

18 March 2008

The Hon Simon Crean MP  
Minister for Trade  
Parliament House  
Canberra ACT 2600

Dear Hon Minister

Subject: Reduction in EMDG funding and its impact on our company

We are an innovative analytical software and systems integration company based at La Trobe University Technology Park. Since inception in 2002, we have been successful in developing products for global market and have been exporting to Singapore, Malaysia, India, Thailand and USA.

We have received awards from Singapore-Australia Chamber of Commerce for export excellence, Qantas SME award and coveted Multimedia Super Corridor Status from Government of Malaysia based on successful performance. Our company actively participates in promoting professional development and has so far offered scholarships to students undertaking graduate level studies – we are Australian Computer Society Foundation member and received award from Victorian Govt for providing opportunities for University Graduates.

EMDG programme has been very useful for us and over the last three years we have been able to establish global market presence with confidence. From a small beginning when we established our Business Intelligence Institute inaugurated by Hon Minister Marsha Thomson on her first visit to India, we have now established presence in Singapore, Malaysia and Dubai besides India. We have also made commitments to expanding these operations to further gain market success in regional operations.

It is at a time when we are looking to accelerate the pace of success, we have received a notification that we are likely to get only 10-15% of the second tranche of the approved EMDG claim. This will severely impact on our ability to support current marketing efforts particularly when we start to face increased competitive pressures due to higher Australia \$ and the shifting focus of our competitors moving away from tough US markets. As you know competition comes from not only established IT majors but increasingly the SME segment from India well supported by their Nasscom initiatives.

To us this will mean cutting of export market initiatives drastically and even withdrawing from some of the current engagements. Overseas markets are very difficult to penetrate and take

long gestation periods and it will be blow if we have to shrink our well developed capabilities. We dread having to reduce possible cut in support staff and participation in key trade events.

We therefore request you to kindly exert maximum pressure from your good offices in representing key innovation segment like ours and seek allocation of additional funds to cover the full entitlement due to us slated for June 2008. We further request you to review future funding commitments to support this key Australian Exports segment in coming years.

Thanking you for your invaluable time and we look forward to your favorable attention to this major issue facing us.

Yours Sincerely

A handwritten signature in blue ink, appearing to read 'Raghu Iyer', with a horizontal line underneath.

Raghu Iyer  
Founder & CEO