

Data#3 (DTL)
Strategy update
Licensing Solutions

26th October 2011

Introduction

John Grant
Managing Director
Data#3 Limited

Laurence Baynham

Group General Manager Data#3 Limited

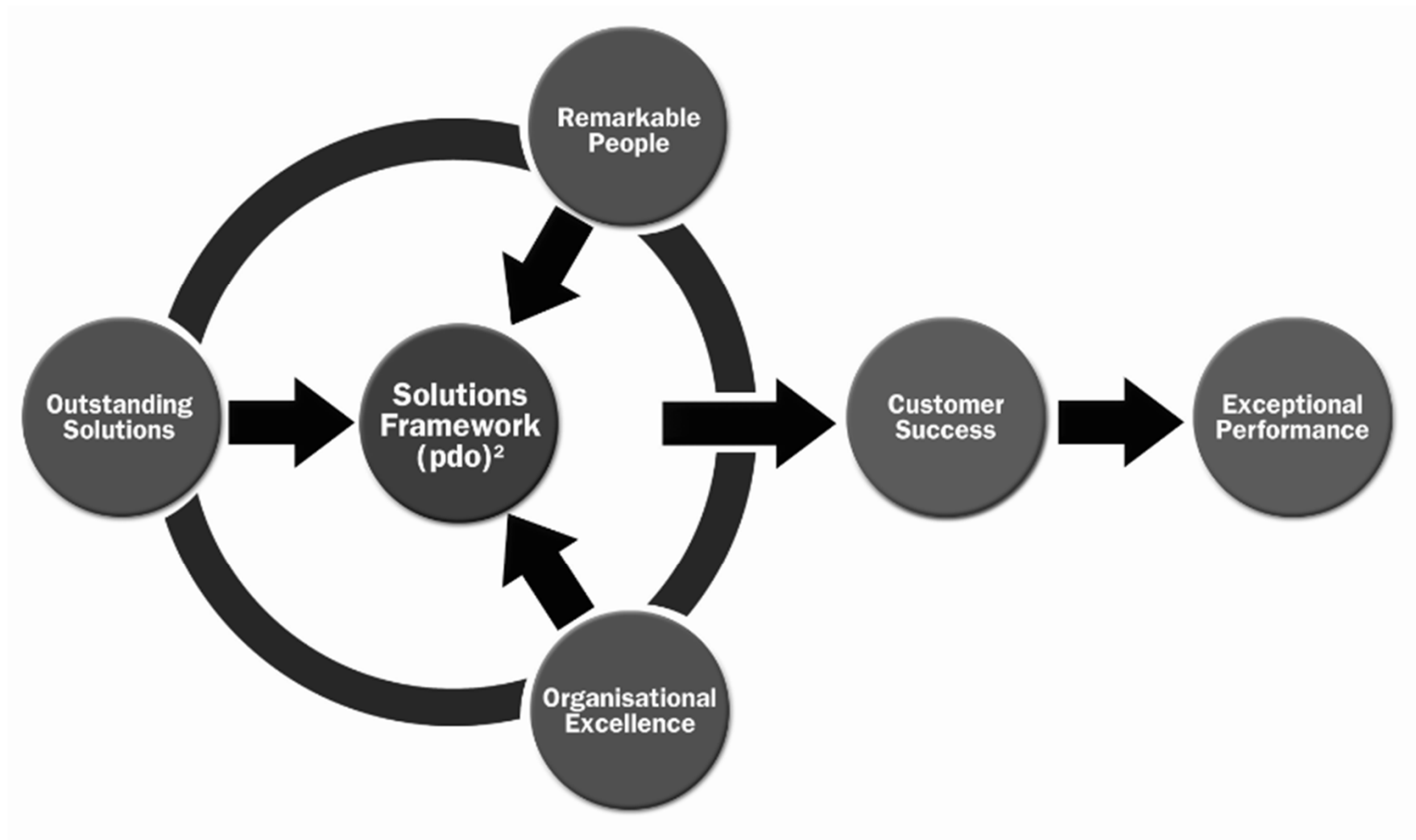
- 27 years IT experience (software, hardware and consulting)
- 17 years Data#3
- Business Degree, FAICD
- Established Licensing and Data Centre business
- Member of Asia Pacific Advisory Boards Cisco & IBM
- Overall responsibility for revenue/profit and customer satisfaction

Brad Colledge

General Manager Licensing Solutions

- 22 years in the IT Industry
- 16 years at Data#3
- Business Management Degree
- Started Data#3 Licensing in 1995
- Microsoft Certified professional in Licensing and Software Asset Management
- Member Microsoft World Wide Partner Engagement Board
- Responsible for revenue/profit and customer satisfaction for Licensing Solutions

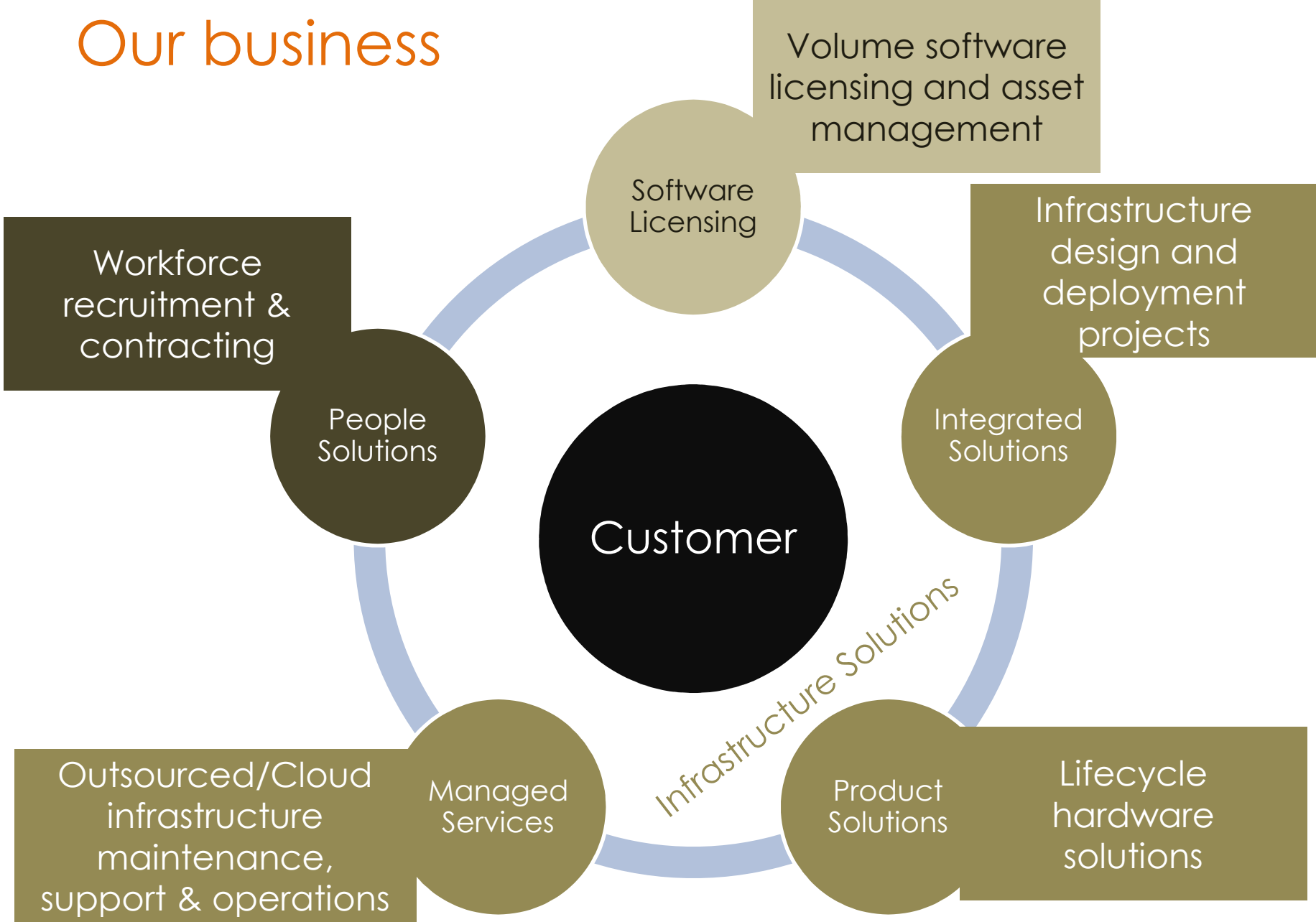
Well articulated and connected strategy



Data#3 Solution Strategy

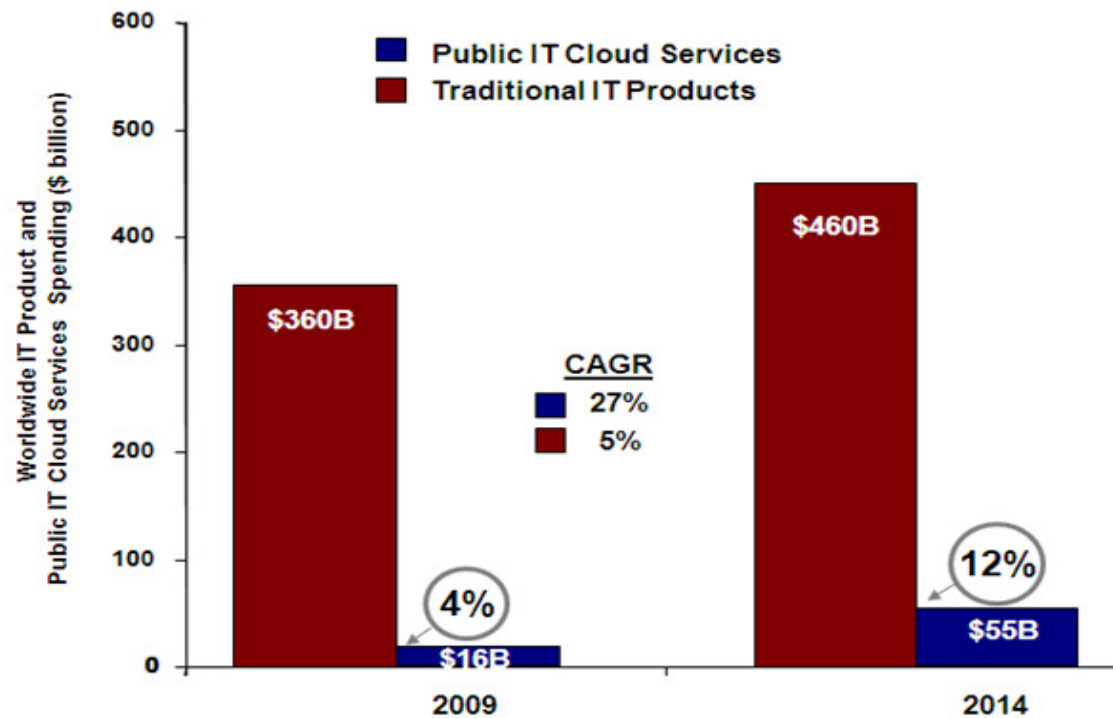
Laurence Baynham
Group General Manager
Data#3 Limited

Our business



Strong growth forecast in IT spend

**Worldwide IT Spending* by Consumption Model
2009, 2014 (\$B)**

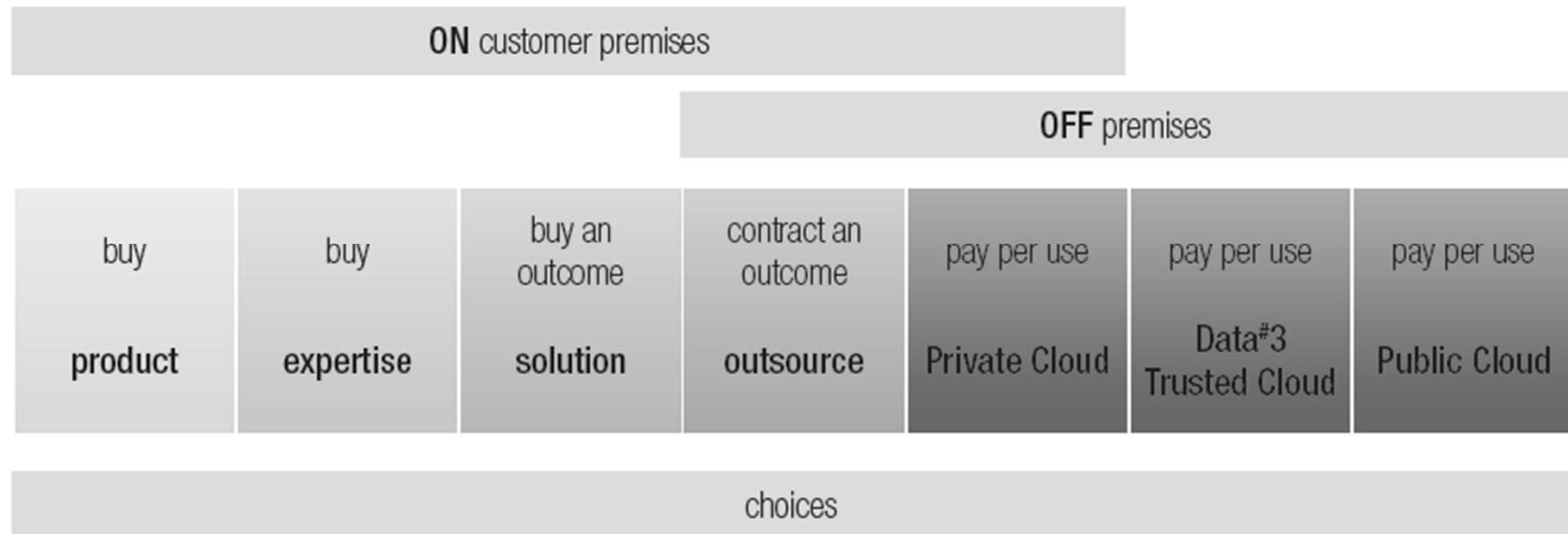


Source: IDC, June 2010

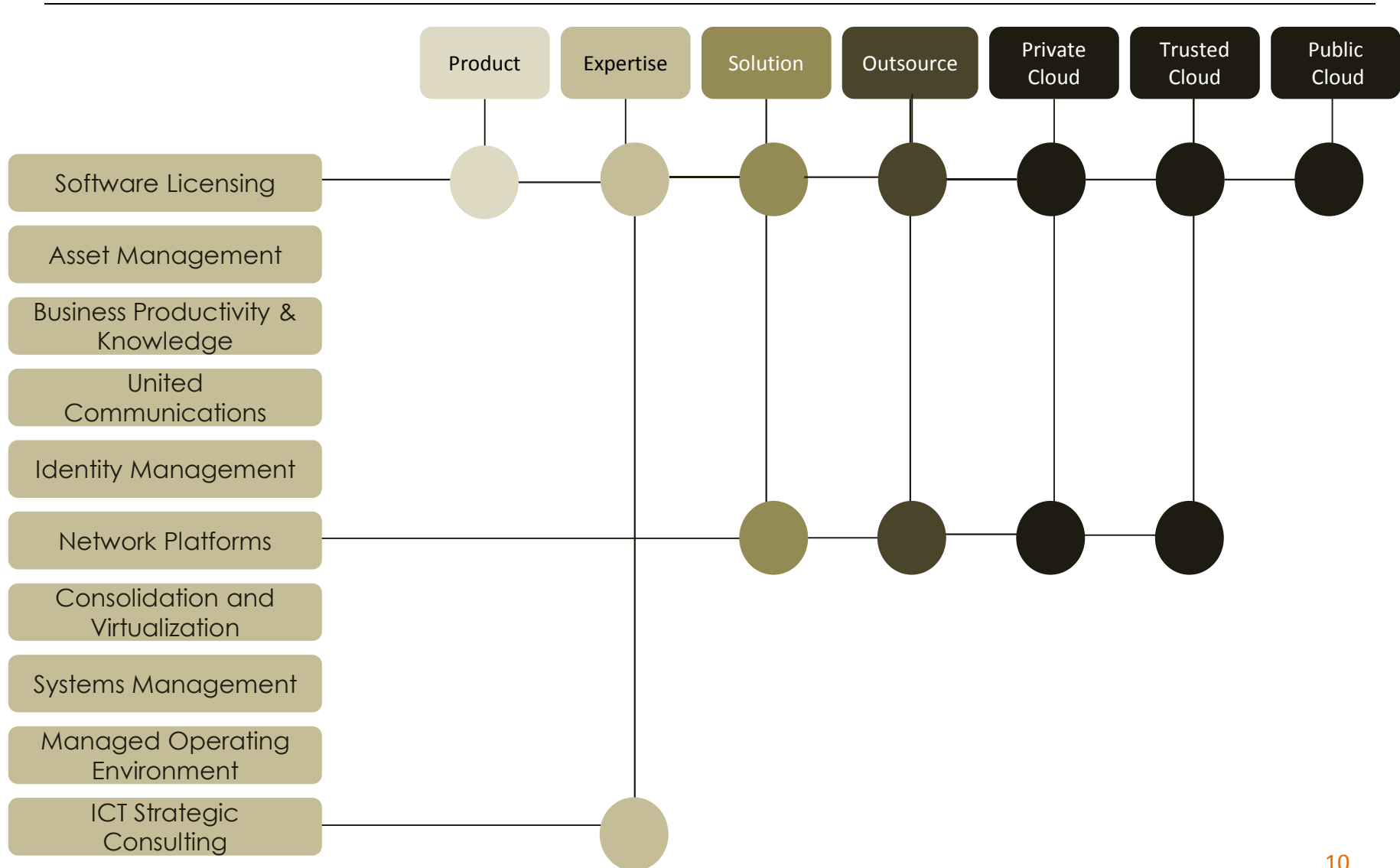
* Includes spending on Applications, Application Development & Deployment Software, Systems Infrastructure Software, Server capacity and Storage capacity via both traditional product model and the public Cloud Services model.

‘Traditional’ product consumption remains the norm

Technology Consumption Model



Customer choice



Licensing Solutions Overview and Strategy

Brad Colledge
General Manager
Licensing Solutions

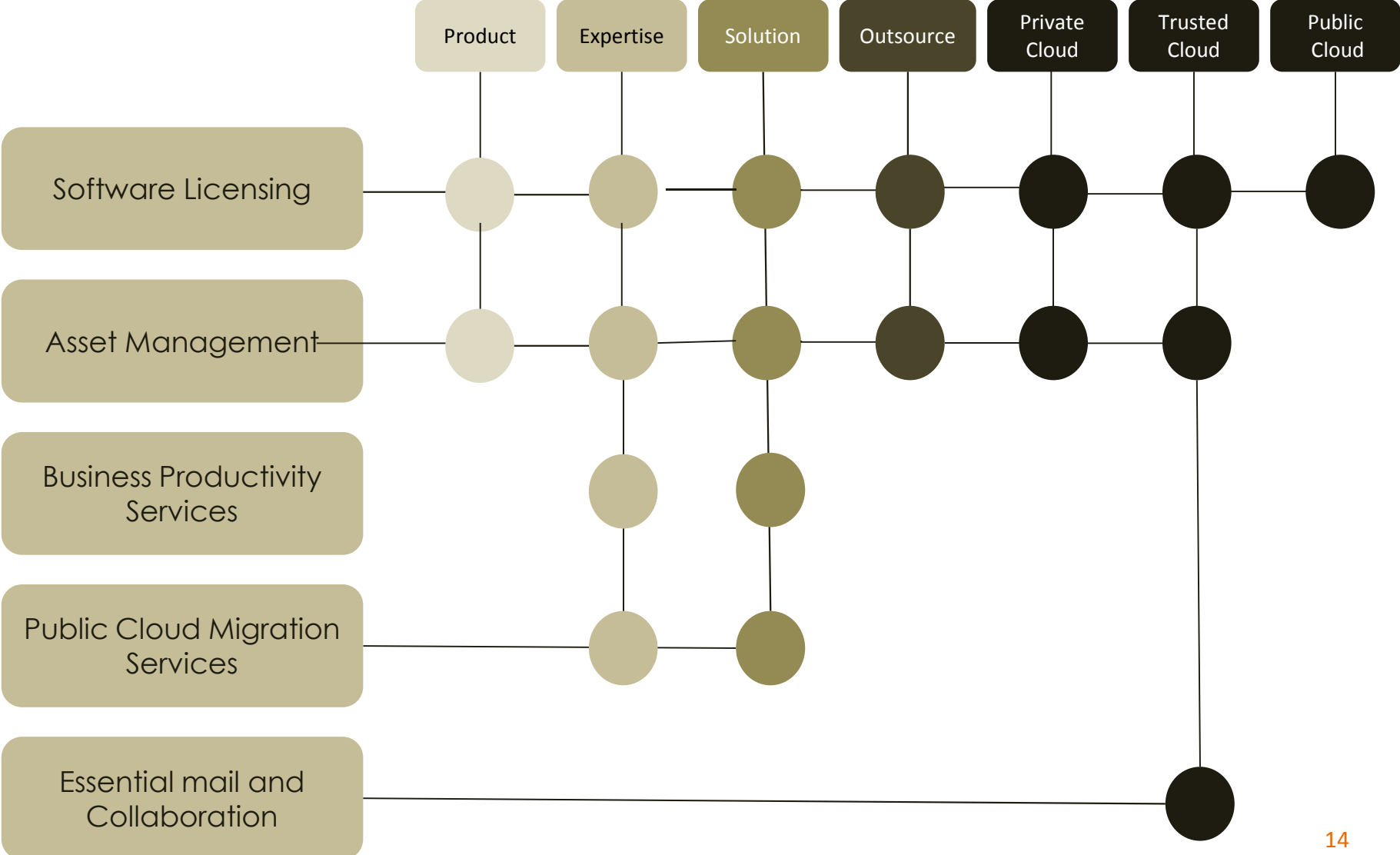
Licensing Solutions helps customers...

- BUY SOFTWARE
 - Through licensing consulting and procurement
- MANAGE SOFTWARE
 - Through Asset Management
- USE SOFTWARE
 - Through Workforce Productivity services

Compelling customer value through...

- Volume licensing solutions for software from global market leaders deployed on-premises, hosted or in the cloud
- World class asset management services
- Market leading business productivity services and
- A proven engagement methodology

Customer choice across the full spectrum



A typical customer engagement

1 Engage Data#3 **strategic consulting** to develop the customer's IT strategic plan

Asset Management team conducts audit of the existing environment:

- 2
- Procurement policies
 - Software installed
 - Current Software Licensed
 - GAP Analysis

Licensing Consultants

- 3
- Agreement review
 - Procurement to meet requirements

A typical customer engagement

4

Engage Data#3 **Integrated Solutions** to deploy the Software or Data#3 **Managed Services** to host the software

5

Engage **Workforce Productivity** consultants to help end users gain more value out of the software once it is installed

'000s of customers but major focus in mid to large corporate and government

Mid to large corporate



Government



Key market differentiators

- Experience and focus
 - Licensing Solutions is a top level Line of Business within Data#3
- Certified licensing experts recognised as the best in the industry
- Specialised world class software and hardware asset management (IP)
- Unique Workforce Productivity Services (IP)
- Ability to offer customers choice in technology consumption

Key market differentiators

- A customised Licensing On Line environment
- National coverage
- Scale
- Comprehensive vendor portfolio
- Complementary consulting and services through our Integrated Solutions and Managed Services business units
- Operational efficiency
- Strong balance sheet and financial stability

Strong partnerships with leading global suppliers



Market leadership recognised by suppliers



**2011 – Microsoft
Desktop Partner of the
Year Award**

**2011 – Microsoft Large
Account Reseller Partner
of the Year Award**

**2011 – Microsoft Server
Platform of the Year
Award**



**2010 – Trend Micro ANZ
Partner of the Year**



**2010/2011 – Sophos
Large Account Reseller of
the Year Award**



**2011 – VMware ANZ
Partner of the Year
Award**



**2010 – Symantec Pacific
Partner of the Year
Award**



**2010 – VMware Desktop
Competency Partner of
the Year Award, Asia
Pacific**



**2010 – McAfee Top
Growth Partner of the
Year Award**

Premier marketing events



2012 | A DATA#3 EVENT

- 25 vendors
- 800+ customers
- Brisbane
- Adelaide
- Perth

Would you attend JuiceIT in 2012?

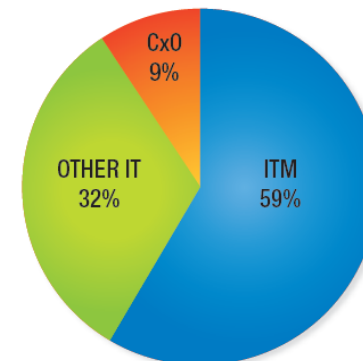


Would you recommend JuiceIT to a colleague?



Target Audience

Approximately **800** current and prospective customers, consisting of Business Decision Makers, CTOs, CIOs, IT Managers, Infrastructure Managers, Data Centre Managers, Desktop Managers, Solution Architects, IT Technicians, Licensing Managers and Procurement Managers are expected to attend JuiceIT across three cities in 2012.



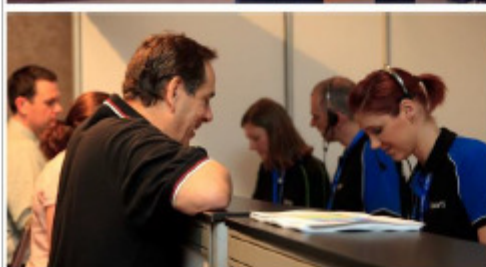
2012 | A DATA#3 EVENT | JuiceIT 

How to Think Like a Futurist

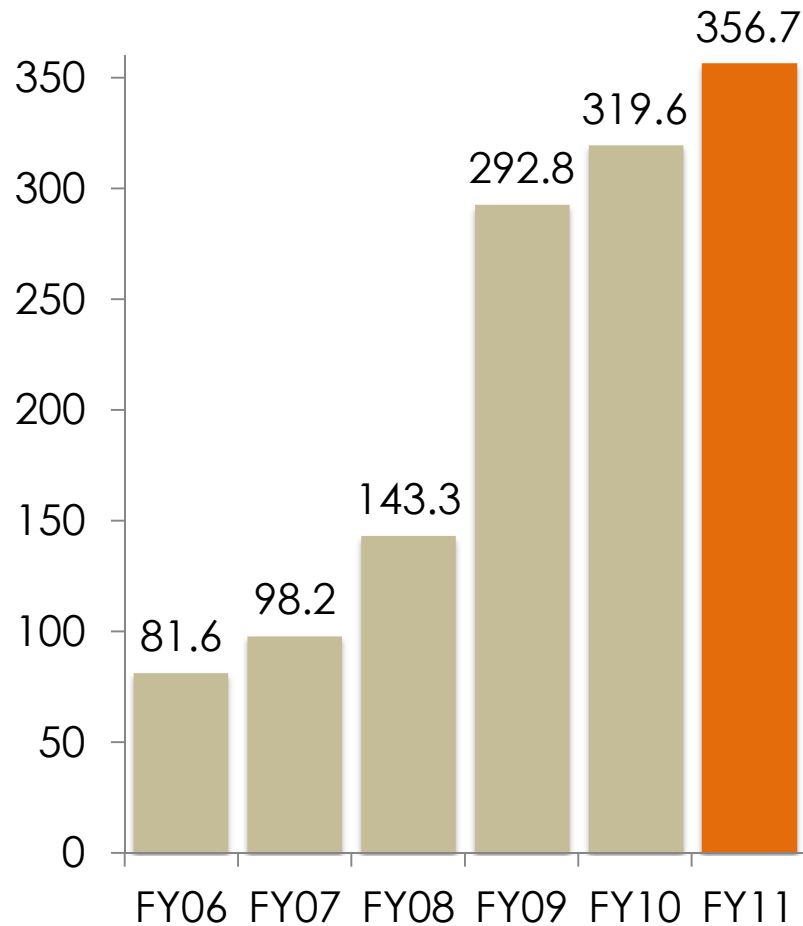
Know First > Be First > Profit First

ebook@futuretrendsgroup.com

Craig Rispin



Track record of strong growth



Licensing Revenue (\$M)

In 2011:

- Total revenue up 12% to \$356.7M
- 75% under contract
- 5 year CAGR of 34%
- 16th year of consecutive growth
- 90 people over 6 States
- On Microsoft's worldwide partner engagement board
- First sales of Microsoft's public cloud-delivered Office 365 and BPOS
- First customers for new worker productivity practice

The way forward

- Investing to expand offerings and capability
 - Licensing in Data#3 trusted cloud and in public cloud
 - Licensing Consultants
 - Consulting and Implementation services
 - New Suppliers
- Investing to lower costs and improve customer access
 - Supplier automation
 - New customer portal
 - Supplier aligned certifications/marketing programs

The way forward

- Increasing our market access
 - Via our partners
 - Via 'cross selling' to Data#3 customers
 - Via consulting led engagements
 - Via changes to customer technology consumption e.g. cloud
- Managing risks
 - Changes to Microsoft reseller program over next 3 years has potential to impact cashflow
 - New competitors offset by strong platform to respond

In summary

- Solutions relevant to every organisation
- Loyal and growing customer base
- Excellent supplier and customer relationships
- Uniquely positioned to address changes in the ways customers use technology
- Opportunity to grow associated services strongly
- Proven financial track record

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