shipment of NEC phones bound for Asia and presented NEC Managing Director, Mr Aiji Harada with the company's AS3901 Quality Certificate.

Mr Harada said NEC Australia hoped to double its exports of mobile phones to Asia this year.

"We estimate that we could ship more than 18,000 P5's to Asia this year. With the continued export of the P3 to Asia, NEC expects to double the company's 91-92 exports of cellular phones to the region." 5,000 locally produced P5 mobile phones were exported to the United States within weeks of the company starting production at its Mulgrave manufacturing site in May.

The Australian company has achieved product quality levels for its cellular phones which rival those of NEC Corporation in Japan and leads the market with some 35% to 40% of market share.

Mr Harada said much of the company's success could be attributed to its pursuit of 'quality goals'.

"In today's competitive environment quality must be evident in every part of a company's operations - not just the final product."

"The implementation of a company-wide 'Total Quality Management' program last year and this achievement of our new international quality standard will help strengthen NEC's bidding position within the highly competitive telecommunications industry," he said.

The AS3901 quality standard complies with the ISO9000 international quality standard series which defines quality management systems for design, production,

Left to Right: Mr Aiji Harada, Managing Director of NEC Australia receives the company's new AS3901 International Quality Certificate from Federal Minister for Transport and Communications, Senator Robert Collins.

development, installation and service.

The ISO9000 series may become mandatory for companies wishing to export to the European Community after March 1993, providing a further boost for NEC Australia's potential to export to Europe.

NEC Australia has embarked on an Asian export marketing push in recognition of the need for the company to develop new export markets for its line transmission equipment (including fibre optics), radio communications equipment, PABX/business communications systems and cellular products.

The company has in the past focussed its export marketing activities on the Oceania region of Australia, New Zealand and Papua New Guinea.

NEC Australia is now targeting Asian countries such as Cambodia, Laos, China and Vietnam to develop markets for the company's fibre optic transmission systems and multiplex and protection switching equipment and its digital echo canceller.

NEC's Asian export strategy has recently been successful in securing business for the company in China as a subcontractor to Olex Cables.

The company will supply optical fibre transmission and digital multiplex equipment linking three cities, Chengdu, Xian and Zhengzhou in South West China.

A number of South-East Asian countries including Thailand, Singapore and Malaysia have shown early interest in NEC's Advanced Attendant Console (AAC), currently under development in Queensland.

NEC Australia is working with the consortium of university, government and private enterprise software developers based in Brisbane to develop the software product.

When released, the AAC will represent the latest and most sophisticated development of the NEAX 2400 PABX.

The United States has also shown strong interest in NEC products, including a sophisticated computerised telephone systems for prisons and an Automatic Call Distribution/Management Information System (ACD/MIS) which speeds and smooths the flow of incoming calls, yielding productivity gains of up to 40%.

Under its 'Partnership for Development' Agreement with the Commonwealth Government, NEC Australia is progressively increasing its research and development spending and also its exports of locally manufactured products.
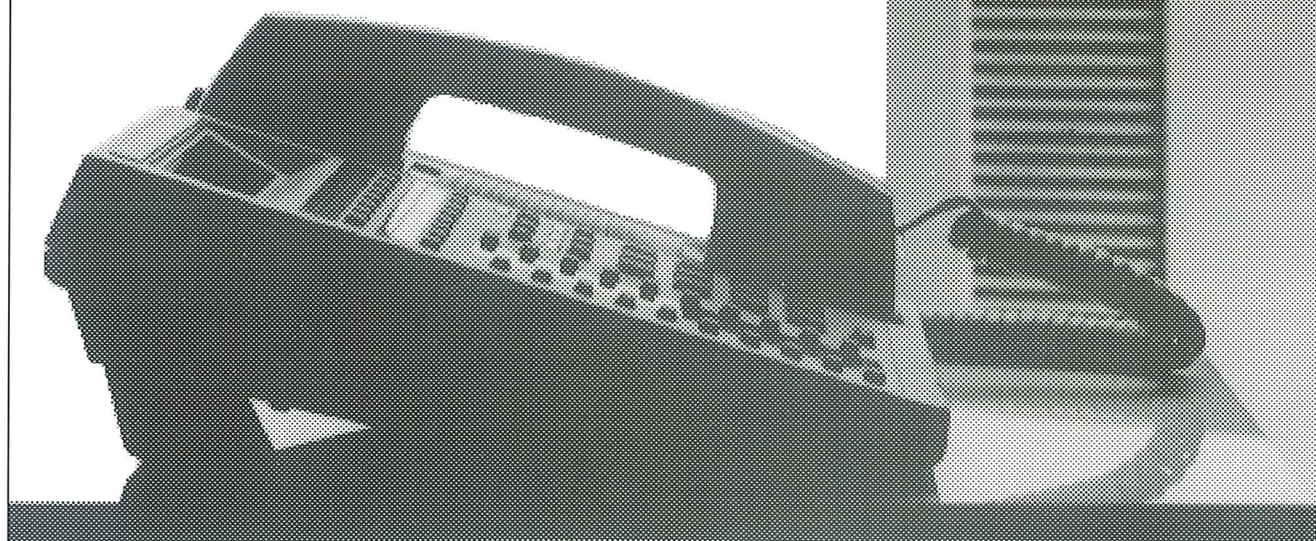
Yes, competition is a Reality

The telecommunications industry in Australia has, over the past two years, undergone significant and fundamental change that has resulted in the introduction of competition into what has been a monopoly market since Federation and already the benefits of competition are being felt through lower prices and greatly improved customer service.

A new privately owned Australian company, OPTUS Communications Pty Ltd, has been established to compete fully in the Australian and international telecommunications markets. Established in late 1991 OPTUS won the right to purchase AUSSAT Pty Ltd and obtain licences allowing it to compete.

OPTUS, which commenced operation on 31 January 1992, will spend more than $4 billion over the next five years to build the world's most advanced telecommunications network spanning the entire continent.

On 15 June, less than five months after commencing operation, OPTUS introduced Australia's first competitive mobile telephone service. Optus Mobile services were introduced to Queensland in July and have been progressively "rolled out" to the other Australian states since that time. Three months later more than 20,000 mobile phone users are satisfied customers.

Long Distance services will be operating from Sydney, Melbourne and Canberra by year end and will be available from Brisbane by mid 1993.

Work is well advanced in surveying the Optus fibre optic cable route from Sydney to Brisbane and plans to install a fibre optic loop around the Brisbane CBD are advancing. The loop will enable Brisbane-based customers to connect directly to the Optus network.

Optus also plans the introduction of its fully digital GSM mobile services during the first half of 1993.
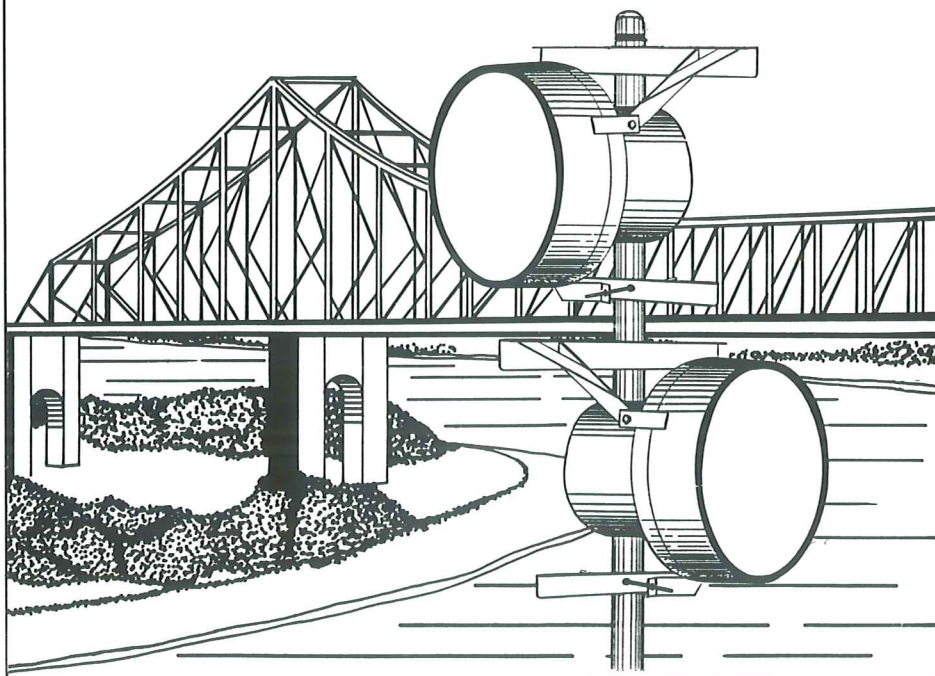
These enhanced mobile services will be progressively extended throughout the continent and by 1997 will be available to extended coverage zones nationally.

Later in the year the Optus mobile services will be extended to make possible 100% coverage of the Australian continent and its offshore regions when the world's first mobile satellite service, MOBILESAT,

WE'RE HERE
TO MAKE A
DIFFERENCE

OPTUS
communications

Long distance and mobile

PATTS J2707

Telecommunications - a competitive tool for business

In the 1980's computers gave businesses the competitive edge, but in the 1990's businesses must rely on the wise use of their telecommunications in order to stay ahead. Life is getting fast, cheaper and more flexible in the telecommunications game and the way to stay ahead, according to the Australian Telecommunications User Group's (ATUG) executive director,

Wally Rothwell, is to understand what this new telecommunications environment is all about.

To ensure that users are kept abreast with developments in the telecommunications industry, ATUG is holding a one-day seminar and exhibition on October 22nd, 1992 in Brisbane. The seminar, titled "How to benefit from Telecommunications Deregulation" will discuss the

opportunities and potential benefits that the new era in telecommunications will offer to all users including small businesses and large organisations.

Topics to be covered include global personal communications; telephone options for businesses; the new public mobile network; ISDN; and service providers. Other highlights include a presentation by Optus Communications on the new era in telecommunications and a presentation by AOTC on its commitment to telecommunications users. ■

ATUG

Queensland
Seminar and Exhibition

How to Benefit from TELECOMMUNICATIONS DEREGULATION

The Australian Telecommunications Users Group (ATUG) is proud to announce the ATUG Queensland Seminar and Exhibition to be held in Brisbane on 22nd October, 1992.

The one day event will highlight the opportunities and potential benefits that deregulation will offer to all telecommunications users including small business and large organisations.

ATUG in association with TSN 11 will also be broadcasting the event via satellite to the regional areas of Bundaberg, Gladstone, Rockhampton, Mackay, Townsville, Cairns and Mt Isa.

For details contact: Events Etc. Pty Ltd on (07) 870 5398

Cost of Seminar: ATUG Members $130
Non-members $150
Location: Hilton Hotel, Level 5, Elizabeth St, Brisbane
Date: Thursday 22nd October, 1992
Time: 8.00am - 7.00pm

Delegates should note entry into Exhibition & Video-conference viewing is FREE. Business cards will be drawn at the Exhibition for a chance to win two VOXSON MOBILE PHONES.

The ATUG Queensland sponsors include:

Telecom Australia AT&T Business Communications Systems TSN II OPTUS communications MINTER ELLISON MORRIS FLETCHER FAD TELECOMMUNICATIONS A better deal for business. ERICSSON PACIFIC STAR CITEC

Launching the first export shipment of NEC's P5 mobile phone to Asia, the Federal Minister for Transport and Communications, Senator Robert Collins welcomed NEC Australia's focus on Asian exports adding that this strategy was in line with the federal government's policy.

"With so much equipment being imported into Australia it is indeed reassuring to see locally manufactured products being dispatched the other way around." ■

begins operation using the Optus B1 satellite recently launched from China.

OPTUS PTY LTD, which is owned by Mayne Nickless (49%), The AMP Society (19.6%), The AIDC Telecommunications Fund (19.6%) and National Mutual (11.8%), holds 51% of the shares in OPTUS Communications. The remaining 49% is held equally by two major overseas telecommunications companies, BellSouth from the US and Cable and Wireless from the UK. ■

Voxson: The International Mobile Phone Made at home

Mr Nicholas Longginou, Voxson's Export Director, tells us that Voxson has found a way to crack the Asian market...

"We sold them (the Asian market) Australian made home Hi-Fi at crazy prices just to compete with their locally produced goods. We realised that this was a dead end and began to concentrate on the higher value added products. Our product development team decided that telecommunication was a weak area for the Asians as they lacked the technology."

Since Voxson's Directors identified cellular technology as the cheapest way to improve Asian communication networks, Voxson has developed its own software and hardware, enabling them to become independent of transferred technology from Japan.

One of Voxson's greatest strengths is the ability to pick-up projects from research and development and take them to production within a short period of time enabling Voxson to deliver the latest technology product to the market. Voxson has linked up with the Queensland University of Technology to develop digital GSM software in Australia. Most other companies currently involved in GSM have their headquarters in Europe.

Voxson now exports products to companies such as Samsung Technology, Swire Group, Goldstar Telecommunication and many other conglomerates in Asia. Voxson is now entering into a programme with Novatel Canada and Japan Radio Co., to transfer technology to Voxson, enabling them to develop cellsites for AMPS/ETACS and digital AMPS, tapping Asian and American markets.

Voxson commenced operations in 1969, initially manufacturing car audio products, a range of colour televisions and home Hi-Fi centres. From small beginnings, Voxson has evolved and expanded to become a household name and diversify into areas such as telecommunications.

Voxson has always prided itself on the quality of the products it produces. The cellular communications equipment sold by Voxson must meet rigorous quality standards set by the company. Products are built to withstand heavy use in a variety of conditions with stylish and functional design. This combination has been Voxson's competitive edge over rival companies. Voxson is licensed by Austel to manufacture cellular mobile telephones in Australia. The Voxson facility at Eagle Farm is of international standard is able to produce a minimum of 10,000 phones per month and can provide employment for 1,000 plus. The modern manufacturing plant and process is designed for the highest efficiency and the quality system (AS 3902) ensures that the Voxson product meets 0% defect after production. Voxson is accredited with the AS3902 Quality Certificate and complies with the ISO9002 international quality standard series. Voxson will have AS3901 Quality Certificate by the end of the year. Voxson has its own plastic injection plant and all plastic components for the phones are produced at Eagle Farm. Voxson uses Australian made components where ever available and only the highest quality parts are purchased from other countries enabling Voxson to produce a world competitive product.

This is a time of opportunity for Voxson, with the company poised on the verge of large scale international presence. The infrastructure has been steadily developed to the point where the company is confident that it is more than able to provide the framework for a truly international communications company. ∎

The new Voxson 999 places a Queensland made mobile phone at the forefront of the international market.

Eagle Farm production facilities.

Phones are Becoming Smarter and Smarter

Interquartz (A'Asia) Pty. Ltd. has been selling and supporting its range of business telephones for the last ten years. Interquartz Managing Director Roger Menzies says that the company has sold just on two million business phones into large corporations, hotels, Federal and State Governments, Councils and OFM customers. Menzies states that the main aim of his company is to support the customer base which in turn ensures his sales replacement market with of course, quality product.

> *"The smartest, lowest price basic business phone called the IQTEL 80"*

Interquartz will be releasing many new phone products in the next twelve months. The first new product is as quoted by Menzies, "The smartest, lowest price basic business phone called the IQTEL 80". Other new products will be Telephone Headsets, and the availability of "Paging" incorporated in the Interquartz telephone range of products. Interquartz will also be incorporating a non volatile, custom programmed Eeprom facility into certain new models. This feature will allow custom programming of PABX facility commands for easy one touch access by the Interquartz phone. With their own sales and service offices in Brisbane, Sydney and Melbourne, and contracted service nationwide, Interquartz believe that they can win your business if you allow a presentation. ∎
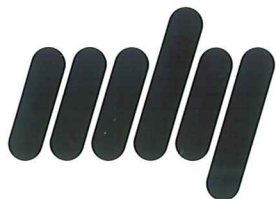

CONGRATULATIONS TO PACIFIC STAR FROM QUEENSLAND SYSTEMS INTEGRATION AND OUR SHAREHOLDERS

MINCOM

QCOM SYSTEMS & SOFTWARE

stallion technologies

DIALOG INFORMATION TECHNOLOGY

QSI up and Running

Just less than twelve months ago, a new company was formed to address the growing market in systems integration. Four successful Queensland companies contributed money, resources and support to get Queensland Systems Integration launched.

"Systems Integration" is a relatively new term to the information processing field. It means tackling big projects, and guaranteeing the results, often including everything from new computers and software to training and supporting the staff, to actually running the computers in a "hands off" approach for the client.

Systems integration requires skills, but more importantly it takes organisation and processes, which are commonly labelled a "methodology". QSI was born with 500 skilled individuals at call from the shareholders, but the methodology had to be developed. Today it is a proven process which tracks every detail along the path of a project of any size.

QSI has achieved some major milestones in its short history. One of the most significant is the partnership it formed with Pacific Star to address the Queensland Government telecommunications contract. Success here has ensured that QSI develops key skills in installing and supporting complex telephony systems. It also ensures a reliable source of business to keep the organisation growing according to plan.

In addition to this key milestone, QSI was also successful recently in

---

QSI has achieved some major milestones. One partnership it formed with Pacific Star to address the Queensland Government telecommunications contract

---

gaining one of 16 places on the Federal Systems Integration Panel. This was accomplished in the face of competition from more than 50 major suppliers of systems integration.

For those unfamiliar with a 'panel contract,' it is a system used by both the Federal and Queensland Governments to pre-select products or services. This means that the costly tendering process need not be used every time a department wishes to purchase an item which is on such a panel. Crucial to QSI's selection for the SI Panel is their independence from hardware vendors, and their commitment to utilising Australian skills and products to address every bid situation. Subsequent to that announcement, QSI instituted a Capabilities Register of Australian information technology firms. More than 100 firms have expressed interest in registering their corporate details, which will enable QSI to identify the best Australian solution to each individual situation.

The coming year for QSI appears to hold many new milestones. Development of a presence in Canberra, and the first export opportunities into Asia are top on the priority list.

QSI recently formed a new division to deliver mainframe to Unix re-engineering tools, an area of immense interest as well as enormous competitive advantage. Offering a set of automated tools and specialist services dubbed "Mainframe Liberator," it is possible to effectively draw a curtain in front of disparate systems, and present a graphical interface to users on any of the popular workstation architectures.

In total, the work in tele-communications coupled with re-engineering, should serve to put QSI on the world map as a Queenslander with something to offer. ∎

AAP Telecommunications Expanding

AAP Telecommunications (AAPT) has made a commitment to serve both government and private enterprise organisations through its expanding Australia wide network.

In the past year AAPT has enabled major government communications operations in several states to record significant savings on telecommunications operating costs.

Government telecommunications operations in Queensland, Victoria and South Australia have all used AAPT's network to reduce interstate and overseas call costs.

In Queensland AAPT has helped reduce costs for the government network through newly appointed facilities manager, Pacific Star.

AAPT will shortly make Queensland the first state in its Australian network with two major switches on line.

The second switch will be installed on the Gold Coast to cope with a rapid expansion in traffic from the region.

The Gold Coast switch will join the major AAPT switch already commissioned in Brisbane.

AAPT chief executive, Mr Barry Wheeler, said growth in Queensland telecommunications traffic is in excess of the company's expectations.

"Queensland is the fastest growing region of Australia and AAPT has made a commitment to service this region," said Mr Wheeler.

"The potential for a third switch in Cairns is also a possibility with sustained growth in that region," he said.

Mr Wheeler said that AAPT's Queensland expansion was at this stage almost a year ahead of its original plan for the state.

A similar state government telecommunications operation in Victoria, Vistel, currently switches 45,000 interstate and overseas calls per month through AAPT's network.

Vistel claims the switch to AAPT has brought extensive savings for the Victorian government.

The Victorian government spends almost $116 million per year on telecommunications with almost forty million calls a year through the network.

Similarly in South Australia the state government communications agency, State Systems, is on track to record savings of almost $150,000 this year as a result of joining the AAPT intelligent network.

State Systems Communications Branch Manager, Mr Philip Milsom said the use of AAPT's intelligent systems was a factor in meeting the organisation's key objective of reducing the government's expenditure on telecommunications.

The South Australian network has more than 12,000 extensions with more than 300,000 calls per year.

It currently spends more than $10 million worth on state government communications each year.

AAP Telecommunications is an international joint venture operation formed by AAP Information Services of Australia, MCI Corporation of the USA and New Zealand's Todd Corporation.

AAPT, which was the first competitor to AOTC when the market was deregulated in mid 1991, provides a range of voice and data services.

These services are provided through a network of switching exchanges in capital cities and the Gold Coast and high capacity trunk lines leased from AOTC.

AAPT offers an alternative to the services supplied by conventional carriers for businesses and government organisations. ∎

Beat down the cost of your business long distance calls.

Call 008 802 818.

Competition in telecommunications means business has a choice. Right now AAP Telecommunications, the specialists in business telecommunications, has a range of products and services ready to help business communicate more efficiently and cost effectively. If your company spends more than $5000 per month in long distance calls, and you'd be surprised at how many companies do, let us show you how to save thousands of dollars. No catches, or new equipment needed. Just a better way of doing business. Don't beat around the bush. Call today.

TELECOMMUNICATIONS

A better deal for business.

NEO ONE 633

The Quality Queensland Communications Connection

Q-NET Australia has long enjoyed a mutually beneficial association with the Queensland Government, providing a series of communications options to a diversified departmental listing, - from railways to police.

Working in close harmony with government and private enterprise has afforded Q-NET Australia the opportunity to offer a credible communications service, second to none.

Q-NET Australia now looks forward to expanding that association with the Queensland Government through the recently appointed facilities management organisation - Pacific Star Communications.

Perhaps one of the major reasons behind the growing acceptance of

Q-NET 'sits' down with each individual client in order to develop the very best service to suit quite specific needs, and ....
at the most competitive price

Q-NET services, in both government and private enterprise sectors, is the fact that the communications company actually 'sits down with each individual client' in order to develop the very best service to suit quite specific needs, and ..... at the most competitive price.

The Australia-wide communications group has successfully pursued that philosophy with clients from Roma to Brisbane, Charters Towers to Melbourne, Hobart to Perth and Darwin to Mount Isa - utilising both terrestrial and satellite services, designed to match each client's individual requirements.

Marketing Manager of Q-NET Australia, Ian Martin, stresses the fact that whilst the company is using terrestrial bandwidth to the major Australian and Queensland population centres, when planning services for clients, it also provides a variety of options utilising the extensive satellite network.

This is the case with Atlas Copco, the national manufacturer of large electrical generators and compressors, with a communication system which stretches from its Blacktown NSW headquarters to all points of the continent, each of the capital cities, and with regional Newcastle.

In Queensland, another example of 'specialised product service' is illustrated with the Q-NET Australia connection and Queensland Railways. Queensland Railways staff worked closely with Q-NET's sales support engineer Stuart Low, when installing a service which was precisely designed to their specifications. Smaller sites do not always justify having expensive synchronous IBM terminals like the major centres, so the smaller stations use an asynchronous terminal - with Q-NET Australia providing a customised emulation facility as part of its network service. This gives the asynchronous terminal the same functionality as its more expensive counterpart.

Now, together with Q-NET's competitive tariffs, this feature has enabled the smaller one and two person stations to have access to the on-line system. Ten small stations, some reasonably isolated, are now linked with Brisbane facilities, giving an immediate response to enquiries on freighting and ticketing facilities.

Managing Director, Rick Strangman, says his company only recently renewed its strong ties with the Queensland Government, completing negotiations which sees a new terrestrial communications system connecting each of the major regional centres throughout Queensland. The system was established due to the continuing rapid expansion of government services, and now the 'mix of systems is perfect to cover. ■

PHOTO; 'Biloela's Station Master, Peter Radburn (standing) with Deputy Station Master Brian Harvey at the keyboard'.
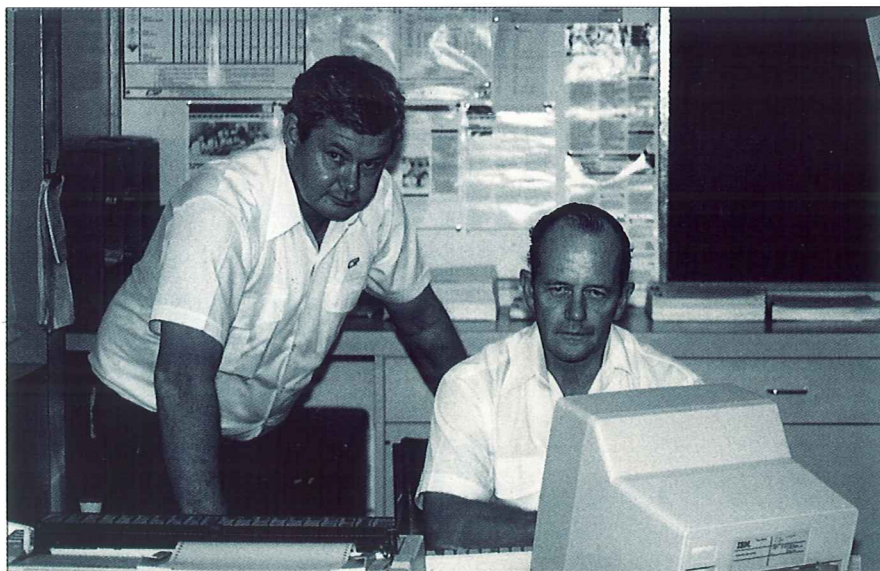
NOW YOU'RE TALKING

That's a typical response when the Q-NET Australia approach to service and price is introduced for a whole range of communications options ....

Dial-up .... Q-NET *Dialpoint*
Leased lines .... Q-NET *Pathfinder*
Digital data/voice .... Q-NET *Vector*

You'll achieve substantial savings with all our products. Just check the following comparisons of Q-Net *Pathfinder* against Telecom.

DATA CIRCUIT	COST PER ANNUM*			
	TELECOM			Q-NET PATHFINDER
	DDN $	DATEL $	ISDN $	$
Mt Isa - Townsville 19.2Kbps	15,336	NOT AVAIL	18,660	14,326
Brisbane - Mt Isa 9.6Kbps	20,460	15,216	20,664	12,446
Rockhampton - Gladstone 9.6Kbps	13,944	8,727	10,836	8,117
Brisbane - Port Douglas 4800bps	17,316	15,216	20,664	7,218

Computer networks can now be more cost effective than you think. Q-NET uses satellite where cost is the major problem to overcome .... and leased line bandwidth where the application requires it.
Phone us soon for a revealing analysis and a more than competitive quotation.

*CBD - CBD

Q-NET
AUSTRALIA
Pointing you in the right direction.

BRISBANE (07) 852 1414 SYDNEY (02) 267 4884
MELBOURNE (018) 197 102

The Complete Picture

Quality products and Hardie Networks service

When you are looking for quality cable and networking products plus outstanding service, then we've got the complete picture – Hardie Networks supplying Belden, Greenpar, Kings, North Hills, Grayhill and Allied Telesis quality products.

Belden and the Hardie Networks range of networking products are synonymous with quality. No matter what your wiring system needs might be – Data, RF, Voice, Fibre Optics or special applications such as process control – you can rely on Hardie Networks to meet and

exceed industry product standards.

Hardie Networks has a large inventory of cable and networking products stocked in eight locations throughout Australia.

A team of trained professionals assure that you have the right product for your job application. Our computerised inventory system means cable and networking products can be delivered within 24 hours – service you can rely on.

For more information or to place your order call Hardie Networks on (03) 890 0900 or your local office.

⟨JH⟩ HARDIE NETWORKS
Wiring Systems Specialists
LAN • Voice • Video • Data • RF

Hardie Networks

Hardie Networks is a division of Hardie Technologies a subsidiary of James Hardie Industries, a wholly Australian owned enterprise, whose origin dates back over 100 years to 1888 when the founder James Hardie, started an importing business based in Melbourne. Today, James Hardie Industries is a technological leader and one of Australia's largest manufacturing and marketing organisations with assets in excess of $1.6 billion, an annual group turnover exceeding $1.2 billion and employing approximately 10,000 people.

In the early 1980's, Hardie Technologies was established with the vision of securing a major presence in the rapidly expanding electronics industry. This vision has now been realised, our success being attributed to the careful combination of 'best practices' from the past and present, experience gained from a century of doing business with local and overseas customers and suppliers blended with strategies sensitive to the needs of modern corporations.

Today, the combined strength of Hardie Technologies' strategic business units is unequalled in the market place: One of the notable Divisions being Hardie Networks, with 40 years experience in supplying networking componentry and systems for data, voice, video, RF, instrumentation, process control and telecommunications equipment for the home and office.

The communications industry is experiencing major advances in technology, while even newer standards are being proposed and formulated. This increasing complexity requires the provision of total solutions which can only be provided by distributors who truly understand their products and the customer's needs. The distributor must have strong links, with technical support reaching back to the manufacturer and distribution network covering all major commercial centres. The retailer understands that consumer durables will be purchased only after the customer has made comparisons of competing goods with regard to price, features, quality and style. The primary challenge for distributors is to make resellers more profitable than their competitors can make them.

To be successful in these environments, manufacturers and customers must choose the right distributor, one who is actively positioned to service customers in this dynamic marketplace, one who is committed to quality, is well connected, eager to form strategic alliances with customers and is in command of sufficient resources.

At Hardie Networks we are committed to quality. This requires investing in first-rate people, innovative facilities and regularly redefining existing programmes to ensure product quality from receipt to shipment. It also means providing the highest quality support services.

Hardie Networks constantly strives to improve its quality management system and regularly judge its performance against relevant Australian and International Quality Systems Standards. These efforts are fundamental in the quest to provide customers with on-time deliveries, error free orders, zero-defect products, services and accurate documentation.

Well connected: This means representing only reputable manufacturers and establishing and constantly upgrading electronic systems and capabilities to provide the most effective links between manufacturer, distributor and customer.

Eager to form strategic alliances with customers. This takes talent, willingness and resources to formulate solutions tailored to individual customer requirements.

Strategic alliances require the ability to actively listen and effectively respond to customer needs.

In command of sufficient resources: First, people resources. A motivated sales force backed by field application engineers, product managers, warehouse and internal customer service personnel, all well trained and singularly focused on serving the customer Second, sufficient financial resources to invest in innovative programmes. And finally, inventory resources to provide depth and breadth for the right product mix.

At Hardie Networks we are building partnerships, not just products. Our team approach is what makes the difference with total people involvement permitting quick response with the right answers and best solutions.

Hardie Networks is proud to be in partnership with industry leaders from computer to telecommunications and believe these partnerships were gained from our commitment to service and quality.

The added financial strength to meet the needs of today and also handle tomorrow's growth and technological changes means a secure partnership for our customers.

Hardie Networks is recognised as the leading stockist supplier of quality communications products.

A large and comprehensive range of cable and networking products is stocked in nine locations throughout Australia, additionally, networks of authorised distributors serve the regional centres. Included in the extensive range of products stocked are all types of cables and connectors for Data, LAN, Voice, Video, RF and process control applications. A complete range of premises cabling componentry is stocked including modular components such as patch panels, baluns, face plates and surface mounting cabling components. Data communications wiring systems to suit IBM and other main frame vendors are available including coax, type one, and modular shielded twisted pair and unshielded twisted pair systems.

A comprehensive range of Local Area Network hardware is also available for Token Ring and Ethernet Networks. For Token Ring this includes MSAU's (active and passive) repeaters and multimedia concentrators and in the Ethernet range including tranceivers, repeaters and multimedia concentrators. In both cases the facility for software and hardware management is available.

Hardie Networks not only have quality products but also quality service provided by a team of trained professionals providing the right product for your applications. ■

Brisbane's Star Communications

STAR Communications would like to convey their hearty congratulations to Pacific Star on their appointment as Information Technology and Telecommunications Facilities Manager for the Queensland Government.

Founded in 1972, STAR Communications was first established when Col Kendall borrowed $200.00, rented a room at Highgate Hill, and began selling answering machines.

From its humble beginnings, STAR Communications has established a reputation as Brisbane's leading supplier of telephone communications equipment. The family company was originally called "Specialist Telephone Answering Recording Company" and was later shortened to STAR.

Col Kendall attributes the success of STAR Communications to offering clients a complete range of telecommunications equipment and personalised service

"People who are looking for something difficult to find or require specialised advice on a telecommun-

ications problem will eventually call STAR Communications."

STAR Communications have built their reputation over the past twenty years on providing clients including SEQEB, The Department of Primary Industries, Shell Australia and the Queensland Police Department, with personalised and reliable service.

"At STAR Communications we like to think we can supply anything related to the telephone". Some years ago, for example, STAR

"At STAR Communications we like to think we can supply anything related to the telephone".

Communications were approached by the Queensland Police Department for a system to cater for unattended Police Stations. STAR Communications developed a device which was dubbed the "Minderfone" which enables someone visiting an unattended Police station to push a

button on the front door and be connected by telephone to the nearest attended station. If ever our clients have any trouble with our phones, under our warranty, we will loan them another phone while the the fault is being rectified ...... that's standard everyday service policy".

STAR Communications offer a diverse range of products from cordless phones, cellular phones, call converters and fax machines, to novelty phones including "shoe phones" in keeping with Maxwell Smart's tradition.

STAR Communications are unique in that they offer their clients a quality of personal service that only a family business can provide, yet with a range of telephone equipment second to none, direct from quality suppliers such as Telecom and Panasonic. ■

For over 20 years, Col Kendall & family have been supplying businesses & offices just like yours. They're ready to advise & help you in all aspects of your telephone communications.

AT&T opens up endless possibilities with the DEFINITY Communications System.

Face it. You've spent hundreds of thousands of dollars to bring your company's phone system into the eighties. Only to discover it can't make it into the nineties. Do You: a) Admit you're only human. b) Try to squeeze another six months out of your current system. c) Replace your current system with the latest model that's built for obsolescence. d) Invest in the last communications system you'll ever need.

If you answered 'd,' your choice is AT&T's DEFINITY Communications System. That's because the DEFINITY Communications System is the only system with a modular configuration that takes you from 40 lines to a seemingly endless 30,000.

In most cases, you can add those extra lines, simply by adding on to the modular base. And AT&T the world's largest Telecommunications

Company now in Australia, can help you plan those additions, so you don't have to shut out your customers' calls.

So if your old PABX has brought you to a dead end, the DEFINITY Communications System can turn your fortunes around.

For PABX technology, it's a breakthrough.

AT&T
The right choice.

AT&T Australia Limited

AT&T Limited is pleased to announce the commencement of its operations in Queensland and its appointment of Mr Wayne Myers as State Manager. Mr Myers has had an extensive career in telecommuni-cations, particularly in the field of customer premises equipment. He formerly served as the State Manager of NEC AUSTRALIA PTY LTD.

AT&T - THE COMPANY

AT&T was incorporated as the American Telephone and Telegraph Company in 1885. Its corporate lineage is traced back to Scottish born Alexander Graham Bell, the inventor of the telephone. For nearly a century AT&T was the parent company of the Bell System, an assemblage of operating telephone companies, factories and laboratories whose primary mission was to provide high-quality telephone service throughout the United States of America. AT&T had become the world's largest private enterprise by the middle of the twentieth century, a position held until 1984, when AT&T divested the Bell operating telephone companies that continue to provide local phone service to the United States.

AT&T once pursued - and realised - a goal of bringing telephone service into every American home. Its new mission is to bring the even richer benefits of information technology into homes and businesses around the world. AT&T is the oldest and largest telecommunications company in the world. The resources of over 400,000 personnel, with 27,000 at Bell Laboratories, ensure an ongoing commitment to its customers to provide the best solutions, services and technology.

AT&T believes that no company in the world is better positioned or qualified to lead in applying information technology to the needs of an increasingly interdependent global society.

BUSINESS COMMUNICATIONS SYSTEMS

AT&T provides sophisticated business communications systems and networked computing solutions to business customers around the world. AT&T AUSTRALIA LIMITED has recently established a Business Communications System Unit to market, service and support the AT&T DEFINITY Communications System and a range of KEY SYSTEM products in the Australian market.

The DEFINITY communications system is far more than a standard PABX, it is a powerful, compact and user friendly system which offers the latest in leading edge technology. It is the leading PABX in the very demanding NORTH AMERICAN market and has been developed as a global product which allows the simultaneous availability of all world class features on the Australian System. The system offers true universal port architecture and its design is the key to its seamless growth capabilities. The operating system programming is a UNIX derivative and all programming is in plain English making the man-machine interface simple and efficient to use. There are now almost 42,000 Definity systems installed worldwide in over 30 countries. This significant installed base and the advanced architecture, ensure a significant investment protection for both product life and future system development and enhancement.

The AT&T SPIRIT Communications System is a fully featured, low cost key system suitable for a host of applications. Its simplistic operation would make it ideal in a school or small business environment.

BRISBANE OFFICE

AT&T has established its Queensland headquarters at: 379 Queen Street Brisbane (Telephone: (07) 221 6999 Fax: (07) 221 6900). ■

For Networks, MPA has the Banyan Connection.

EASY TO ADMINISTER

WAN CONNECTIVITY

STREETTALK

GLOBAL SECURITY

MAC CONNECTION

mpa

VINES

BANYAN®

Banyan is the network system that has set the whole world talking. It's designed to begin small and grow easily, quickly and inexpensively. That's why Compaq have been using it since 1987. At one stage they were adding a server *every day* somewhere in the world. Now, with 11,300 network resources to look after, administration has to be simple and responsive. That's powerful. That's Banyan – networking without limits. MPA take an outstanding product, add outstanding technology, and deliver outstanding service.

mpa

SIMPLY OUTSTANDING TECHNOLOGY

MPA. 37–51 Lusher Road, Croydon 3136, Australia.
Melbourne (03) 724 4444, Sydney (02) 906 4499, Perth (09) 4811222, Brisbane (07) 832 4065, Canberra (06) 243 5119, N.Z. (9) 358 2888.

MPA 1377/BEATTY