

# iCognition

Knowledge in Context

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## Surviving the information revolution



**Visionaries:** iCognition directors Nigel Carruthers-Taylor and Joe Mammoliti are leading an information management revolution.

WE are, arguably, in the throes of an information revolution.

The amount of information that is created, circulated and churned through the vast networks in our world on a day-to-day basis is enough to make your head spin.

Managing this information at the same rate as the information grows is a mammoth task, but somebody's got to do it.

Established in Canberra in 2003, directors of iCognition Joe Mammoliti and Nigel Carruthers-Taylor identified a way to solve the problem.

iCognition emerged as a company who were determined to look at the Information Technology (IT) market from the perspective of the 'I' not the 'T'.

"The amount of information

bombarding organisations is increasing exponentially, particularly electronic documents, emails and other records," he said.

"We realised that simply throwing technology at the problem doesn't solve anything - somebody needed to come up with a concept on how manage that information."

Building the company from the ground up, team members were hand-picked to share in a vision of becoming a leader in information management consulting and implementation.

Results-oriented, iCognition strives to achieve results that provide business value for all their clients.

For more information visit the website [www.icognition.com.au](http://www.icognition.com.au)



## Revolutionary advances in information management

INFORMATION management is an issue that has, up until recent times, flown under the radar, yet technologies developed within this market have the potential to improve efficiency for a number of important industries.

Citing recent government information scandals such as the Godwin Grech and Cornelia Rau incidents, iCognition director Nigel Carruthers-Taylor said more and more organisations and businesses are investing in information management strategies and solutions.

"It's about trying to manage information in a holistic sense - we are trying to achieve a greater outcome for our clients whereby they can go to one source of authority and find out what they need," he said.

"When an issue occurs, or when you need to find every piece of information relevant to a matter, instead of having to search numerous sources to get the full picture - what if you could go to one single source of truth?"

Last year the Australian Competition and Consumer Commission (ACCC) issued a challenge to information management development companies across the board.

The companies were invited to propose a solution that would consolidate all the information the ACCC had spread across its existing database under one 'umbrella' program.

The new 'interface' would ensure that every digital object created including every email sent and received on the corporate network, would be catalogued, captured and stored.

Searching, instead of being conducted via Windows Explorer and directory structures, would be conducted using the user interface's browse and search

capabilities.

At the time the ACCC placed a substantial investment in its existing interface and any innovative solution that reduced or removed its reliance on this interface, would have to provide a positive cost benefit outcome for the organisation.

Furthermore, as part of the task, companies were asked to include a 'piggyback' clause into the program - a feature that allowed other government agencies to purchase services from the contract including software.

iCognition director Joe Mammoliti said, "The request constituted more than just an interface - it meant the adoption of an enterprise approach to managing information."

"This allows organisations to automatically comply with government legislative, accountability and evidential requirements and would also save significant cost and effort in managing and controlling its information," Joe Mammoliti said.

"Not only that, because this technology significantly reduces the IT hardware required, it places organisations in a strong position to achieve Green IT certification."

"Already one of our clients, Australian Crime Commission (ACC), has achieved a Green IT Certification from Computers Off Australia."

ACC chief technology officer (CTO), Andrew Cann said, "the iCognition solution was a major contributor to the ACC decommissioning 71 file servers."

When the results of the ACCC's challenge came through, they revealed that iCognition was successful because of Diem Portal and associated products.

"iCognition beat significant competitors to win this contract," he said.

"The key to our win was Diem Portal. Its major design feature is its strong focus on useability. The simplicity of the design hides the richness of the functionality offered by the Portal."

"This represents an opportunity for iCognition as the contract includes a 'piggyback' clause that allows other government agencies to easily and quickly purchase the software and services."

Using this piggyback clause, the program, or parts of the program could be adopted by other departments making it a very attractive proposition.

"We believe we can leverage off this to take our business to the national and world stage. Already we are getting calls for our products from overseas," Mr Mammoliti said.

Subsequent to the creation of the Diem Portal, last year iCognition was named a Hewlett-Packard (HP) Platinum Business Partner - the highest-level partner status within HP.

They were also dubbed HP Australian Software Partner of the Year by iX - the HP software distributor.

iCognition went on to secure the largest information management deal of the year for the Asia Pacific Japan Region and have since signed international agreements with multinational companies such as Syscon Justice Systems in British Columbia, Canada.

Going from strength-to-strength, the iCognition team is determined to keep working with organisations who wish to move forward in the field of information management, including partners like HP, ISYS and FunnelBack.

"We have been able to attract innovative clients who really want to look at information management as a whole and achieve something quite powerful," Mr Mammoliti said.

For more information on Diem Portal, visit the website [www.diem-solutions.com](http://www.diem-solutions.com)



**Bridging the gap:** Directors of iCognition Joe Mammoliti and Nigel Carruthers-Taylor work with companies big and small.

## Piggybacking on Diem Portal



THE Australian Competition and Consumer Commission (ACCC), in partnership with Canberra-based company iCognition, is taking a leap in information management in an arrangement that allows all other government agencies the ability to jump onboard.

Increased reliance on digital communications and electronic file storage has made it increasingly difficult to track documents and ensure consistent and concerted records management.

Many organisations rely on IT systems to cater for particular business needs, so inefficient use of these systems makes it easy to lose track of vital information and documents.

"We all know how easy it is to hit delete on an important file or save a document on top of an existing one," iCognition CEO Joe Mammoliti said.

"This can result in duplicated effort, loss of productivity, costs to the business or even legal action."

Lack of protocols or established rules can lead to poor information management in both the private and government sectors, meaning vital information can be archived in a way that makes it difficult to find.

While this can be inconvenient and time-consuming, the worst-case scenario is when documents are irretrievably lost, leading to a loss of credibility or breach of accountability.

iCognition, a local Canberra-based information management (IM) company, was the winner with a system based around the software program 'HP TRIM'.

They have linked this mass storage portal with a user-friendly interface called Diem Portal to produce an extremely powerful product that provides a storage solution which ensures all information is streamlined into a single source.

This means that users have no choice but to save all files, including emails, to a single point.

"Many organisations are using the TRIM program as an optional storage source," Mr Mammoliti said.

"However, this often proves ineffective as people also use several other drives to store their information."

"We have the system knowledge and expertise to turn this around."

The contract was a credit to the Canberra community, with both iCognition and the HP TRIM system being developed locally.

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TRIM, developed by Tower Software and bought by Hewlett Packard (HP), has become prominent in the international business world and has put Canberra on the map for IT programming and information management.

With the passage of the latest freedom of information legislation, many organisations will look to adjust their attitude towards information management.

### HP TRIM User Forum 2010

ORGANISATIONS who wish to know more about information management solutions can attend the HP TRIM User Forum 2010 held from March 23 to 25 at the Hilton Hotel, Sydney.

Among the exhibitors, iCognition director Nigel Carruthers-Taylor will be presenting the innovative Diem Enterprise Solutions.

HP have announced the inclusion of an Executive Breakfast at TUF23.

The TUF23 Executive Breakfast will give executive level TRIM customers (CEO, CIO, CTO) the opportunity to meet with members of HP's executive management team and HP TRIM developers.

The breakfast will encourage open discussion regarding the challenges faced by organisations and agencies in managing their corporate information, with a customer presentation to highlight the benefits that can be achieved from implementing an Information Management solution built on HP TRIM software.

For more information, email [events@icognition.com.au](mailto:events@icognition.com.au)

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