

# a strategic partner for the information age

Global Presence is a leading Internet Strategy and professional services team, helping organisations improve their processes by taking advantage of Internet-based technologies to deploy customised Internet solutions.



We have been a strategic partner to a diverse range of clients, large and small, from government and educational institutions (eg ACT Government and the University of Wollongong) to growing retail, professional services and tourism companies. No matter what the size or need, we've helped our clients transform the way they do business by opening up the opportunity offered by the Internet.

## services delivering experience and success...



- Strategy Consulting
- Analysis and Design
- Project Management
- Web Site Design
- Application Development
- Technology Integration
- Online Marketing and Brand Development
- Deployment and Hosting
- Training
- Maintenance and Support

We understand our clients have distinct and diverse requirements. From small to large organisations, our methodology enables us to independently assess each deployment and custom tailor a solution.

## making the Internet work for you... *since 1994*

Global Presence' team of professionals have the skills and experience in applying the latest Internet technologies across a broad range of enterprises and industry sectors with specific expertise in commerce, tourism, tertiary education, government, regional development, conferencing, professions and waste management.



Our particular strength lies in being able to understand the different business processes and how they may be improved using the Internet technologies. See the Partnership Case Studies for examples of how Global Presence has made the Internet work to the advantage and benefit of our clients.

## being the best takes commitment...



The current revolution of the Internet is producing advancements, day by day. Global Presence is committed to ongoing research into the latest technology developments with an eye to how they may improve the business processes of our clients.

We also maintain a professional affiliation with the Australian Internet Industry Association plus are on track towards attaining Quality Endorsed Company status.

contact the experts at  
**globalpresence** pty. limited

phone 02 4268 1000 fax 02 4268 1160

postal po box 23 bulli nsw 2516

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

a.c.n. 081 620 626

# Illawarra Waste Exchange

www.globalpresence.com.au/waste\_exchange

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## Background

NSW State Government targeted "60% less waste to landfill by the year 2000". As a regional initiative to facilitate the reduction in waste materials, Illawarra Waste Management and Planning Board (IWM) looked to Waste Exchange to help meet the target.

The objective was simple: to have a cost effective and efficient means to facilitate the exchange of waste materials between interested parties.



## Application of Technology and Innovation

In collaboration with EPA (NSW) Southern Region and IWM, Global Presence developed:

1. An inhouse exchange database to handle telephone, fax, mail and email enquiries. For efficient administration, the database incorporated direct email, advanced mail merge capability and telephony support, plus, a selection of reports for management and stakeholders.
1. A public database on the Internet with advanced, but blindingly simple and easy to use, search capability for cost effective global publishing (at a fraction of the cost of alternate print media).
1. Coupled inhouse and public databases to ensure the currency and accuracy of published material listings within minutes of any new additions or amendments.
1. Complimentary facilities on the Internet site including:
  - a) On line materials registration, and,
  - a) "Profit from Waste" case studies\*, published to stimulate ideas for the creative re-use of materials.

Global Presence also provided instructive training and support for IWM staff to administer the Waste Exchange system.

## Benefits and Success

Formal review has yet to be undertaken but early indications are promising:

- Over 1600 available and wanted material listings indicating local community acceptance of the system.
- Local waste industry actively using the exchange in their business operations eg determining transport routes.
- Incidents of successful exchanges.

**Other outcomes:**

- IWM's image and standing in the local community and broader waste industry strengthened and reinforced.
- NSW combined Waste Board's including Waste Exchange as a key component to their waste minimisation strategy.
- ACT Government implemented the system for their Canberra Resource Exchange Network - December 1997.
- Now recognised as Australia's premier model for regional Waste Exchange, other Australian states and New Zealand have also expressed interest.

## Contact

Mr John Riggall  
General Manager  
Illawarra Waste Management  
Tel: 02 4262 2200  
Email: ilawaste@bigpond.com.au

\* courtesy EPA Southern Region, Cleaner Production series

## Background

Saccasan Bailey Partners (SBP) are Chartered Accountants based in Sydney, Australia. The practice is uniquely positioned as *The Profit Architects* - providing financial solutions designed for you, and, provides a range of specialist pharmacy sector products and services.

The partners were looking to the latest technologies, to build on their existing strengths, streamline operations, reduce costs and strengthen relationships while expanding their client base.



## Application of Technology and Innovation

Through consultation and discussions between Global Presence and SBP, a strategy was developed with key priorities and action plan for implementation. The strategy required a staged development of Internet technologies and office automation in selected areas, with additional training and support for staff to make effective use of the systems. Global Presence provided the full range of deployment services to make it all happen.

### Stage 1 - Completed Nov 1997

- Setup of a remote virtual web server
- Creative design of the SBP web site (design objectives for strong branding and understated feel, promoting SBP philosophy, products and services)
- A new monthly publication *Profit Tip*, available on line and by email subscription
- Secure credit card ordering for SBP's Pharmstat software
- Additional functional contact email addresses
- Bulk email facility
- Structured in house staff training to administer and maintain the Internet site

### Stage 2 - Completed Feb 1998

- Pharmacy Faxstat benchmarking software development
  - Data store and calculation
  - Automated messaging (fax, postal mail and email)
  - Advanced mail merge filtering and analysis reports
  - Related Internet facilities for secure credit card registration and data input
- In house instructive training for staff to operate the Faxstat software.

Each of the above technology solutions were directly tied to SBP's strategic objectives - efficiency, communication, branding, skills development, cost saving etc

## Benefits

SBP has introduced a selection of the latest technologies to meet short-term strategic goals, and, have laid a solid foundation for longer-term gains in efficiency and effectiveness within the practice.

A formal review has yet to be undertaken to quantify the impact on bottom line performance.

## Contact

Mr Peter Saccasan  
Saccasan Bailey Partners  
Tel: 02 9299 7777  
Email: peter@sbp.com.au