



# A Magnificent Future

If you've made an online transaction in the Asia Pacific region, Europe, North America or the Middle East, chances are GPayments kept this transaction secure. GPayments solutions are certified by Visa and MasterCard International, and used by Commonwealth Bank Australia, Westpac, National Australia Bank, Standard Chartered Bank (HK), Bank of China, Agricultural Bank of China, Worldpay UK and Royal Bank of Scotland to name a few. GPayments continues its decade long success as the standard in payment authentication solutions.

The company behind this is Australia's own Creative Digital Technology (CDT) - the same company behind the highly acclaimed FileSphere document and information management solution.

International recognition doesn't just happen. Leaders must continually deliver innovative solutions to problems others have not yet imagined. Rethinking the world requires creativity and vision that comes through talent and experience. CDT's CEO Bahram Boutorabi says, "Our customers are often deeply involved in day to day operations and don't always have the time to investigate the solutions they will need in the future. Our vision of the future is what we add to our solutions."

The highly acclaimed FileSphere electronic document and information management solution is yet another

manifestation of that vision. It heralds a new era in information management that liberates people from what Mr Boutorabi sees as "the filing cabinet paradigm". He says, "The human mind does not work like a filing cabinet. We are creative beings and we want tools that will allow us to express that, not make us conform to rigid structures." Applying the belief that software should make people's lives easier, FileSphere has been designed to free people from archaic, one-dimensional file structures.

"FileSphere allows you to view, organise and navigate your files based on fluid criteria. Whether you're searching by individual fields, authors, dates of creation or subject matter the dynamic fields allow you to sort and find your information fast," says Mr Boutorabi.

FileSphere Enterprise and Professional seamlessly integrate with Microsoft Office, Microsoft Outlook and OpenOffice. They use multi-dimensional information classification, storage and retrieval, presenting individuals with a unique and customisable view of relevant information. No longer is it essential to remember where information is kept. Time poor executives can now locate information fast, utilising enterprise navigation and search techniques within their enterprise applications and portals.

Understanding the demands of the end-

user has been critical to FileSphere and CDT's success over the past two decades. For this reason, CDT was chosen by the Department of Agriculture, Fisheries and Forestry to deliver a dynamic website to realise the goal of creating a nationwide disease-related incident reporting system, the Australian Wildlife Health Network ([www.wildlifehealth.org.au](http://www.wildlifehealth.org.au)).

For Retravision, CDT provided a secure platform to accurately capture product and price information online from all major suppliers, significantly reducing Retravision's cost of managing its online presence while improving accuracy for the customer. We explore more of CDT's unique work in the following pages.

Mr Boutorabi invites you to download the Personal Edition of FileSphere at [www.filesphere.com](http://www.filesphere.com). Users can expect to view, retrieve and organise documents, email, images and music using dynamic file structures to suit their needs.

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# Rethinking complexity

## Does managing information really need to be complex?



**Enterprise Edition  
Professional Edition  
Enterprise Web 2.0  
Personal Edition**

FileSphere

Complexity is something we can all do with less of. However, the growth of electronic information has left many information workers unable to deal with this change. The problem, according to FileSphere's CEO Bahram Boutorabi, is not people but ill-conceived technology.

Mr Boutorabi says, "We need to stop treating computers as electronic filing cabinets and build software that enables them to operate in a manner similar to that of the human brain. We organise things by associative memory so why don't the systems we use also operate like this? FileSphere is built upon the concept of people not having to remember where information is stored, which frees up the mind to do what we should be doing: using information and minimising the demand for managing it."

FileSphere has taken a completely different approach to file management, allowing people to break away from static folder structures. Dynamic virtual folders are easier to manipulate and more able to meet the unique document retrieval needs of each individual. Users can view and retrieve documents, images, emails and other files how ever they want. In effect, the system allows people to relate to information as an individual.

It's no longer essential to remember where information is kept. Time poor executives can now locate information fast, utilising enterprise navigation and search techniques from within their enterprise applications and portals.

Designed to enable greater efficiency at work, it also offers automated classification, version management, simple sharing and collaboration and a comprehensive audit trail. Organisations can manage compliance requirements easily and effectively while gaining significant knowledge benefits.

Mr Boutorabi says, "FileSphere is based on metadata being associated with every file. Application metadata already exists within many files and this is automatically captured by FileSphere. Additionally, files inherit metadata from their location and you can also add your own metadata

based on your organisation's customised classification scheme. This metadata is the key to searching for and retrieving files."

FileSphere is also offered as a Rich Internet Application (RIA) served over the Internet. For those seeking a managed service this is good news. FileSphere's Software-as-a-Service option, FileSphere Enterprise Web 2.0, offers rich functionality in a secured environment and there's no need to continually update software.

FileSphere delivers RIAs with seamless usability and features across enterprise desktops and over the Web. With richer features than traditional Web applications, FileSphere Enterprise Web 2.0 is designed to be more responsive to user behaviour, utilising Dynamic HTML and Asynchronous JavaScript and XML (AJAX) to achieve this level of usability and service.

FileSphere Enterprise Web 2.0 is one of the first and most advanced rich Internet applications designed and developed specifically for the enterprise. Using the FileSphere Information Management Platform and the latest technologies, FileSphere Enterprise Web 2.0 gives executives secure and seamless on-demand access to their information from within the enterprise, from within enterprise applications and portals or wherever they are.

### FileSphere offers:

- Zero Interface electronic mail and document management
- Automated capture of email and electronic documents
- Management of all documents and emails without using a separate application
- Support for Windows Explorer, Microsoft Word, Excel, PowerPoint and Outlook; OpenOffice; and Adobe Acrobat Professional
- Automated classification, version management
- Simple sharing and collaboration
- Comprehensive audit trail
- Dynamic virtual file structures
- Rich Internet Application version



CDT's CEO Bahram Boutorabi - Awarded by the Manly Daily for his contribution to science and technology.



## A dedicated team

CDT's CEO Bahram Boutorabi believes retaining a loyal pool of talent is critical to consistently delivering successful projects.

Mr Boutorabi says, "You can't expect to continue delivering what people want if every new project means bringing in new people. CDT's talented developers have been with the company for 6 to 10 years. For each new project, we take the best members from our talent pool. Their specialised expertise in enterprise-level application development stays with the company. Their experience and knowledge acquired through each project feeds into the evolution of solutions we deliver to our customers. Having those resources at your fingertips helps us deliver better results and means we always deliver what our customers want on time."

## Retravisision focuses on

**Client:** Retravisision

**Project:** Improve supply chain and customer service

Retravisision wanted to reduce the manual work involved in publishing products, prices and product specifications to its website [www.retravisision.com.au](http://www.retravisision.com.au). It also wanted to improve the accuracy of that information.

With over 450 stores, Retravisision wants to deliver lower prices to customers while acquiring supplies at the lowest price. How efficiently it manages this complex network of suppliers and member-stores, determines its success in increasing sales and minimising costs.

## Underpinning the future of Australia's fauna



**Client:** Australian Wildlife Health Network

**Project:** Deliver dynamic, interactive website and national database of wildlife health to support preservation of Australia's fauna.

Responding to national wildlife health crises requires collective knowledge. The Australian Wildlife Health Network (AWHN) was established to facilitate investigation and the management of wildlife health across the nation.

Aiming to preserve our fauna and protect Australia's biodiversity, human health and trade, AWHN's work is the lifeline to our children's ability to imagine a better tomorrow. Developing a system that makes this possible requires visionary solutions delivered today.

Using its rich pool of talent, CDT

delivered a dynamic and interactive website which now maintains a national database of wildlife health surveillance and diagnostic information. AWHN produces weekly electronic digests of wildlife health surveillance information captured from across the nation. The system supports education and training, wildlife management protocols and research activities.

The AWHN system developed by CDT has facilitated nationwide research on Green Turtle deaths on Australia's east coast; wildlife disease incursions in Northern Territory and South Australia; investigations into a new disease affecting Tasmanian Devils; and reporting and tracking of avian influenza worldwide.

**To understand the future, it must be adequately valued.**

## core business

CDT suggested Retravision's product information be updated directly by the supplier, which would significantly reduce Web administration costs and improve the accuracy of product information.

CDT delivered a custom product acquisition system which automatically extracts information from suppliers via RSS to Retravision's ERP system. Processing rules then update the website. The content management system (CMS) CDT delivered allows staff to manage the look and feel of information it publishes on the website and suppliers can rest assured their information is updated instantly.

Niel Chantler, Communications Manager of Retravision says, "CDT from the outset approached our website redevelopment in a very informative and professional manner. With their advice and co-operation we were able to meet the outcomes we had set for this project. CDT's approach was very different to other companies we spoke with. CDT has provided a solution that has laid the foundation for our continued progress."

**Delivering the right solution means understanding your business.**

## An eye on the horizon

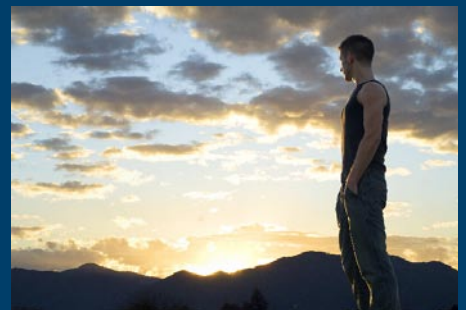
**Client:** Uniseed Venture Capital  
**Project:** Evaluate technical and commercial viability of university developed technologies.

Venture capital fund Uniseed provides a critical link between business and academia for the commercialisation of scientific and technology related inventions.

Uniseed contracted CDT to perform an independent evaluation of technologies co-developed by the Universities of Queensland and Wollongong.

Using its background in software development and experience in evaluating similar technologies, CDT prepared two test scenarios based on current prototypes.

CDT replicated the required environment to compare existing test results and construct a dataset representative of real life conditions. The applications of this technology could have broad impacts on the future of information management around the world.



The evaluation was successfully executed, allowing Uniseed to make a clear decision on the product's commercial viability.

**Understanding technology's potential requires broad and deep experience.**



**CREATIVE DIGITAL TECHNOLOGY**  
 Excellence in Internet Development Since 1992



CDT has successfully developed and delivered enterprise solutions for over a decade. CDT believes the future can be magnificent and through their understanding, experience and innovation, they can help you realise a magnificent future too.

## Sustained recognition

- 2007** "Manly Daily Centenary Medal for Services to Science & Technology" awarded to Bahram Boutorabi
- 2006** "Editors Choice Award", APC Magazine
- 2005** "Accepted into Australian Technology Showcase", New South Wales Government, DSRD
- 2005** "Microsoft Certified Partner: ISV/ Software Solutions"
- 2004** "iAWARDS Finalist for most Innovative Software", Australian Information Industry Association
- 2002** "Top 50 Fastest Growing Technology Company in Asia Pacific", Deloitte Touche Tohmatsu "Fast 500"
- 2002** "Top 20 Fastest Growing Technology Company in Australia", Deloitte Touche Tohmatsu "Fast 50"
- 2001** "Top 10 Fastest Growing Technology Company in Australia", Deloitte Touche Tohmatsu "Fast 50"
- 2000** "The Best Backable Business Plan" AIIA Showcase & Macquarie Technology Investment Banking
- 2000** "Best of Show Award" Most Outstanding eCommerce Product, InternetWorld
- 1999** "Highly Commended" eCommerce Product, InternetWorld
- 1999** "Best of Show Award" Best Security Product, InternetWorld
- 1998** "Best of Show Award" Best Business Software, InternetWorld

## Organisations that depend on CDT's award winning products and services

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| <ul style="list-style-type: none"> <li>Agricultural Bank of China</li> <li>Australian Registry of Wildlife Health</li> <li>Australian Wildlife Health Network</li> <li>Aval Bank, Ukraine</li> <li>Bank Baiduri, Brunei</li> <li>Bank Islam, Malaysia</li> <li>Bank of Philippine Islands, Philippines</li> <li>BFH Sydcon</li> <li>Canada Post</li> <li>China Trust Commercial Bank, Taiwan</li> <li>CIT Group Australia</li> <li>Commonwealth Bank of Australia</li> <li>Compass Group</li> <li>Creditcall, UK</li> <li>Credit Union Services Corporation Australia Ltd</li> <li>Department of State and Regional Development</li> <li>Deutsche Bank</li> <li>EON Bank, Malaysia</li> <li>Equity Card Network, Philippines</li> <li>Erste Bank, Hungary</li> <li>Etislat, UAE</li> <li>Federal Court of Australia</li> <li>Hong Leong Bank, Malaysia</li> <li>JCB International</li> </ul> | <ul style="list-style-type: none"> <li>John Thorp Australia</li> <li>K &amp; H Bank, Hungary</li> <li>Lateral Financial Solutions</li> <li>Lowes Manhattan Menswear</li> <li>MasterCard International</li> <li>Maybank, Malaysia</li> <li>Metacharge, UK</li> <li>MYI</li> <li>National Australia Bank</li> <li>NTT Data, Japan</li> <li>Retravisio Pty Ltd</li> <li>Royal Bank of Scotland</li> <li>Seylan Bank, Sri Lanka</li> <li>Softbank, Japan</li> <li>Standard Chartered Bank, Hong Kong</li> <li>Taiwan-CA.com Inc.</li> <li>Telstra</li> <li>Ukrainian Processing Centre, Ukraine</li> <li>Union Bank of Taiwan</li> <li>Universal eCommerce China Ltd, Bank of China</li> <li>Universal Payment Gateway, UK</li> <li>Visa Asia Pacific</li> <li>Westpac</li> <li>Worldpay, UK</li> <li>Zoological Parks Board of NSW</li> </ul> |
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