

**Data#3**

**Goldman Sachs**  
Emerging Companies  
Conference 2013

**DATA#3 LIMITED (DTL)**

# CONTENT

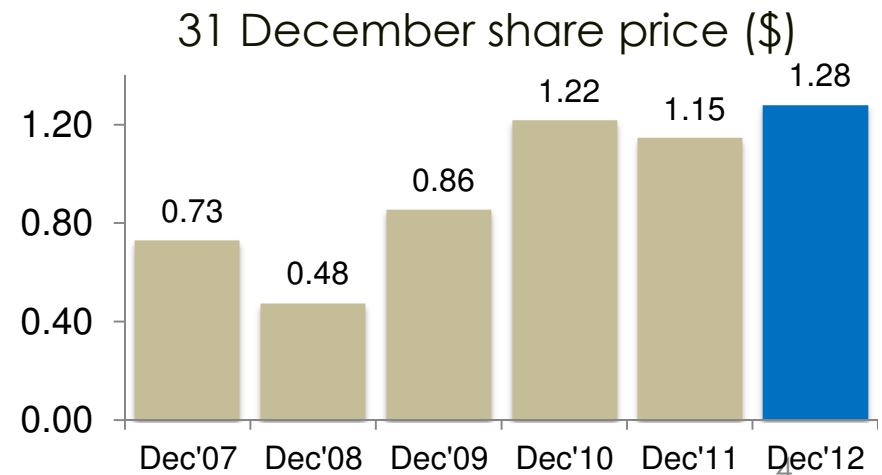
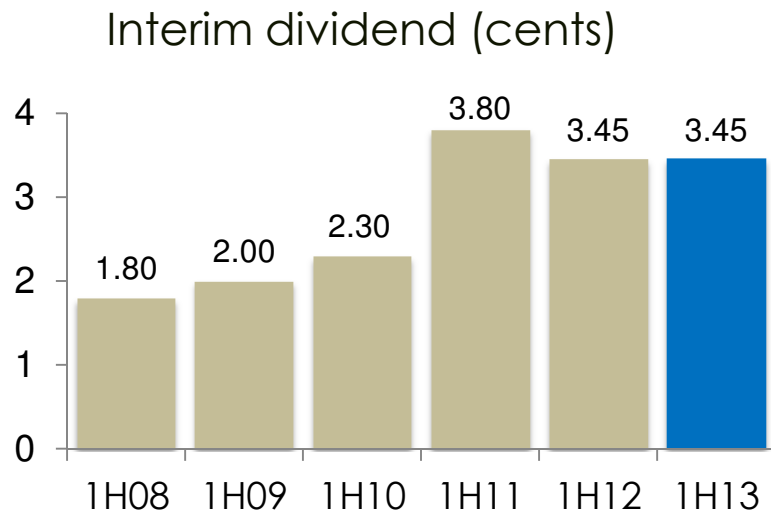
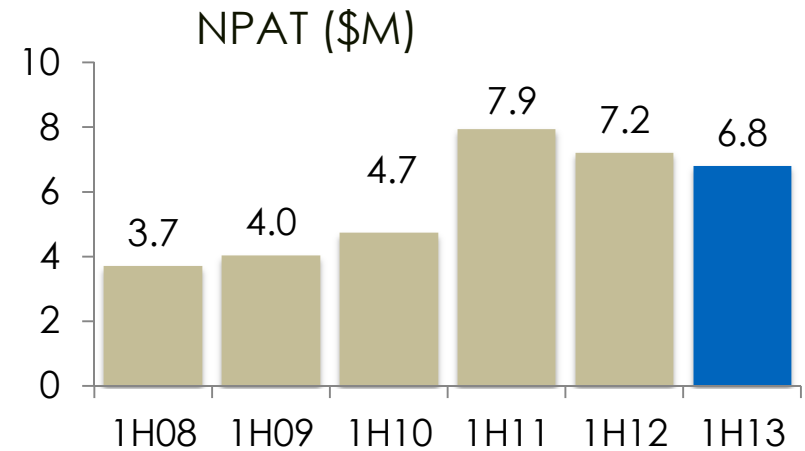
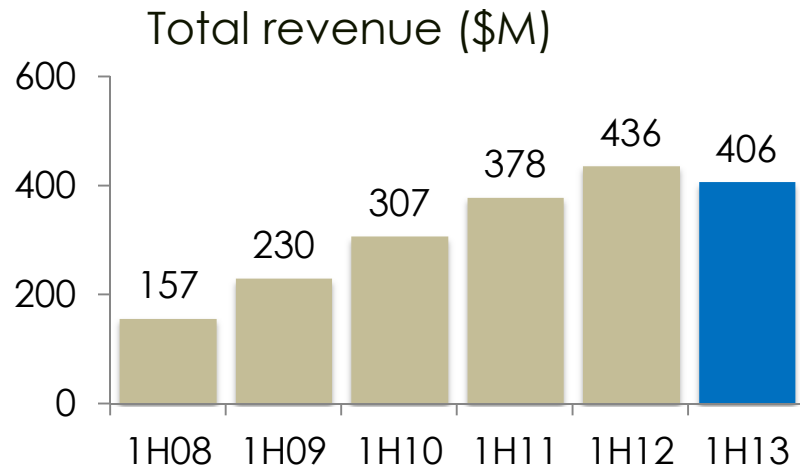
- Snapshot
- Our business
- The environment
- Sustaining growth
- Risks and mitigation
- The bottom line

# SNAPSHOT

## A long and successful history

- Formed in 1977
- Listed in 1997
- 1H revenue down 6.8%
- 1H profit down 6%
- 1H dividends in line with pcp
- Strong cash flow and balance sheet
- Market cap \$160+M

# SNAPSHOT – DIFFICULT MARKET



# OUR FY13 PLAN - ASSUMPTIONS

## Investment will remain subdued

- Economic conditions volatile and uncertain
- Customers business priorities will be growth at lower cost; efficiency and compliance; and productivity
- Government investment will contract particularly in Qld
- 2013 technology market will be at best similar to 2012

# OUR FY13 PLAN - ASSUMPTIONS

## Customers want more for less

- Consumption of technology is moving from insourcing to outsourcing and 'as a service'
- Cost will remain a major decision driver
- Marketplace will be competitive

## Best people highly sought after

- People expenses will remain under pressure

# OUR FY13 PLAN – KEY FOCUS

## Aligning our offerings

- Building out our Trusted Cloud infrastructure, Service Desk and sales capacity
- Increasing our capacity to deliver
  - Technology independent consulting services
  - Solutions incorporating Microsoft and Cisco technologies
- Developing Data<sup>#3</sup> owned IP for resale

# OUR FY13 PLAN – KEY FOCUS

## Lower costs & increase productivity

- Implementing our customer procurement portal
- Automation of manual processes

## Maintain people commitment

- Office refurbishments in Adelaide, Perth and Canberra
- Extending the range of benefits
- Extending our learning environment



OUR BUSINESS

# OUR BUSINESS



# Our national footprint

## 1H FY12

708 permanent  
315 contractors  
1023 people

## 1H FY13

686 permanent  
284 contractors  
970 people

Perth Office

Canberra Office

Adelaide Office

Melbourne  
Office  
Warehouse &  
Configuration Centre

Brisbane  
Head Office  
Warehouse &  
Configuration Centre

Sydney  
Office  
Warehouse &  
Configuration Centre  
Datacentre

# RESELLER OF MARKET LEADING TECHNOLOGIES + SERVICES

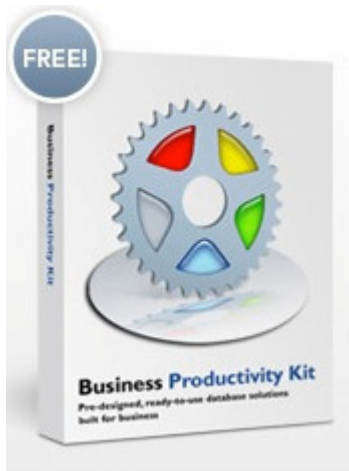


# RESELLER OF OUR OWN PRODUCTS AND SERVICES

## Products



Schools  
Information  
System



Business  
Productivity  
Kit

# RESELLER OF OUR OWN PRODUCTS AND SERVICES

## Services

- Strategic Consulting
- Business Productivity
- Business Application Solutions
- Service Desk
- Outsourcing
- Infrastructure as a Service
- Software as a Service
- Contracting, recruitment and outplacement

# CUSTOMER PROFILE

Large Qld Local Govt customer

Phase 1- partial outsource

- Service Desk – desktop support
- Infrastructure upgrade projects

Phase 2 – full outsource

- All data centre infrastructure
- Replaced by Data#3 Trusted Cloud infrastructure as a service

# CUSTOMER PROFILE



## Queensland Government

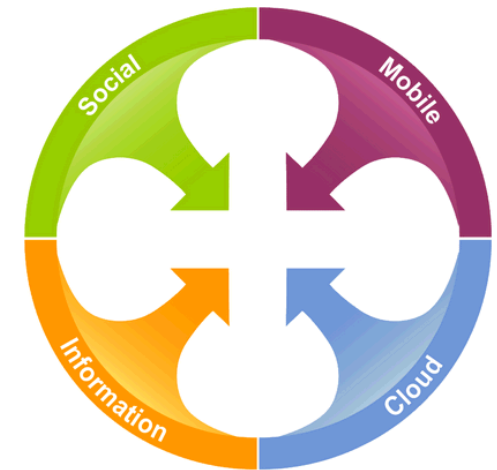
### QP861 – hardware procurement

- Whole of Government
- HP Desktop, portable and server hardware
- Broad range of other peripherals
- 3 years + 2 x 1 year options
- Extends a 16 year relationship
- Leverages our supply chain investment
- Underpins continued performance and growth



# THE ENVIRONMENT

# THE ENVIRONMENT



## Gartner's Nexus of Forces

- Social
- Mobile
- Cloud
- Information

# THE ENVIRONMENT

The User



The IT function

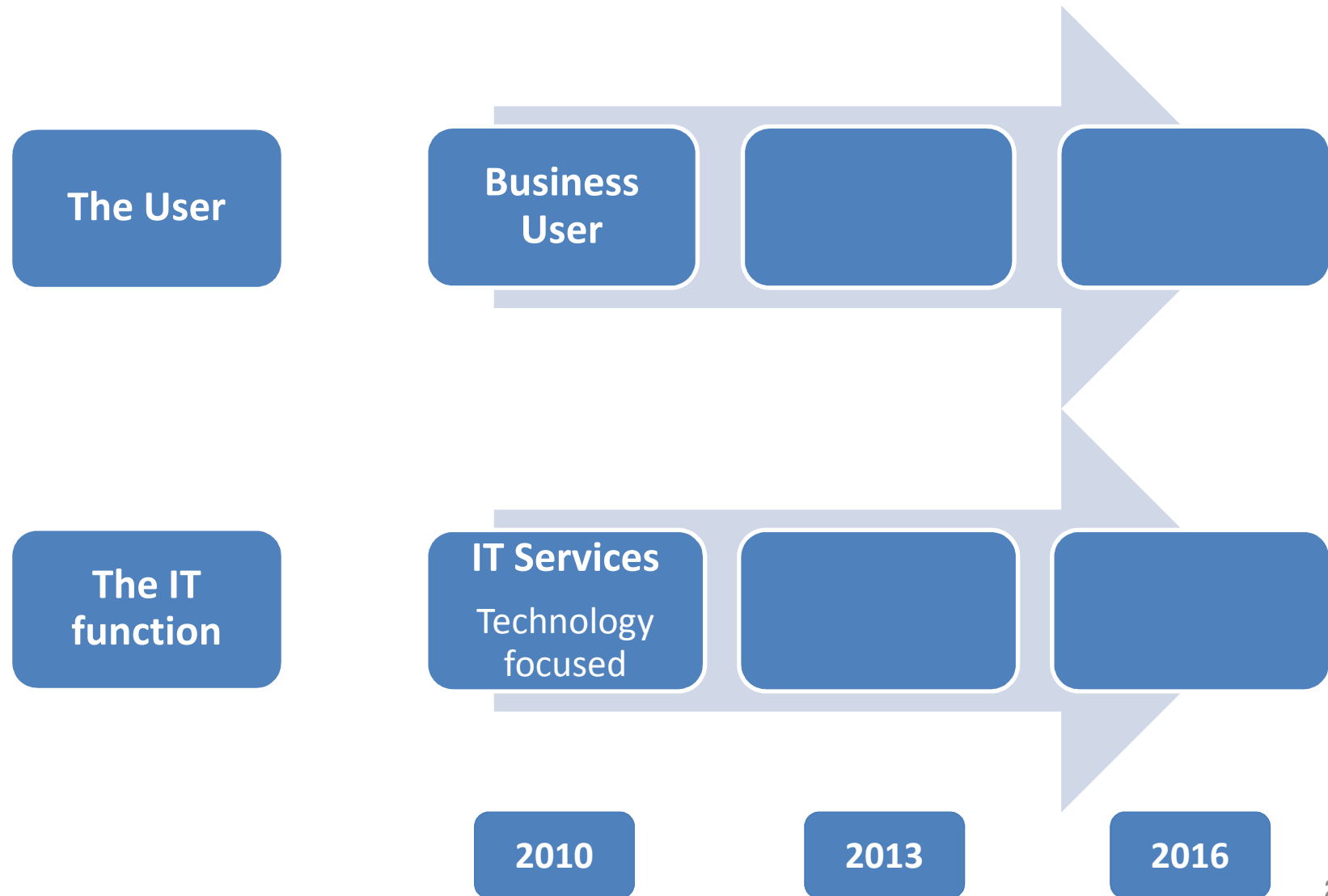


2010

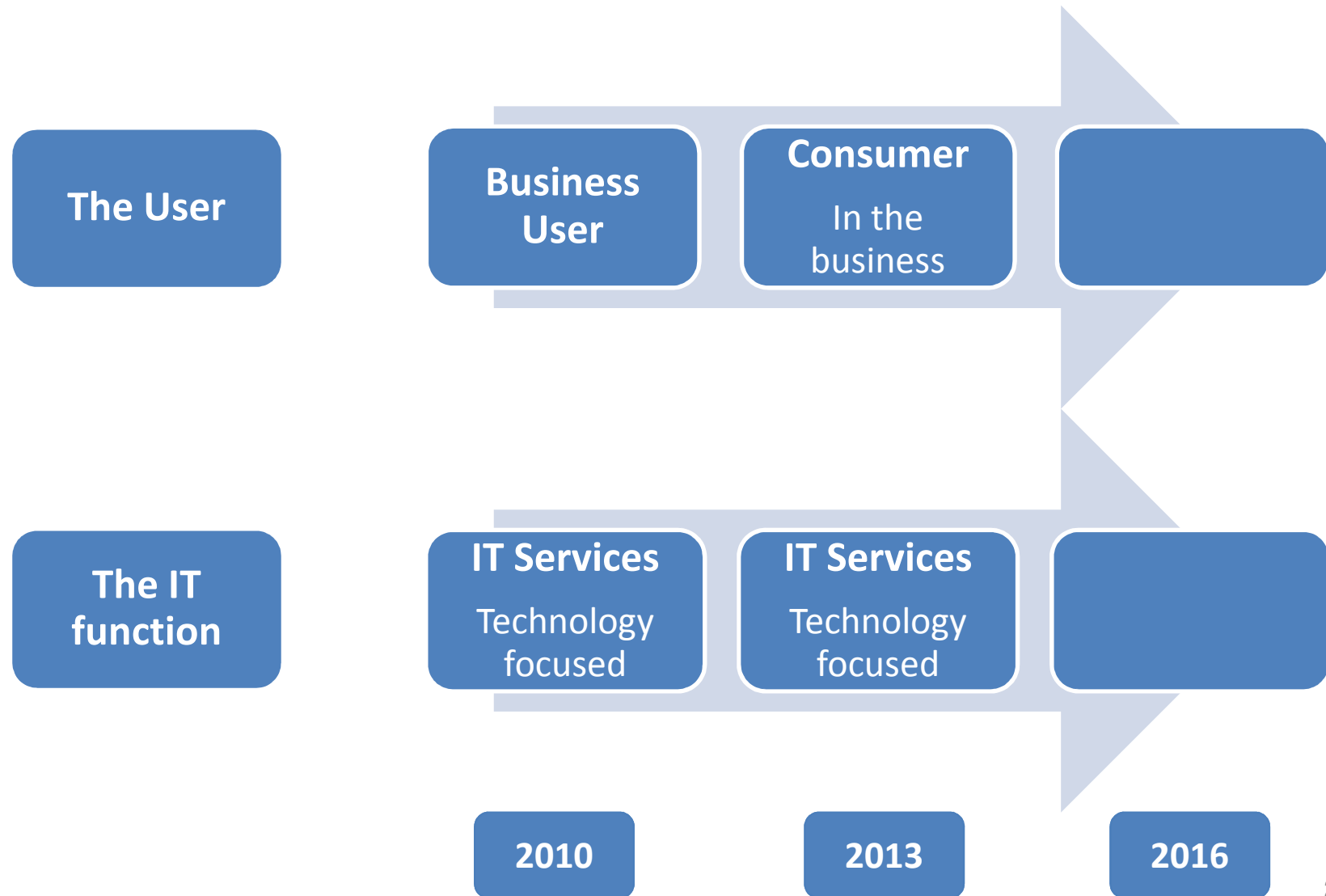
2013

2016

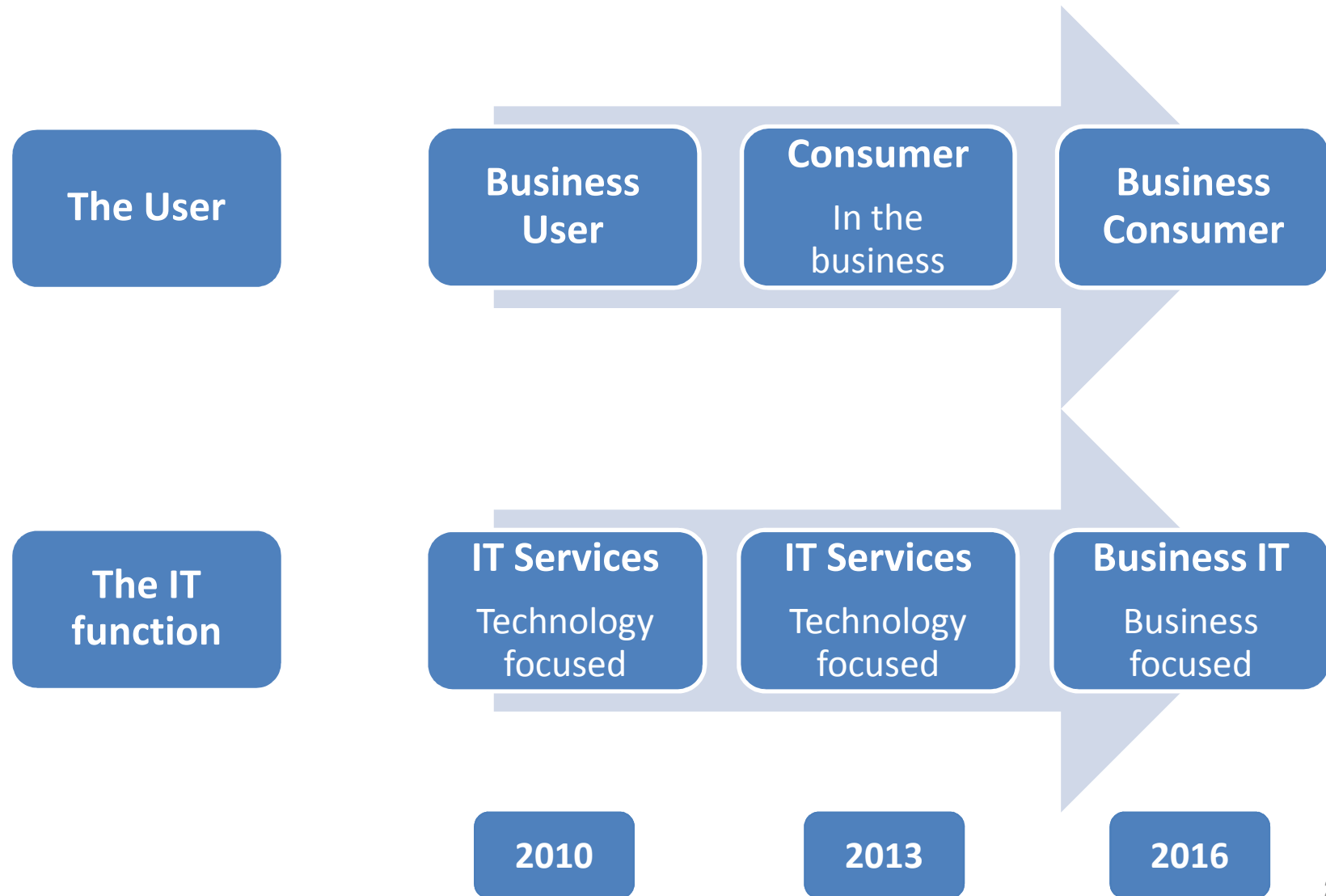
# THE ENVIRONMENT



# THE ENVIRONMENT



# THE ENVIRONMENT



# THE OPPORTUNITY

## Valued by customers

- Services that are business information, business application and business anywhere, anytime focused
- Services for Business IT's transformation to a business advisor, enabler and integrator
- Services to transition the user experience to that of a Business Consumer

# THE OPPORTUNITY

## Valued by customers

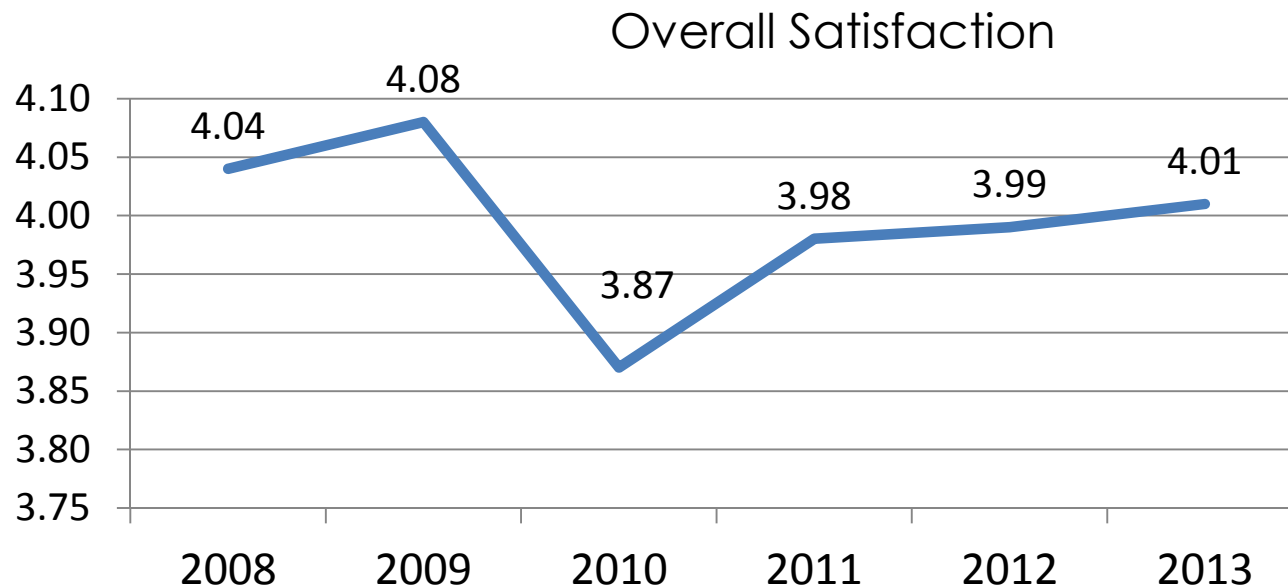
- Product and services that help Business IT deliver bundled, commoditised, outsourced and/or Opex funded applications and infrastructure in a hybrid IT environment
- Services that leverage ROI from IT assets and the cloud



SUSTAINING GROWTH

# SUSTAINING GROWTH - PEOPLE

Employer of choice + skills + productivity



# SUSTAINING GROWTH - SOLUTIONS

## Solutions that maintain relevancy

- Delivered across Consumption Model
- Centred on global technologies as a reseller
- Centred on Data#3 IP
- Transformational consulting services

# SUSTAINING GROWTH - EXCELLENCE

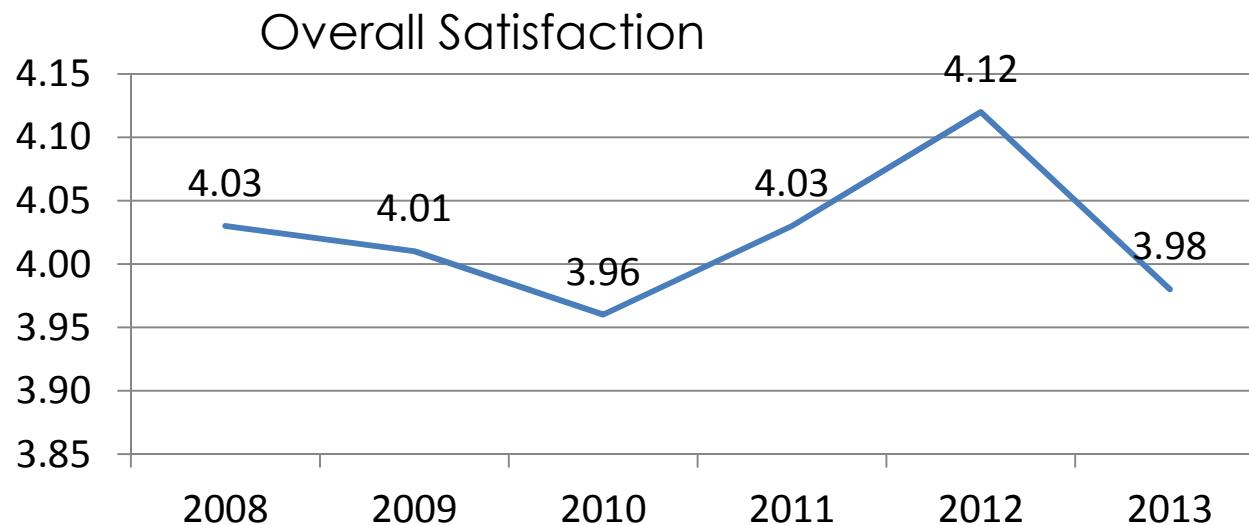
## High performance organisation

- Automation
- Discipline
- Structural consolidation and alignment
- Agility
- Transformational change

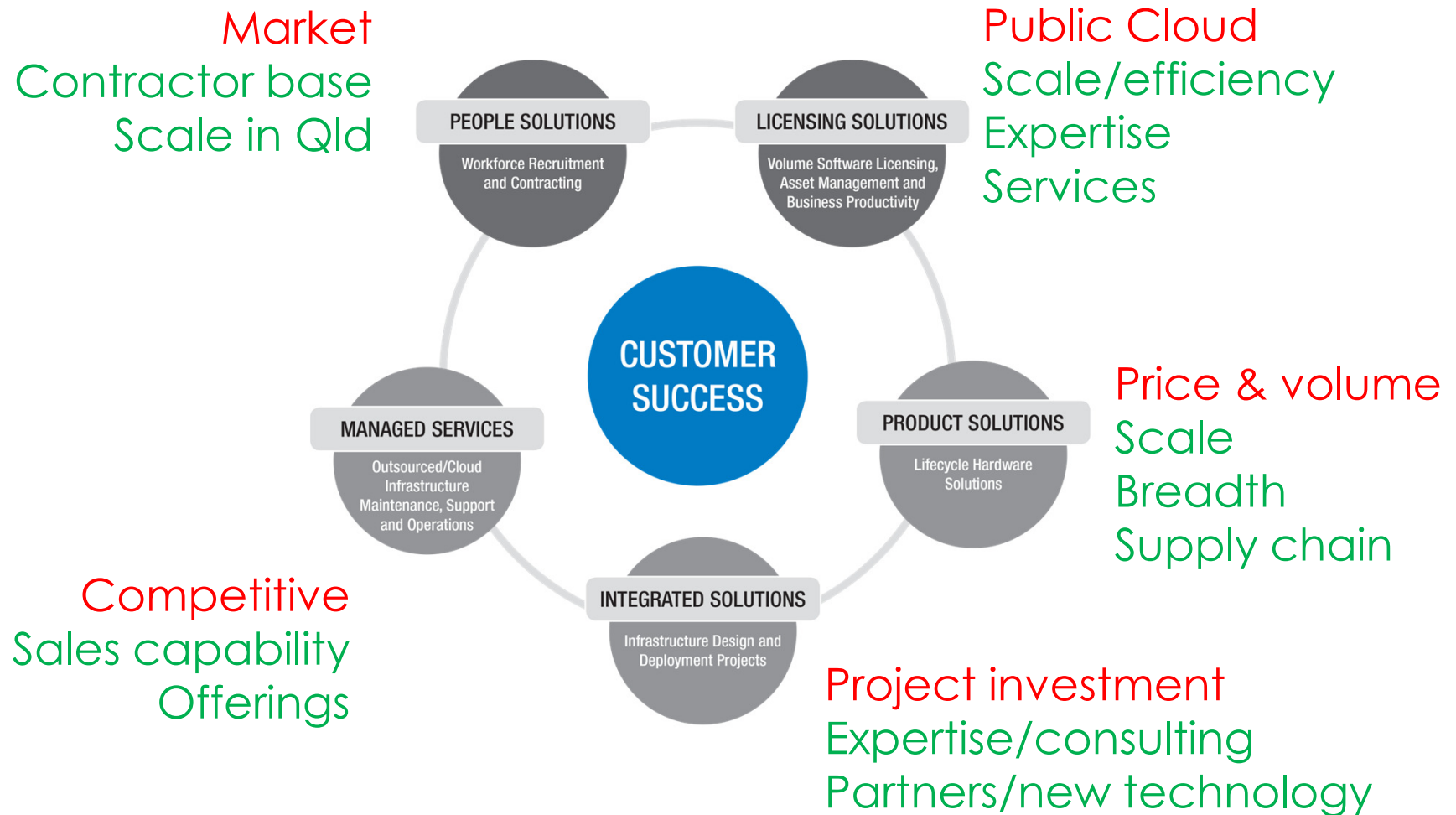
# SUSTAINING GROWTH - CUSTOMERS

## An outstanding experience

- Trusted advisor
- Consistent, flexible and low risk
- Quick and easy to do business with



# RISKS AND MITIGATION



THE BOTTOM LINE

# THE BOTTOM LINE

As well positioned as any...

- Broad access to a large but 'flat' market
- Positive sentiment people, customers and partners
- Competitive range of solutions
- Strong balance sheet and cashflows



Q & A

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