

Clever technology provides an edge

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Companies on the Fast 100 list tend to be technology-savvy, using information technology and the internet for competitive advantage. But this is not just about marketing and selling products online: these companies are using technology to make their businesses more efficient. For Fast 100 companies, the internet is used increasingly in the back office, making routine tasks such as invoicing and training cheaper and faster.

Twenty-six of the 100 companies on this year's list are in the IT sector. But even though most of the Fast 100 are from "old economy" industries, about 70% have dedicated IT managers and IT-competent board members. Almost 90% have broadband access to the internet. More companies have the ability to receive payments online (47%) than to sell products online (39%); 67% buy supplies on the internet.

Gerald Molenkamp, a director of CommTel Network Solutions (rank 40), a telecommunications systems design and consulting company, says he never intended to make money from the internet, but it has become integral to running the business cost-effectively. Like most companies, CommTel uses the internet as a marketing tool, because it is cheaper and faster than mailing out brochures. CommTel also relies on the internet to do business with international customers. Almost a third of CommTel's business is done overseas, and the ability to operate remotely makes life easier for employees. It also cuts travel expenses.

About CommTel

CommTel Network Solutions Pty Ltd is an Australian owned, locally based, Value Added Reseller specialising in the provision of Industrial and Carrier grade communications systems and related technical services.

Unlike most other communications systems suppliers who primarily focus on the Carrier sector, CommTel's core focus is providing exceptional quality products and services to the non-Carrier market focusing on the dedicated/industrial network sector (i.e. power utilities, oil & gas, transport, mining etc).