

**ELECTRONIC LODGEMENT**

**Data#3 Limited**

ABN 31 010 545 267

16 November 2022

The Manager  
ASX Markets Announcements Office  
Australian Securities Exchange  
20 Bridge Street  
SYDNEY NSW 2000

Dear Sir or Madam,

**DTL Investor Briefing Presentation**

Data#3 Limited (ASX:DTL) advises it will hold an in-person Investor Briefing from 9:00am to 12:30pm (AEDT) today. The briefing will be held at J.P. Morgan in Sydney: Sky Lobby Reception, 85 Castlereagh Street.

In accordance with the Listing Rules, I have attached a copy of the presentation for release to the market.

A recording of the presentation will be available after the event, accessible via the following link:  
<https://investor.data3.com/Investor-Centre>

Authorised by:



Bremner Hill  
Chief Financial Officer



# Laurence Baynham

CEO & Managing Director

Data#3

Delivering  
the Digital  
Future

# Agenda

**Opening** *presented by Laurence Baynham*

**Data#3 Overview and Strategy** *presented by Brad Colledge*

**Sales Strategy** *presented by John Tan*

**Our Industry and Customers** *presented by Garrett MacDonald*

**Q&A**

**Morning Tea – 10:10am**

**Customer Story** *presented by Paul Crouch*

**Delivering the Digital Future** *presented by Graham Robinson*

**Talent Acquisition** *presented by Janelle Phillips*

**Customer Lifecycle** *presented by Peter Jarrett*

**Q&A**

**Summary and Closing** *presented by Laurence Baynham*

**Lunch – 12pm**

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# Brad Colledge

Executive General Manager

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# Data#3 in FY22

Revenue

**\$2.2b**

Years in business

**45+**

People

**1,200+**

Listed on the ASX in

**1997**

Transacting customers

**2,000+**

Offices across Australia and Fiji



**9**



Integration Centres

**3**



Professional services projects

**2,000+**



Products sold

**18.6m**



HRD Employer of choice

**7** Years in a row



# Our Market

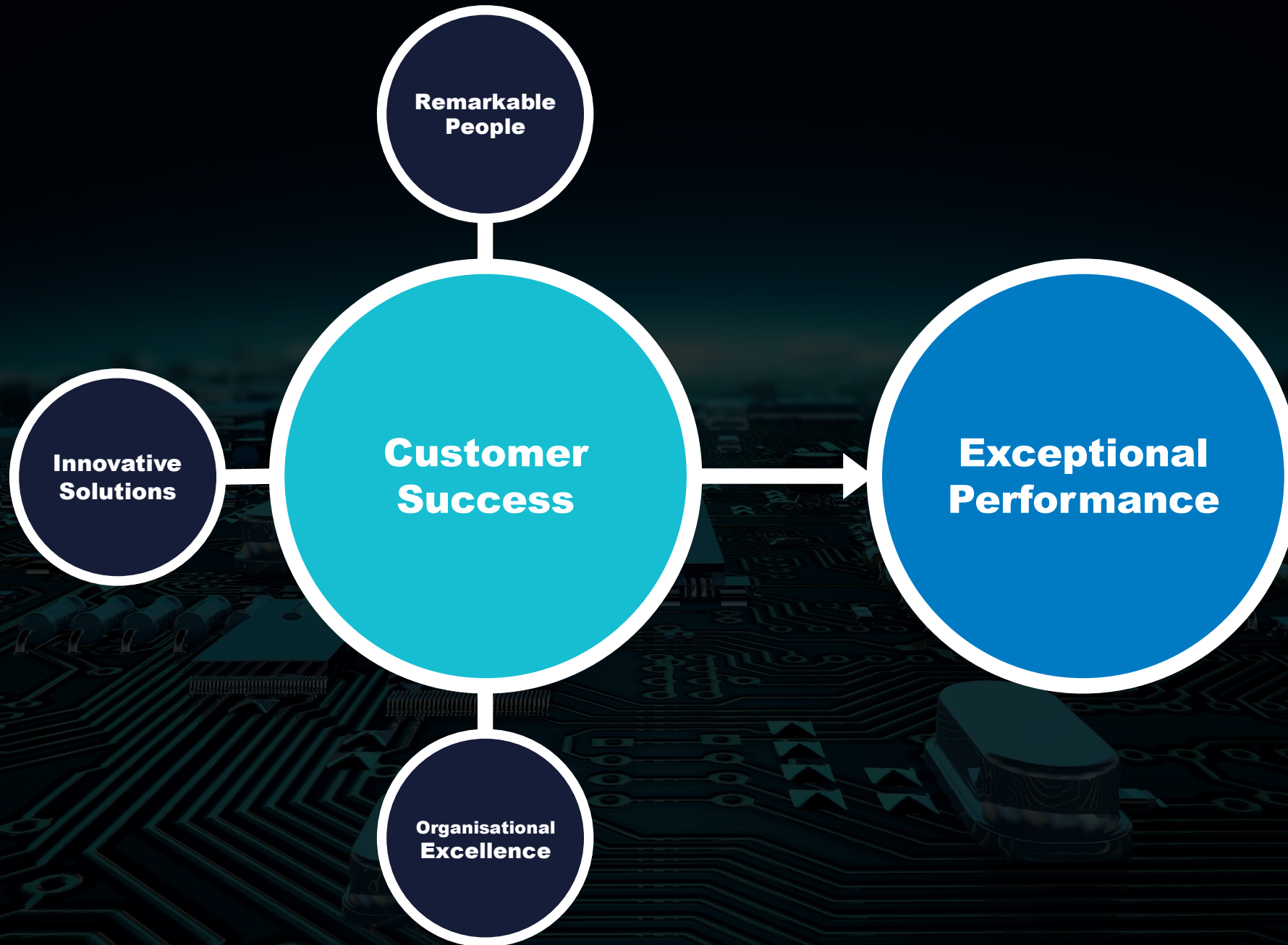
- According to Gartner, Australian IT spending is growing at 6.5%
- Cloud computing continues to grow at an accelerated rate. Examples of 30-50%.
- Software(+21%) and services(+12.2%) are growing.

# Our position

- Aligned to market leading vendors such as Microsoft, Cisco, HP and Dell
- Strong cloud revenues aligned to the accelerated growth. Over \$1 Billion.
- Annual Recurring Revenue (ARR) over 66%
- Accelerating services – Project Services, Managed Services, People and Consulting
- Strong customer base, we continue to gain market share, and there is still plenty of opportunity



# FY23 Strategy







## Digital Transformation



Artificial  
Intelligence



Internet of Things



3D Printing

## Foundation Layer



Multi-cloud



Modern  
Workplace



Security



Data & Analytics



Connectivity

# Integrated Solutions



## Multi-cloud

Modern Data Centre  
Public Cloud  
Private Cloud



## Modern Workplace

Collaboration  
End User Devices  
Printing  
Systems Management



## Security

Cloud Security  
Data Security and Privacy  
Identity and Access Management  
Infrastructure and Endpoint Security  
Security Monitoring and Analytics



## Data & Analytics

Business Analytics  
Customer Management  
Internet of Things  
Location-Based Analytics



## Connectivity

IT-OT Networking  
Software-Defined Networks  
Software-Defined WAN  
Wireless Networks

**Consulting**

**Project Services**

**Support Services**

**Lifecycle**

# Lifecycle

## Requirements Building

Consult with subject matter experts to formalise the scope of the business problem, the desired outcomes, the process, the expected costs, and benefits of addressing the problem, and evaluate the impact of doing nothing.

## Explore Possibilities

Work to understand how available solutions may address the problem, and the possible combinations of people, process, and technology to achieve the desired business outcomes.

## Use and Embed

Integration of the solution aligned with business objectives through roll-out, user training, and change management activities which embed the solution into standard business processes.

## Operational Handover

Operational support training and transition of responsibility from project to operational support team.

## Discover and Research

Gaining awareness of business problems; either new, previously misunderstood, or under-appreciated. Engage across business to gather more details and ensure buy-in from key stakeholders.



## Build

Implementation of the chosen solution; including project management activities, detailed designs, physical installation, and integration with any cloud services. Completion of any test plans and project documentation.

## Optimise

Regular solution reviews against expected benefits and emerging business requirements. Exploration of new opportunities to extract additional value while ensuring the solution is still fit for purpose.

## Manage

Ongoing management of the solution and evaluation through measurement against expected benefits.

## Tailor the Solution

Consolidate the learnings to identify the right solution to meet the specific needs and budget.

## Supplier Selection

Evaluate one or more suppliers; taking into consideration technical capabilities, solution approach, skills transfer, adoption strategy, operational support services, and total cost of ownership.

## Purchase

Finalise supplier negotiations including validation the scope of work and clarification of contractual obligations for both parties.

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# Strategic Focus Areas



## Customer Experience

Long-term view, not transactional

Lifecycle approach

Joint investments with  
global vendors



## Security

Protecting our business

Market opportunity

Go to market with  
Business Aspect



## Accelerating Services

Completed rebuild of  
Managed Services

Strong growth in Consulting  
& Support Services

Complementing vendor  
incentive programs

We will continue to focus on driving growth in our services and software businesses to increase recurring revenues and improve margins

# Example of implementing our strategy

We start with a customer conversation.

How we can enable our customer's success through the adoption of, for example, Cisco technology.

We consult design and implement a solution. Focus on the adoption and ultimately management of the solution.

A recent example for a large resources organisation included implementing a secure, modern, efficient networking environment. This led to an improved customer experience and for Data#3 to large infrastructure software and services investments.

We then repeat this success utilising our vendor and industry expertise with many customers across Australia.

This results not only in customer success, and success for Data#3, however in this instance also leads to success with a Global leading vendor, Cisco.

# Announcing



“It’s fantastic to see Australian partners leading in a global forum. Congratulations to the Data#3 team on your outstanding achievement.

The strength of our partnership underpins our unparalleled success. I look forward to continuing our work together to help customers respond to their business challenges.”

Cisco Vice President for Australia and New Zealand, Ben Dawson, said,

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# Vendor Partners – Investment in Global Leaders



# Award winning business – Vendor Partners

Cisco Global Partner of the year for Security

Cisco Partner of the year ANZ

Microsoft Worldwide Device Distributor/Reseller Partner of the year

Microsoft Worldwide Surface Reseller Partner of the year

HPE Greenlake Partner of the year

Dell Technologies Channel Services Delivery Excellence Partner of the year

Palo Alto Networks Security Growth Partner of the year

Veeam Pro Partner of the year ANZ

Jabra Top Public Sector Sales

Australian Reseller News (ARN) Enterprise Partner Innovation Award

APC Most sustainable partner of the year

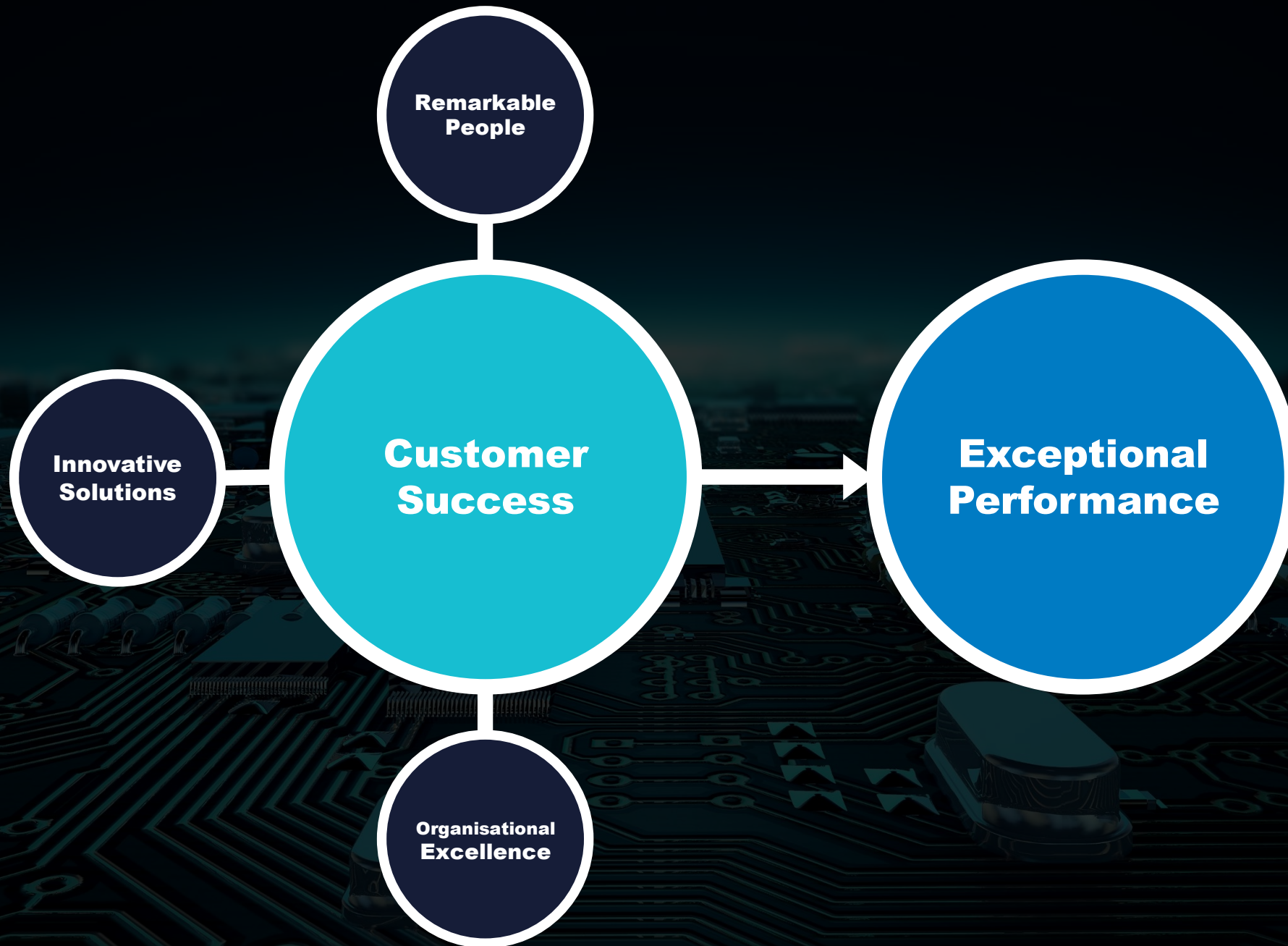


**Growing  
Market**

**Substantial  
and loyal  
customer  
base**

**World leading  
solutions**

**Best people**





**John Tan**

Chief Customer Officer

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**Customers**

**Solutions  
& Services**



**Customers  
& Outcomes**

## **Customers & Buying Models have Changed**

- Recurring / Subscription / Annuity
- Consumption or as-a-Service
- Outcome Driven
- Technology as the Enabler
- Line of Business Driven
- Consumerisation of IT

# Digital + Human

Buyers indicating a  
preference for digital  
commerce channels

**83%**



## Coverage

Geographic Coverage  
Sector Specialisations  
Segments – Prospecting & Managing



## Capabilities

Consulting (Business Aspect)  
Hardware & Software  
Services Capabilities

## **Security**

Remains the #1 priority  
for customers and boards

## **Hybrid Work**

Bringing together devices,  
collaboration, security & connectivity

## **Cloud**

Continued movements between  
public & private clouds

## **Lifecycle**

Focused on consulting through  
to managed services





**Our core purpose is to enable  
our **customers' success****

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Future****

# Customer Success



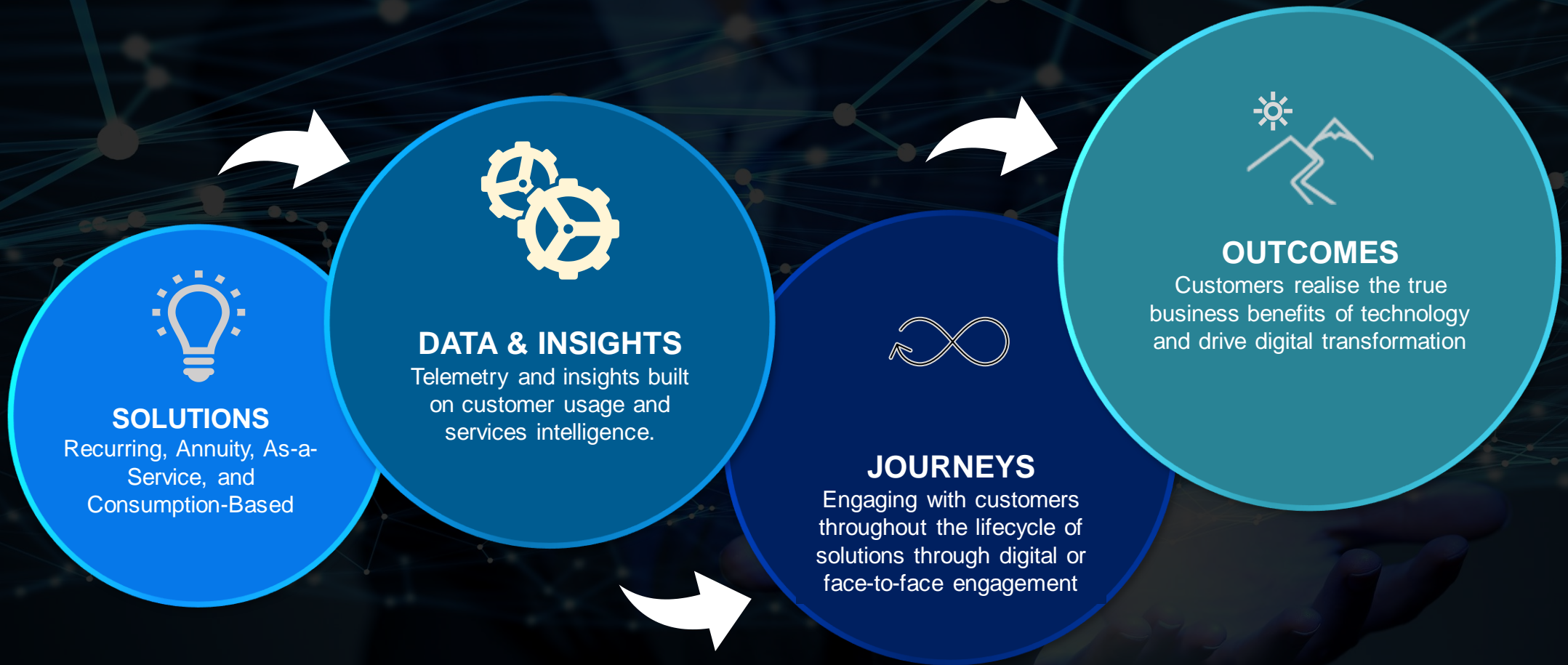


## Mastering **Vendor Strategy** Changes

- Strategy pivoted from Hardware to Software
- Built a Customer Experience focus
- Global Advisory
- Shaping future programs and offers
- New reliance on Telemetry and Data
- Customer Success Platform
- Leverage learnings across our vendors

# Partnerships with Vendors & Customers





An aerial, high-angle view of a city at night, illuminated with a cool blue and cyan light. The buildings are silhouetted against the dark sky, and some windows and streetlights are visible. The overall atmosphere is futuristic and digital.

**Garrett MacDonald**

**Chief Marketing Officer**



# Information Technology Sector

**861K**

**Number of people  
employed by tech  
industry**

**65K**

**New jobs created  
during COVID-19**

**1 in 16**

**Australians work in  
the tech industry**

**8.5%**

**Tech industry GDP  
contribution**

**1M**

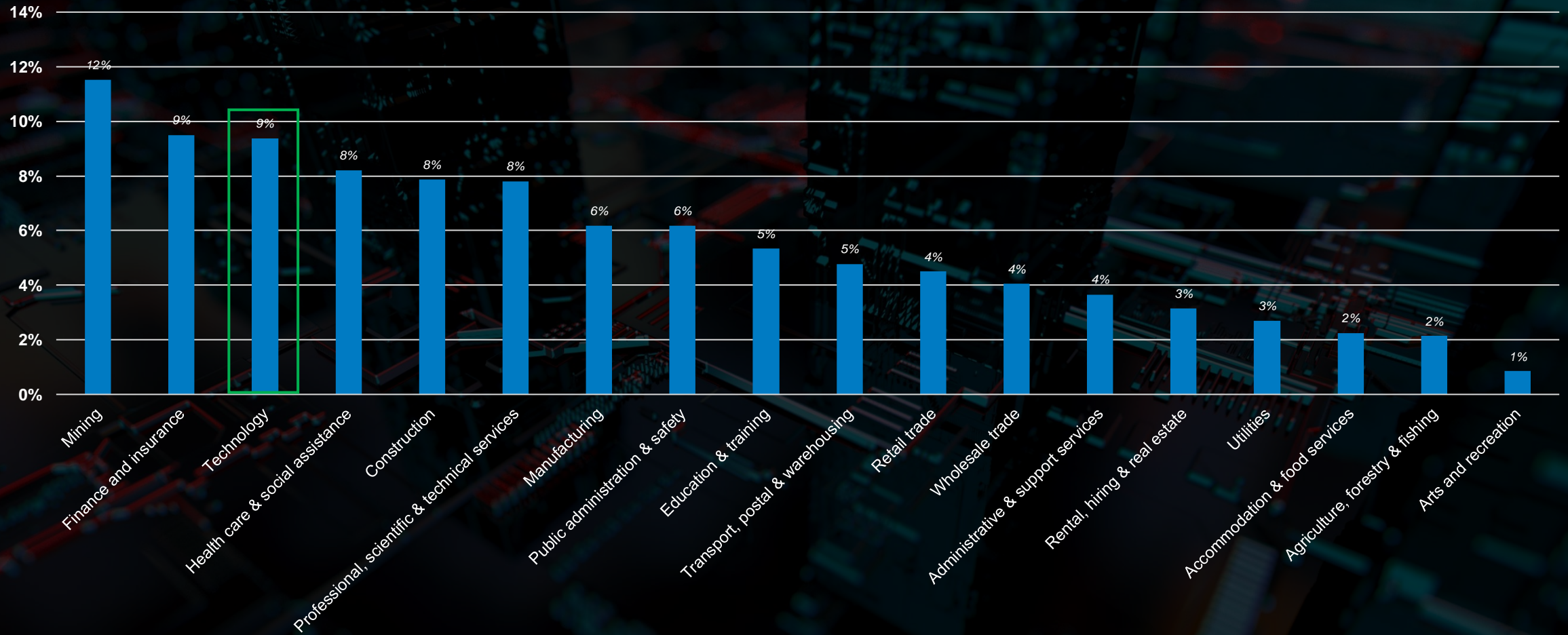
**Forecasted tech industry  
employment by 2025**

**\$255bn**

**Forecasted contribution  
to GDP by 2031**



# Industry GDP Contribution



**Australian  
IT spend**

**\$117bn**

Gartner

## AUSTRALIAN IT SPEND

**Top 3 increases;**  
Software +21%  
Devices +12.3%  
Services +12.2%



# Data#3's Customers

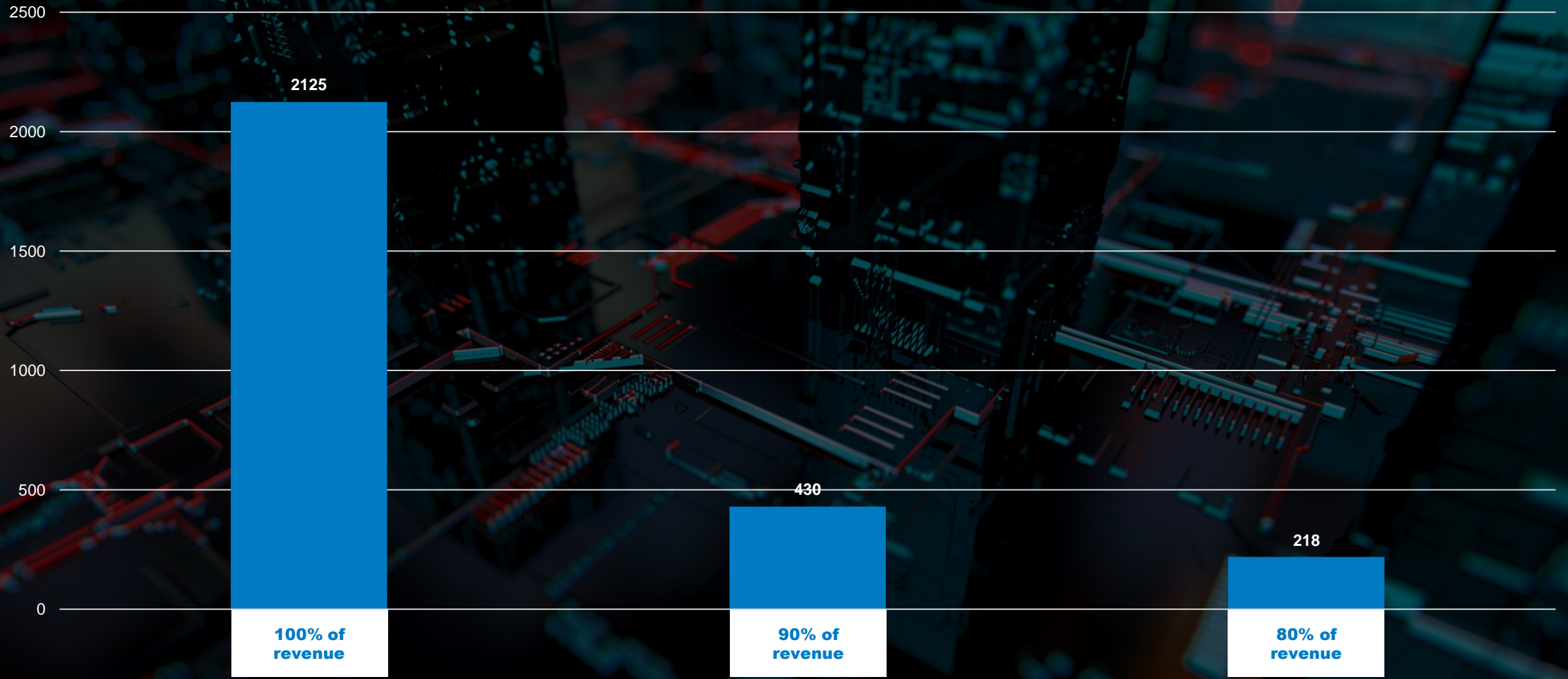
# Data#3 Customers

**Top 100  
Customers**

**65%**

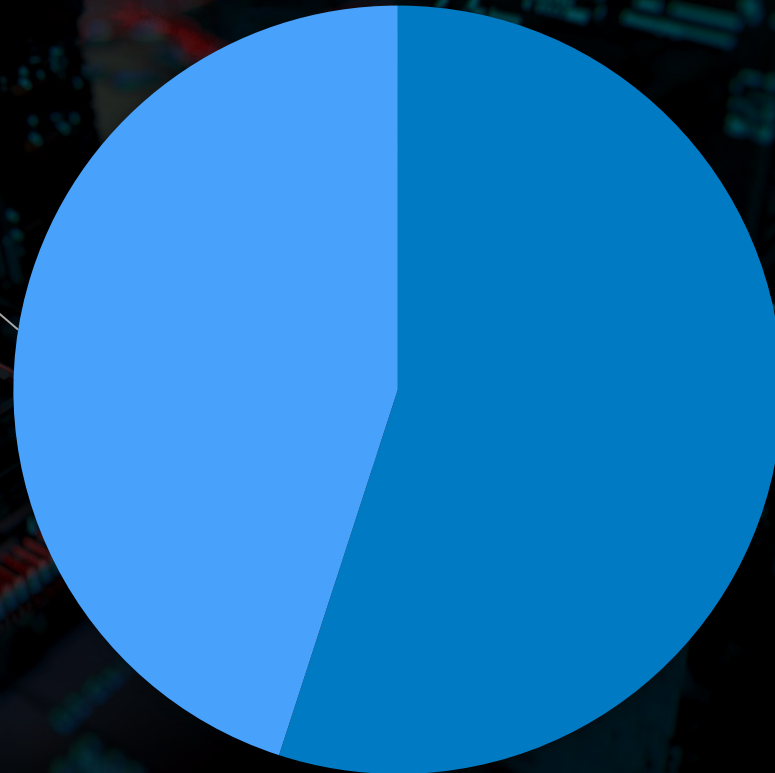
**Make up of  
total Revenue**

# Number of Customers (By Group)



## % Of Total Revenue

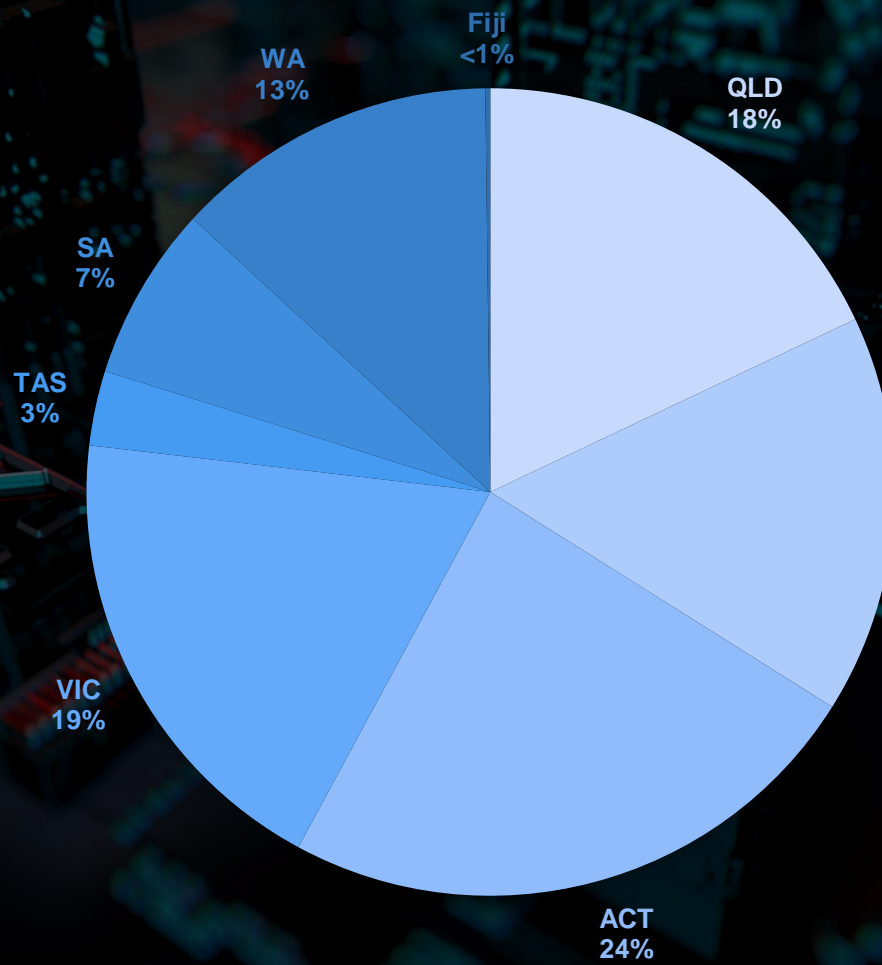
**Commercial**  
45%



**Government**  
55%

Health, Education, Mining focus

## REVENUE BY REGION



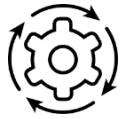




# **Business and Technology Priorities**



Digital Transformation



Driving Operational Efficiency



Attracting and retaining the workforce



Improving the customer experience



Reducing enterprise costs

## Top 5 Business Priorities



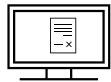
Cyber Security



Cloud



Networking



Applications



Data

## Top 5 Technology Priorities



# Customer Satisfaction

# Customer Satisfaction



Scores are out of 5

# FY22 Customer stories

**NEWS**

**Data#3 set to deliver the digital future at Queen's Wharf Brisbane**




**CUSTOMER STORY**

**St Peter's College Adelaide**



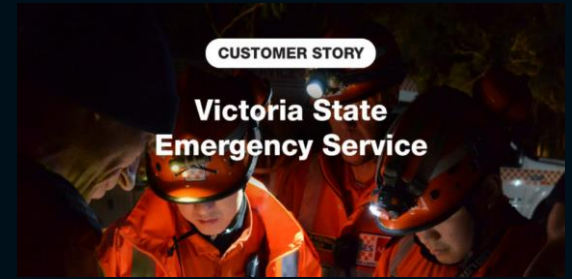
**CUSTOMER STORY**

**University of Tasmania**



**CUSTOMER STORY**

**Victoria State Emergency Service**



**CUSTOMER STORY**

**Fiona Stanley Hospital Aids Clinical Efficiency with Post-COVID Login Solution**



**CUSTOMER STORY**

**Knight Frank Cloud Transition Enables Breakthrough Property Services**



**CUSTOMER STORY**

**BTC Markets**



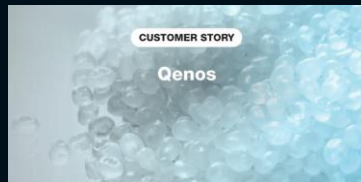
**CUSTOMER STORY**

**SeaRoad Holdings**



**CUSTOMER STORY**

**Qenos**



**CUSTOMER STORY**

**Credit Corporation (PNG)**



**CUSTOMER STORY**

**Vision Super**



**CUSTOMER STORY**

**J. Blackwood & Son**



**CUSTOMER STORY**

**ElectraNet**




**CUSTOMER STORY**

**Cisco Duo for TechnoPro**



**CUSTOMER STORY**

**Shine Lawyers**



**CUSTOMER STORY**

**Australian Islamic College**



**CUSTOMER STORY**

**Cisco ACI Solution Supports the Future of Business in Engineering Industry**



**NEWS**

**Data#3's Managed Services to Bolster Digital Transformation at the Department for Education in SA**



**CUSTOMER STORY**

**Department of Communities**



**CUSTOMER STORY**

**Bega Valley Shire Council Ensures Compliance and Value with Data#3 Software Asset Management**



An aerial view of a steel mill with glowing blue light trails. The scene is dominated by dark, industrial structures and a complex network of pipes and beams. The lighting is dramatic, with bright blue highlights and deep shadows, creating a sense of motion and energy. The background is filled with a dense pattern of light trails that converge towards the center, suggesting a high-speed or digital environment.

# Q&A



# Morning Tea





# Paul Crouch

General Manager - NSW

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Customer Story

# Sydney Football Stadium

*Designed with the fan experience at heart. It offers more visitors and patrons an improved entertainment experience through enhanced design and improvements in accessibility, safety, fan and player experience and overall improved operations*

Infrastructure NSW

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# How it aligns with our Strategy



Digital Transformation



Accelerating Services



Customer Experience



Connectivity



# Building on Building

- **Growth in existing pipeline**

- Improving our Services mix
- Larger, longer engagements
- Leveraging our experience

- **National opportunity**

- Government Support/Involvement



# Graham Robinson

Chief Technology Officer

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**Solutions Development**

**Technology Trends**



**Solutions  
& Services**



**Customers  
& Outcomes**



**Digital Transformation**



**Artificial Intelligence**



**Internet of Things**



**3D Printing**



**Multi-cloud**



**Modern Workplace**



**Security**



**Data & Analytics**



**Connectivity**





Identity Security Management and Protection Compute Advanced Compute Data Advanced Data Development Networking AI and Analytics

Azure Active Directory	Azure Domain Services	Active Directory Connect Health	Windows Virtual Desktop	Dedicated Host	Azure VMware Solution												Cognitive Services Decision	Cognitive Services Language
Azure B2B	Azure B2C	Azure MultiFactor Authentication	Azure Stack	Container Service	Virtual Machine Availability Set	Management Groups	Azure Arc	Azure Automation	Event Grid	Stream Analytics	Notification Hubs	Logic Apps	Web Apps	Application Service Environment	Cognitive Services Search	Cognitive Services Vision		
Work Account	Microsoft Account	Role Based Access Control	Virtual Machine	Virtual Machine Scale Set	Tags	Azure Monitor	Azure Alert	Subscription	Event Hubs	Azure IoT Hub	Service Bus	Azure Functions	API Apps	SendGrid	Power BI	Cognitive Services Speech		
Conditional Access	Security Center	Application Insights	Azure Advisor	Azure Backup	Azure Site Recovery	Azure Migrate	Database Migration Service	Cost Management	SQL Database	SQL Managed Instance	PostgreSQL	SQL Elastic Pool	Cosmos DB	Azure Purview	Azure Search	Cognitive Services		
Key Vault	Resource Group	Azure Rights Management	Network Watcher	Azure Traffic Manager	Application Gateway	Load Balancer	Virtual WAN	DNS	Data Lake	Azure Media Services	Data Factory	Azure Synapse Analytics	Redis Cache	HD Insight	Bot Services	Machine Learning		
Cloud App Security	Azure Sentinel	Network Security Group	Front Door	ExpressRoute	VPN Gateway	Virtual Network	Virtual Subnet	On-Premises Data Gateway	Data Box	Storage Account	File Sync	StorSimple	DataBricks	Digital Twins	Azure IoT Central	Analysis Services		
	DDoS Protection	Azure Firewall	Azure Bastion	Content Delivery Network	Private Link	Azure Resource Manager	Azure Blueprint	Automation Runbooks	Dev Test Labs	Resource Graph	Azure DevOps							

# Five Trends



**Talent**



**Cyber Security**



**Automation**



**Decentralisation**



**Digital  
Experience**



**Talent**



**Cyber Security**



**Automation**



**Decentralisation**



**Digital  
Experience**

**New Business Models**

**Technology Change**

**Skills Evolution**

**ICT Expansion**

**Data3 Focus:**

- **Technology  
Modernisation**
- **Lifecycle Services**

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**Talent**



**Cyber Security**



**Automation**



**Decentralisation**



**Digital  
Experience**

**#1 Tech. Priority**

**#1 Priority**

**Talent Shortage**

**Data3 Focus:**

- **Security  
Modernisation**
- **Lifecycle Services**
- **Partner Joint  
Investment**



**Talent**



**Cyber Security**

**1010  
1010**

**Automation**



**Decentralisation**



**Digital  
Experience**

**Talent Shortage**

**Evolving Technology**

**Increasing Threats**

**Data3 Focus:**

**Automated...**

- **Cloud**
- **Modern  
Workplace**
- **Security**
- **Data & Analytics**
- **Connectivity**



**Talent**



**Cyber Security**

**1010  
1010**

**Automation**



**Decentralisation**



**Digital  
Experience**

**Hybrid Work**

**Cloud Edge**

**Big Data Analytics**

**Data3 Focus:**

- **Software Modernisation**
- **Lifecycle Services**

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**Talent**



**Cyber Security**

**1010  
1010**

**Automation**



**Decentralisation**



**Digital  
Experience**

**Augmented Reality**

**Virtual Reality**

**Metaverse**

**Data3 Focus:**

- **Cloud**
- **Modern Workplace**
- **Security**
- **Data & Analytics**
- **Connectivity**

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# Five Trends



**Talent**



**Cyber Security**



**Automation**



**Decentralisation**



**Digital  
Experience**



# **Janelle Phillips**

**General Manager – People Solutions**

**8%**

**Growth in tech workforce**

**6%**

**Data#3 annual growth**

**5.5%**

**Tech workforce annual growth**

**1M**

**Forecasted tech industry employment by 2025**

In FY22 Data#3 group had 1,378 people, which includes a combination of permanent, contracted and casual staff

**Data#3**

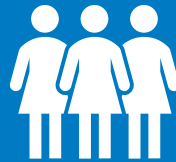
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\*ACS Australia's Digital Pulse 2022 /Unlocking the tech sector: beyond one million

# Data#3 Talent Strategy 2023



**Innovative  
Approaches**



**Talent  
Attraction**



**Alternative  
Sourcing**

Data#3 is taking steps to enable our current needs and contribute to the growth the industry needs in the future.

# People Solutions



**embedded  
specialist  
recruitment  
division**

Data#3 is unique in our structure, which differentiates us from others, having our own embedded recruiting and sourcing division, People Solutions, enables our business with Talent

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# Talent Attraction



**23%**  
**internal  
referral**



**15%**  
**promotion/skill  
transfer**



**Investment  
in sourcing  
Platforms**

Providing the right talent to our customers either directly or via our services team enables our customers in delivering the digital future.

# Innovative Approaches

The logo for WomenRISING, featuring the word "Women" in a white script font and "RISING" in a white sans-serif font, with a small trademark symbol.The logo for Family Friendly Workplaces, featuring a stylized heart shape composed of two interlocking lines in blue and green, with a small rainbow-colored arc at the top right, followed by the text "Family Friendly Workplaces" in a blue sans-serif font.The logo for Women in STEMM AUSTRALIA, featuring a stylized atom symbol with a central nucleus and three orbiting electrons in purple and green, followed by the text "Women in STEMM AUSTRALIA" in a green sans-serif font.

These people focused initiatives are key to attracting and connecting with talent.

# Alternative Sourcing

## Graduate Recruitment Programs

Partnered with Cisco, Women in Digital and leading Qld Universities

## Traineeships

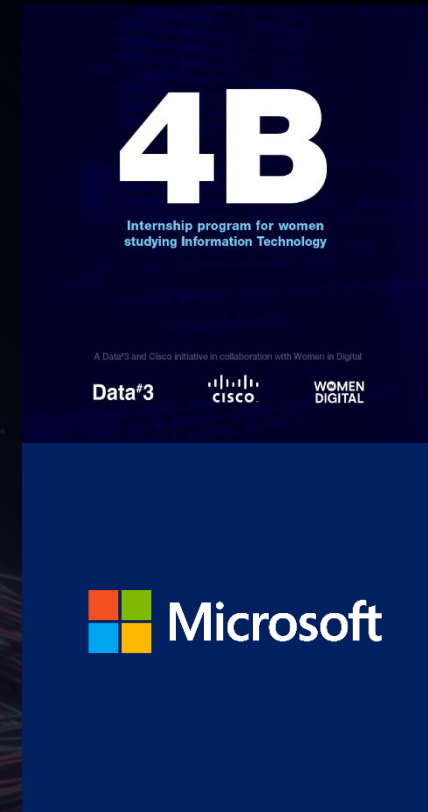
Partnered with Microsoft

## Industry Placements

School student placements

## Offshoring

Engaging skills for noncustomer facing services





# Employer of Choice

Seven from seven:  
Data#3's Employer of  
Choice award winning  
streak continues







**Peter Jarrett**

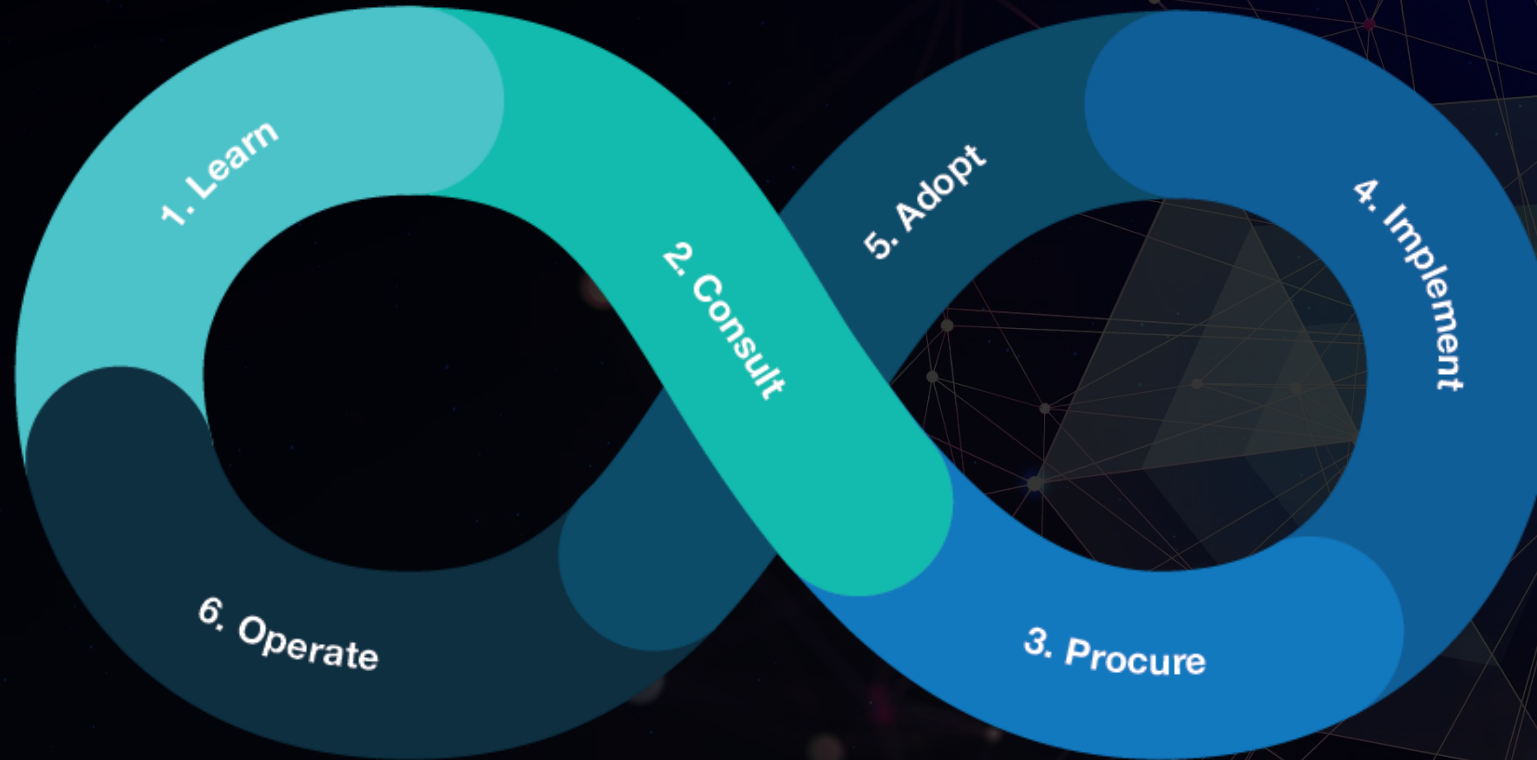
General Manager – Business Aspect

# What does Business Aspect do?

We help our customers solve ICT and digital transformation challenges by providing insightful business and technology consulting services delivered by our talented team.



# We solve business challenges throughout the customer lifecycle



We Drive the Digital Future by guiding Australian organisations on their digital transformation journey

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# With a history of delivering technology to support our customers' business objectives



Enhance  
Stakeholder  
Engagement



Improve  
Customer  
Experience



Increase  
Business  
Agility



Drive  
Profitable  
Growth



Deliver  
Operational  
Efficiency



Manage  
Business  
Risk

# Our Practices bring the Capability to Deliver the Digital Future



## Digital & ICT Advisory

Plan, architect and invest in technology with business impact



## Transformation & Governance

Lead and govern complex business transformations



## Information & Analytics

Manage the value of data and information from insight to accountability



## Cyber Security & Risk

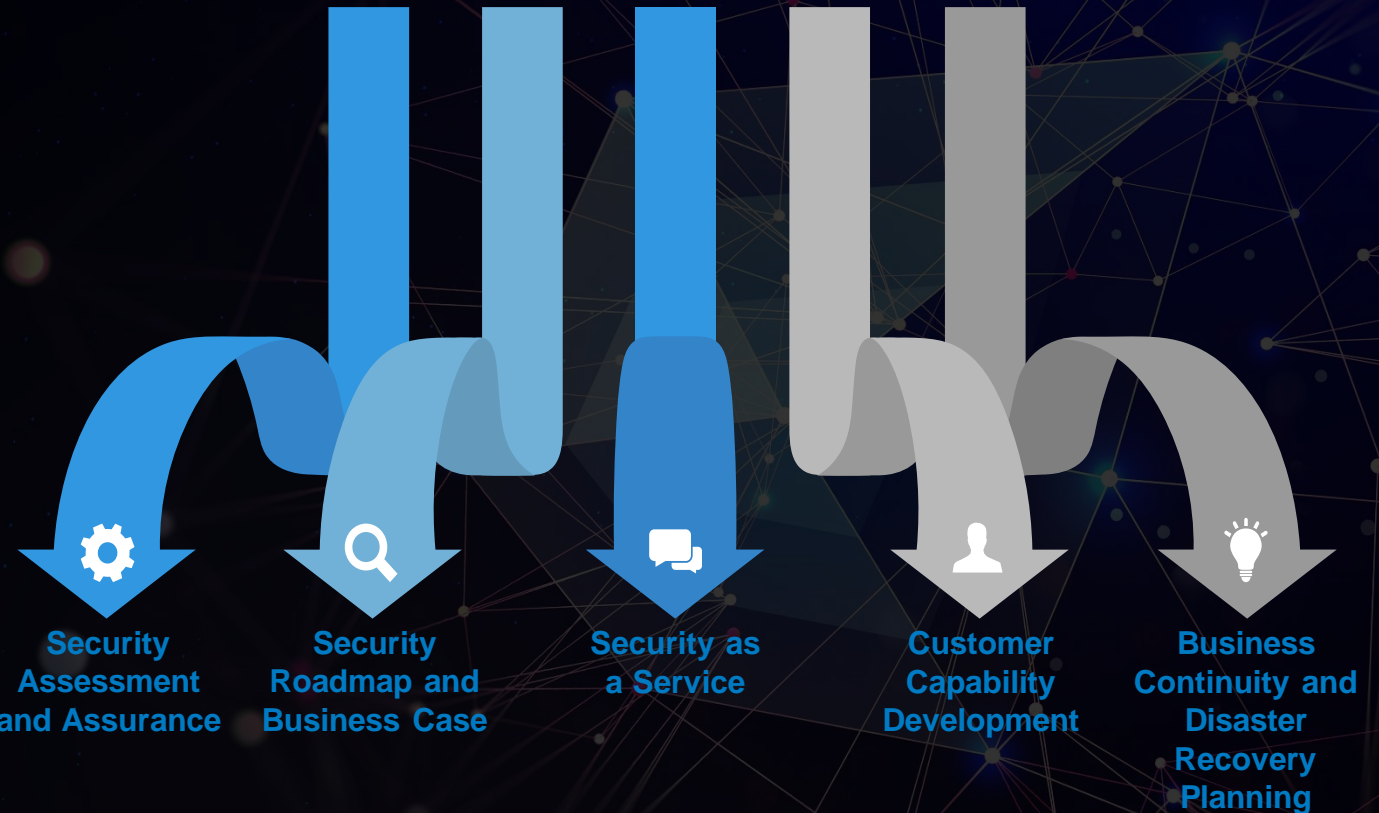
Proactively and cost-effectively manage IT and business risks

# BUSINESS ASPECT



## Cyber Security & Risk

Leaders in information security and risk consulting services with over 15 years of delivery experience provided by a team of practitioners who work alongside Data#3 Security and Solutions



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# Some Examples of our Customers' Journeys

We have helped:

- A government agency on a multi-year journey to lift their enterprise architecture maturity and guide a complex digital transformation.
- A federal agency with delivery capability, providing a talented team to support the delivery of their ICT program including architecture, cloud design and development, identity and access management, cyber security compliance and business continuity.
- A ports authority with ICT strategy guidance on multiple work streams including cloud, cyber security, information governance and systems reviews including IT/OT.

The guidance that Business Aspect provides forms an important part of the customer lifecycle which leads to significant flow-on value that the broader Data#3 team provides to **enable our customers' success.**



# Q&A

An aerial view of a steel mill with glowing blue light trails. The scene is dominated by dark, industrial structures and a complex network of pipes and beams. The lighting is dramatic, with deep blues and oranges, creating a sense of motion and energy. The background is filled with numerous bright blue streaks that radiate from the top, suggesting high-speed data or light trails.

**Lunch**

**Data#3**

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[www.data3.com.au](http://www.data3.com.au)



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