



Daily Telegraph
Monday 30/08/2010

Page: 34
Section: Your Money
Region: Sydney, AU
Circulation: 359171
Type: Capital City Daily
Size: 187.07 sq.cms.



slice
slicemedia.com

press clip

Online firms in web of success

Anthony Keane

STARTING an online business has delivered more than just financial benefits for several Australian entrepreneurs.

A big slice of the national and state winners at the recent 2010 Telstra Business Awards built their success stories around the internet.

The Australian Business of the Year, Canberra-based online security firm Stratsec, was established in 2004 and provides services to more than 20 countries.

Stratsec chief executive Peter Lilley says passion is a key to its success.

"We test the security of online systems, and to be the best at what we do, we actually have to think like the bad guy to be the good guys," he says.

"We check to make sure the

building blocks are solid, that you can't peel back the tiles or climb in through the roof or dig underneath the house."

"It's fun what we do. There's not many industries where you get paid by the customer to try to break their stuff.

"We have a real passion for wanting to make a difference. If you look back to 2009 the cost of cyber crime to Australian businesses was \$600 million, and \$1 trillion globally."

Another national category winner, South Australian company teachers.on.net, took out the businessowner Micro-Business award.

The online recruitment business runs up to 10,000 ads a year for 3700 schools across Australia and is now adver-

tising for international schools.

"Our milestone of 10 years as an operational website was important for us because the education community places a lot of value on stability and longevity," co-director Melissa Boonzaayer says.

"We think big and celebrate together when excellent results are achieved. We encourage one another and are all self-motivated with a sense of ownership over our individual roles within the organisation," she says.

Other online-focused businesses to win awards include:

BRISBANE firm Sign-manager, winner of the Queensland AMP Innovation Award, which has built a web-based system that allows clients to project manage their brands

more effectively.

SYDNEY-based Ezy pay, which won the NSW Panasonic Australia Medium Business Award, gives clients the tools to create an online software system to collect, manage and recover customer payments.

HOBART software developer and IT consultancy Insight4, winner of the Tasmanian AMP Innovation Award, developed an online answers service for travellers.

WE HAVE A REAL PASSION FOR WANTING TO MAKE A DIFFERENCE