

ELECTRONIC LODGEMENT

Data#3 Limited

ABN 31 010 545 267

17 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 Amendment

Please find attached an amended set of the presentation slides for the Data#3 Limited (ASX:DTL) Investor Briefing that was held on 16 November 2022.

The amendments relate to slides 5, 21, 31-34 and 66, which did not have footnote references for the statistics quoted on those slides. These references have now been included.

A recording of the presentation is available on the Data#3 website at:

<https://investor.data3.com/investor-centre/?page=Presentations---Webcasts>

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%¹
- Cloud computing continues to grow at an accelerated rate. Examples of 30-50%.
- Software(+21%) and services(+12.2%) are growing.²

Our position

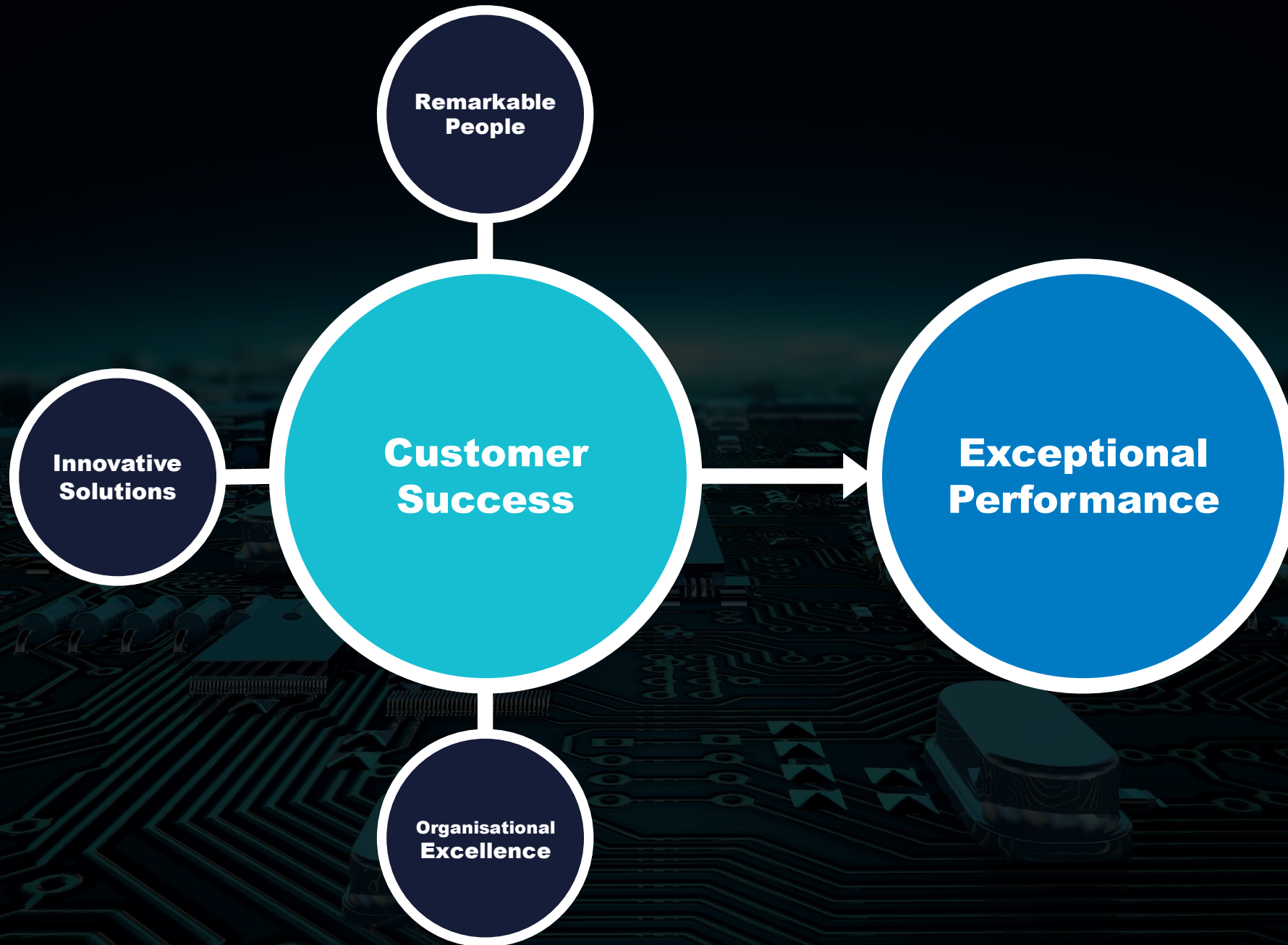
- Aligned to market leading vendors such as Microsoft, Cisco, HP and Dell
- Strong cloud revenues aligned to the accelerated growth. Over \$1 Billion.
- Annual Recurring Revenue (ARR) over 66%
- Accelerating services – Project Services, Managed Services, People and Consulting
- Strong customer base,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

1. Gartner, Gartner Forecasts IT Spending in Australia to Grow 6.5% in 2022 - October 2021

2. CRN Australia, Aussie IT Spend to grow - April 2022



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

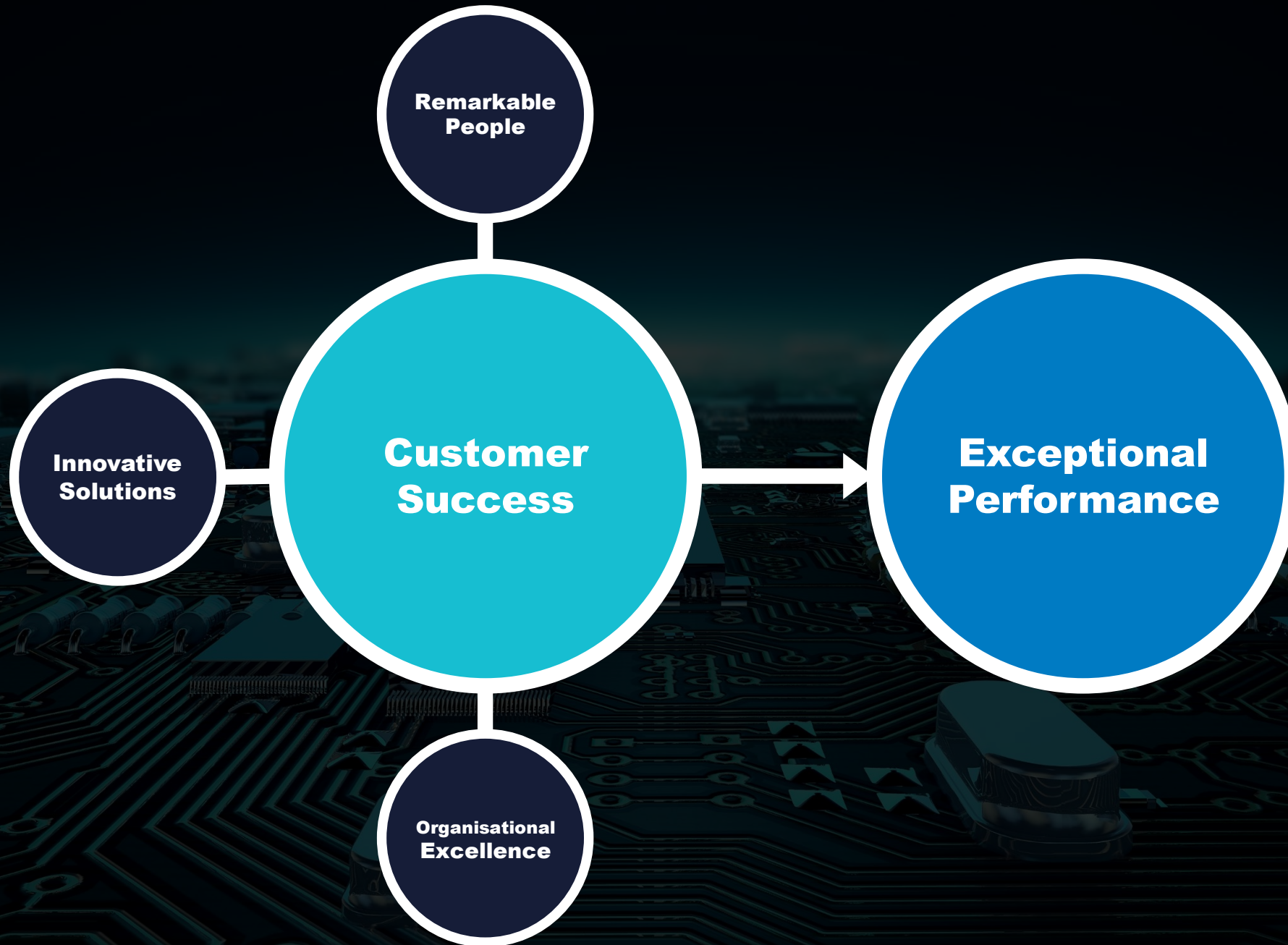
APC Most sustainable partner of the year

**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 channels¹

83%

1. Gartner, Leadership Vision for 2023: Chief Sales Officer – November 2021



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

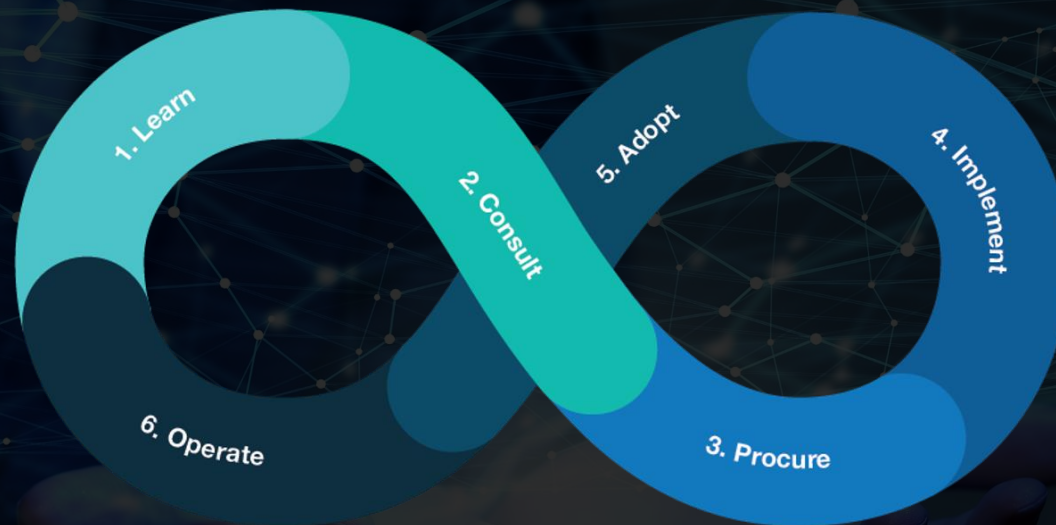


**Our core purpose is to enable
our **customers' success****

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the **Digital
Future****

Customer Success



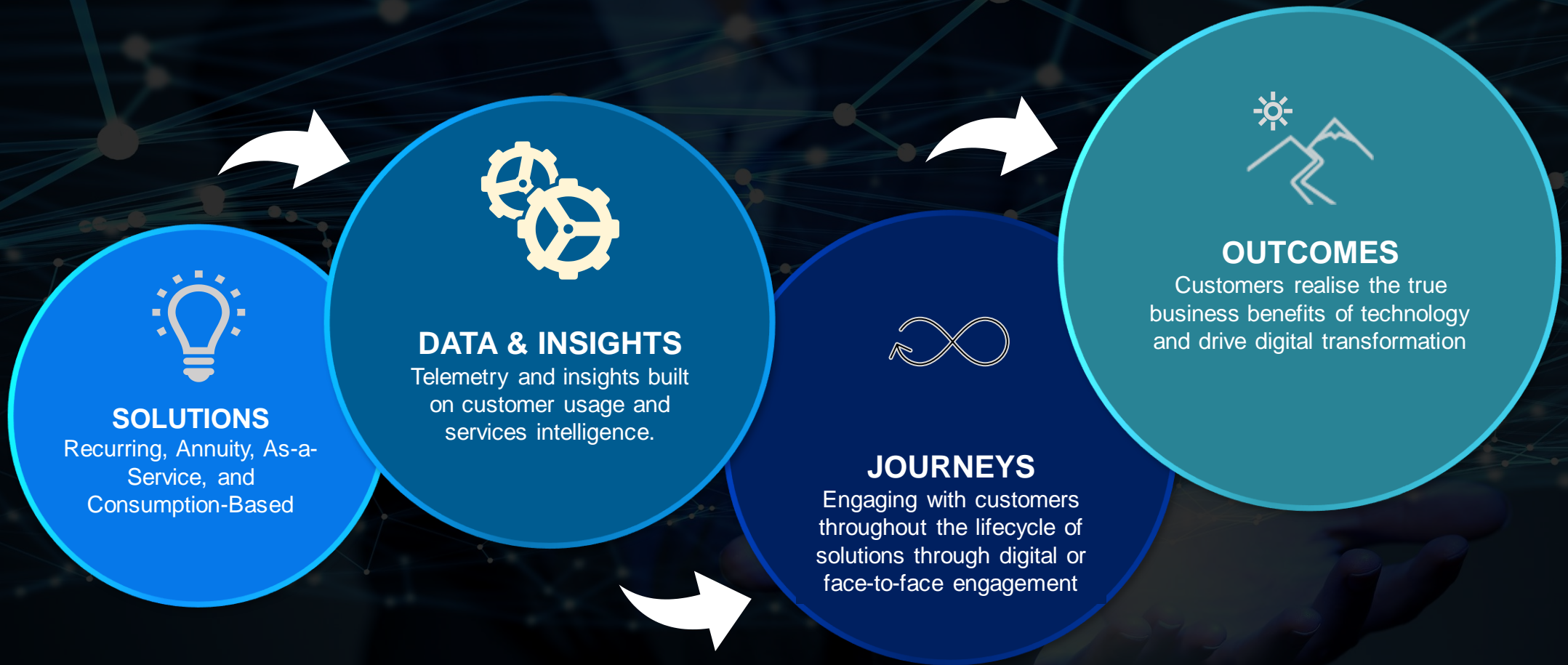


Mastering **Vendor Strategy** Changes

- 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**

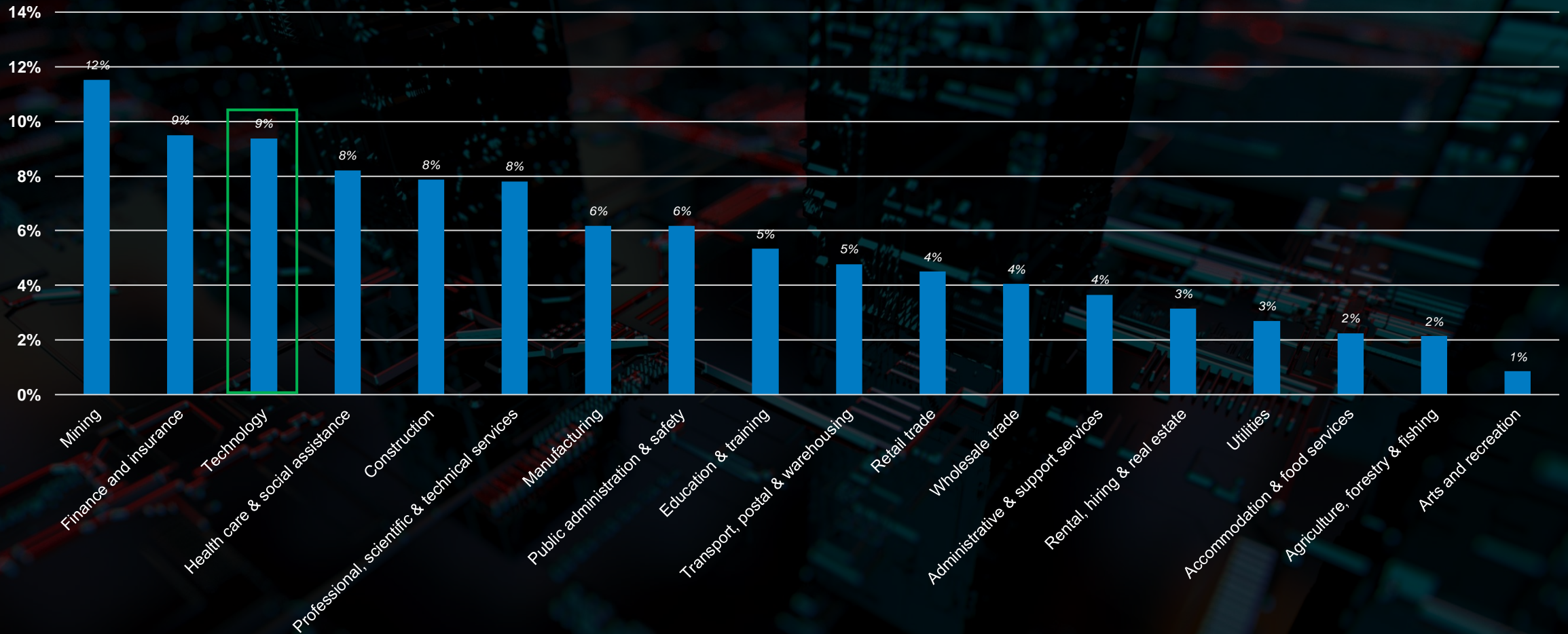
1M

**Forecasted tech industry
employment by 2025**

\$255bn

**Forecasted contribution
to GDP by 2031**

Industry GDP Contribution



**Australian
IT spend¹**

\$117bn

1. CRN Australia, Aussie IT Spend to grow - April 2022

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AUSTRALIAN IT SPEND¹

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

1. CRN Australia, Aussie IT Spend to grow - April 2022



Data#3's Customers

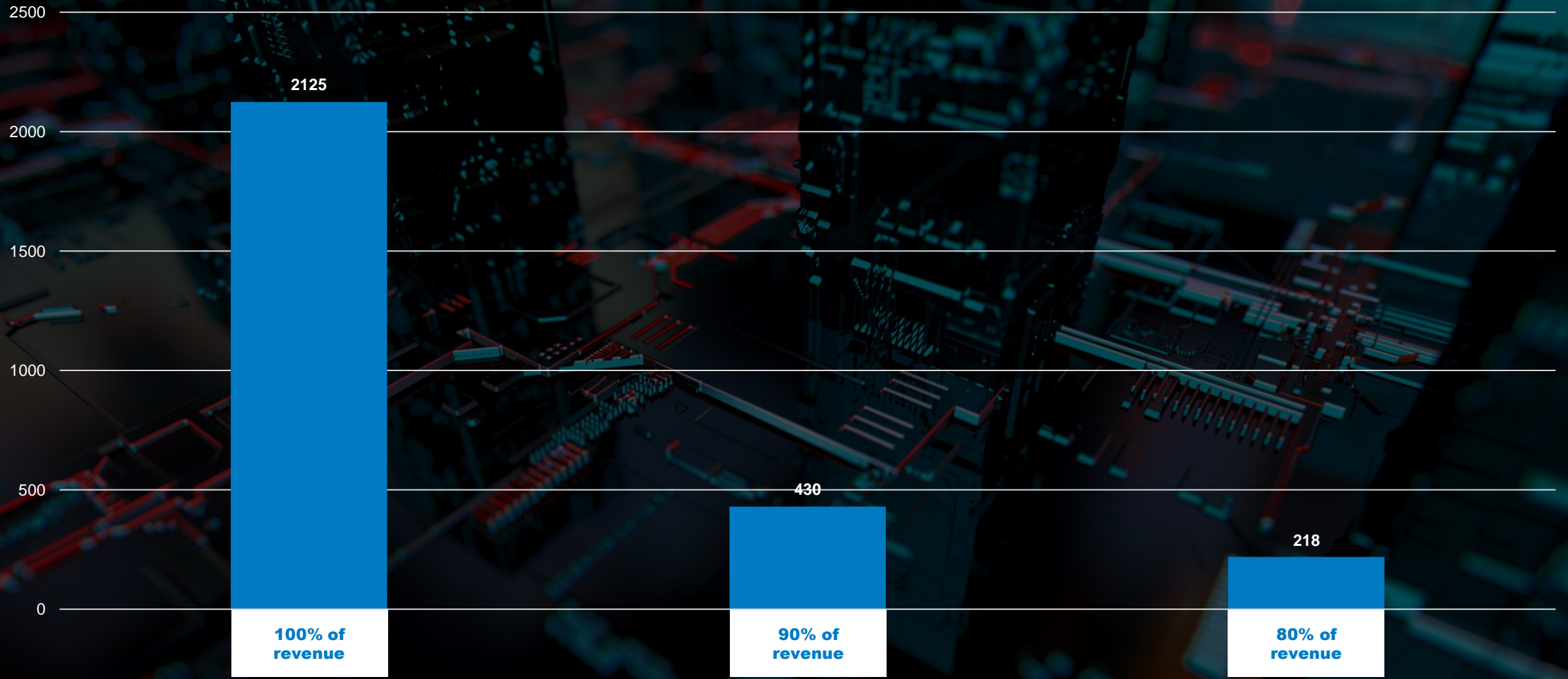
Data#3 Customers

**Top 100
Customers**

65%

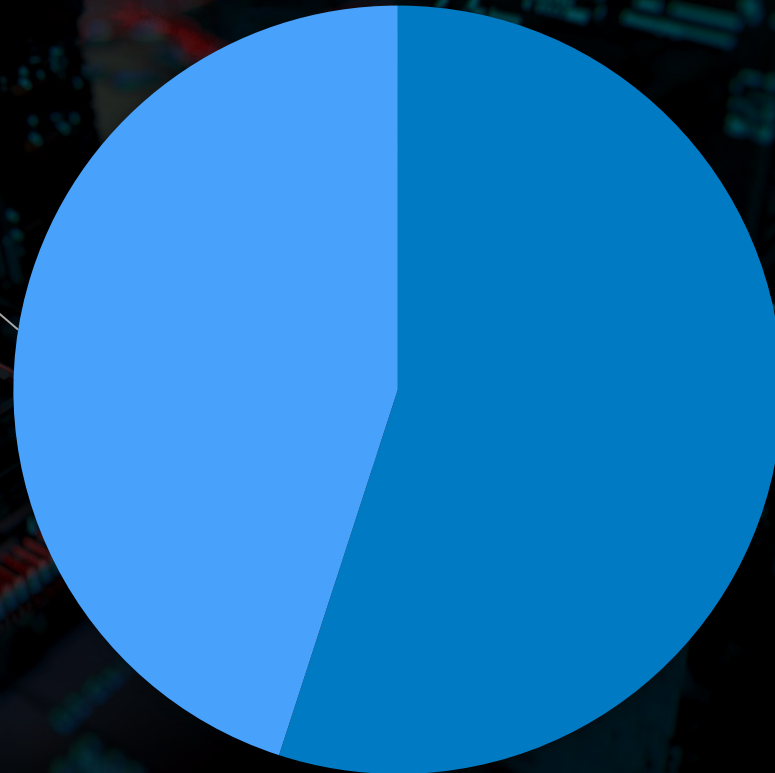
**Make up of
total Revenue**

Number of Customers (By Group)



% Of Total Revenue

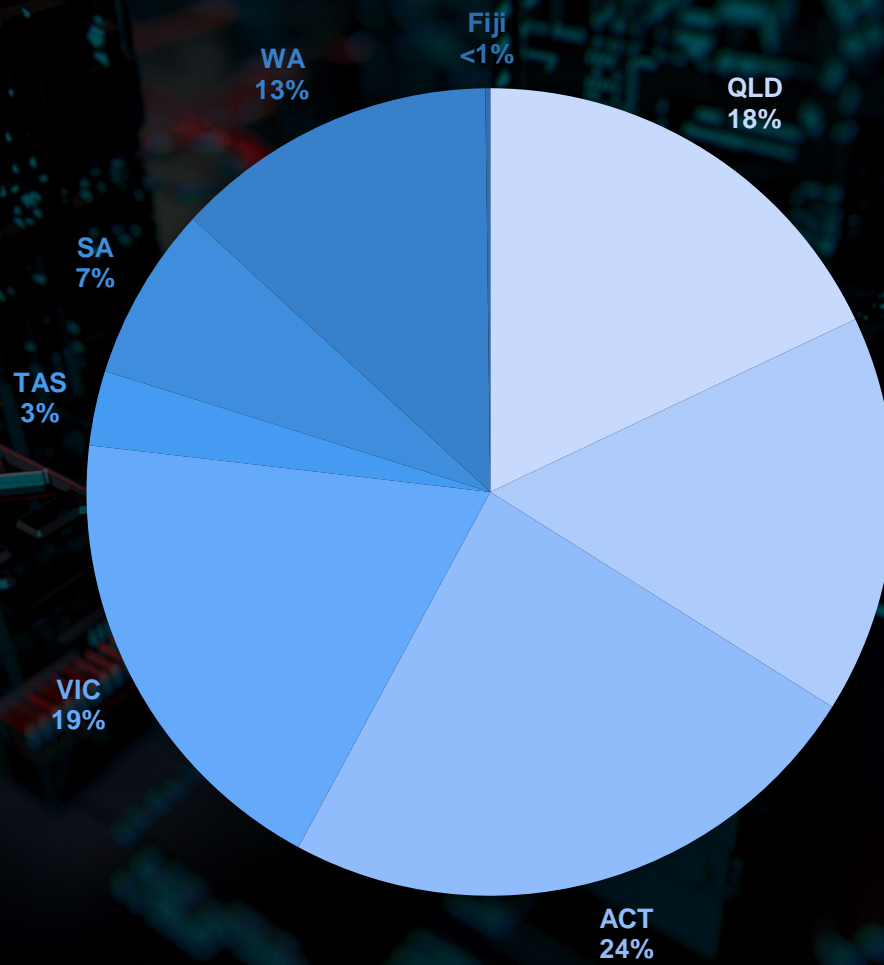
Commercial
45%



Government
55%

Health, Education, Mining focus

REVENUE BY REGION





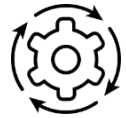
Business and Technology Priorities

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Digital Transformation



Driving Operational Efficiency



Attracting and retaining the workforce



Improving the customer experience



Reducing enterprise costs

Top 5 Business Priorities



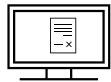
Cyber Security



Cloud



Networking



Applications



Data

Top 5 Technology Priorities



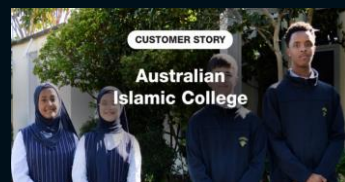
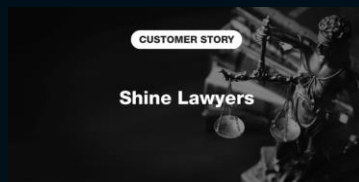
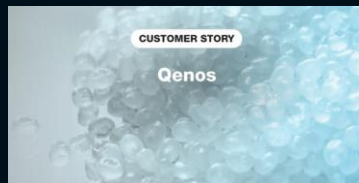
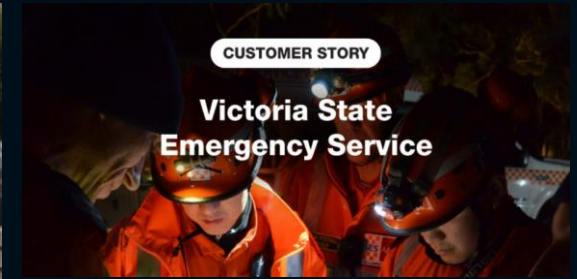
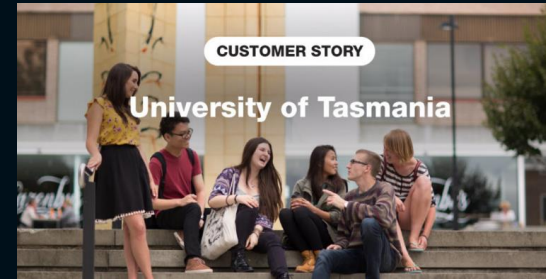
Customer Satisfaction

Customer Satisfaction



Scores are out of 5

FY22 Customer stories





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



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 workforce¹

6%

Data#3 annual growth

5.5%

Tech workforce annual growth¹

1M

Forecasted tech industry employment by 2025²

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

1. ACS Australia's Digital Pulse 2022 /Unlocking the tech sector: beyond one million
2. Tech Council, The economic contribution of Australia's tech sector - 2021

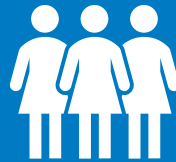
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Data#3 Talent Strategy 2023



**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

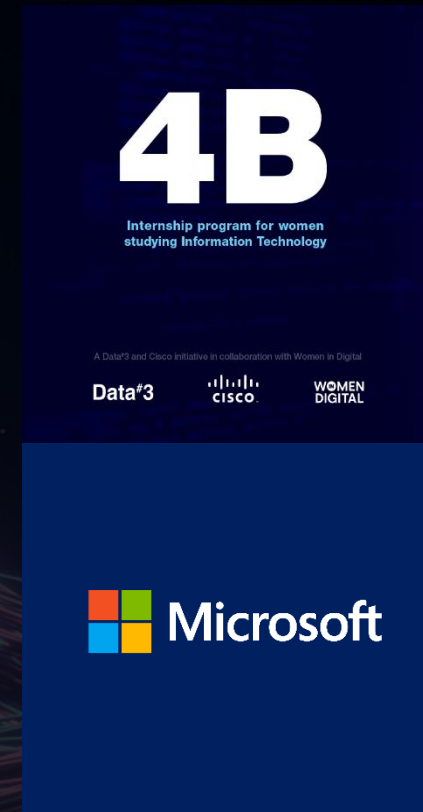
Partnered with Microsoft

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

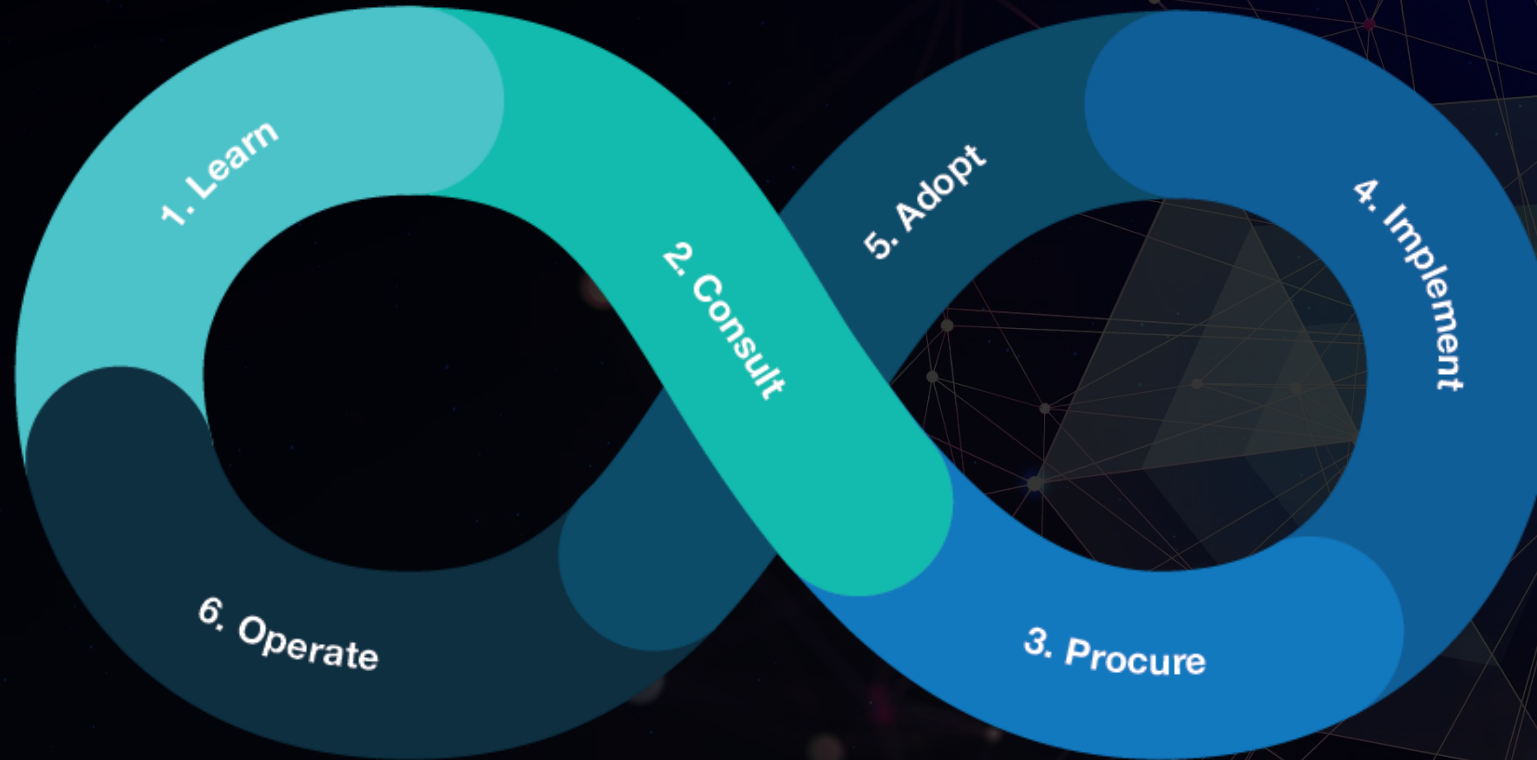
General Manager – Business Aspect

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

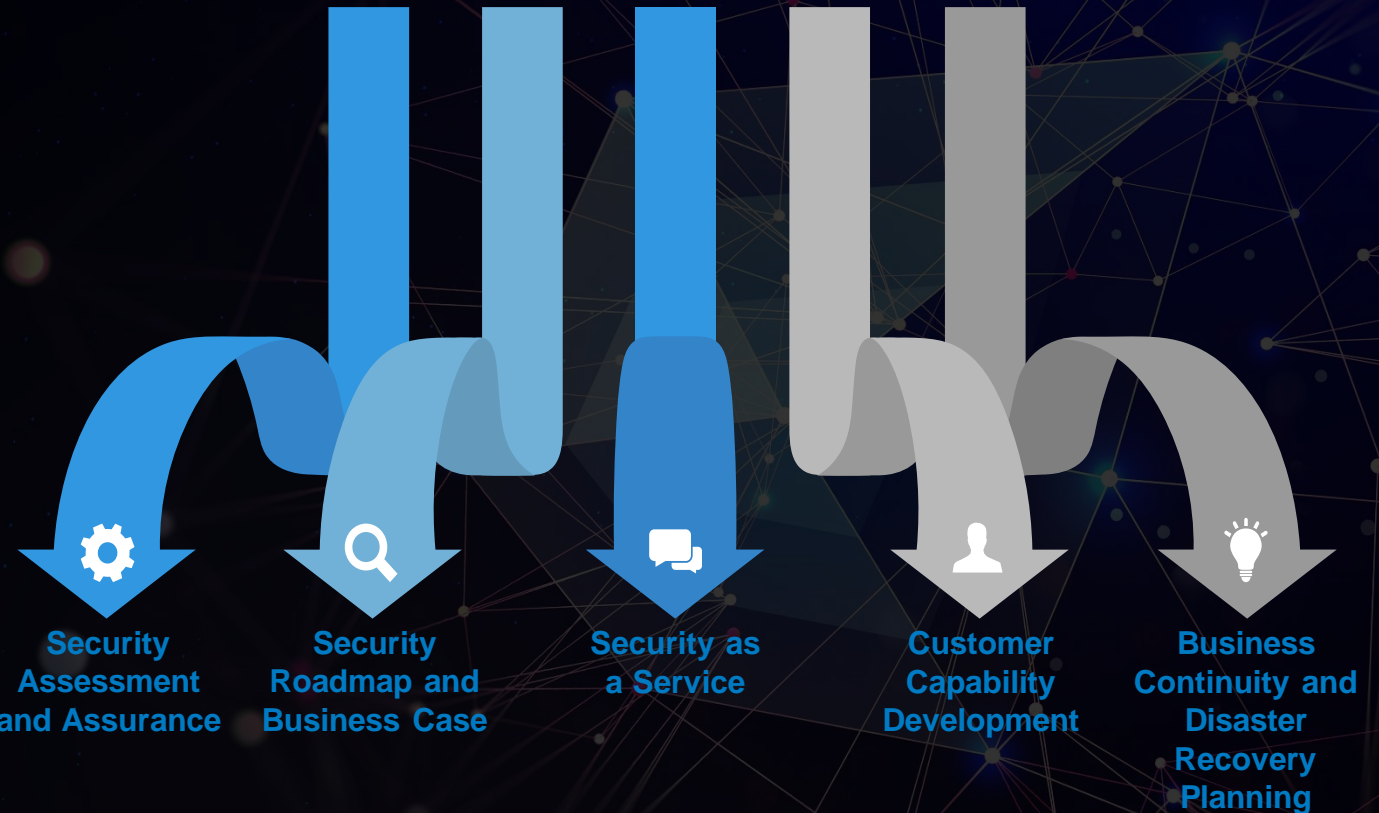
Proactively and cost-effectively manage IT and business risks

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 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.

Lunch

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www.data3.com.au



1300 23 28 23



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