



**Media Release  
For Immediate Release**

**Interactive defies downturn as CIOs consolidate**

Cost pressure on Australian CIOs is resulting in bumper growth for Interactive, Australia's premier Systems Availability specialist, despite the current economic climate.

Australian CIOs are taking a closer look at IT expenditure, delaying purchases of new IT hardware and consolidating their hardware maintenance contracts. As a result, Interactive has experienced growth of more than 11 percent and secured over 80 new customers in the third quarter alone.

Interactive Director, Simon Durkin, says the incredible growth Interactive has experienced is a direct result of their ability to provide customers with a comprehensive solution and reduce ongoing operational costs.

"We are seeing many businesses delaying new hardware purchases. In many cases, this is compounded by increases in manufacturer hardware pricing and maintenance charges," said Mr Durkin.

"Therefore, many businesses are placing a renewed focus on extending their current IT life-cycles, thereby reducing short term capital expenditure and maximising the immediate return on their IT investments."

Interactive is finding that companies that were replacing their hardware at the manufacturer end-of-life date are now deferring an upgrade. This means that many companies will continue to use hardware that has been declared by the IT vendor as having reached 'End of Service Life', after which they will no longer provide maintenance and support.

"We're also finding that companies operating multiple platforms are keen to consolidate with a single provider to benefit from the economies of scale of their total operational IT spend," said Mr Durkin.

Major insurance company, Aviva Australia, decided to consolidate their service contracts with Interactive to reduce their overall support costs.

"Interactive offered us higher levels of service and response, which this type of environment demands," said Doug Smith, Aviva Australia, IT Commercial Manager.

"Like all organisations in the current economic climate, it was also extremely important to us that Interactive was able to provide substantial savings to our operational costs. This combination created a compelling reason to consolidate our operational services with Interactive."

As Australia's leading independent hardware maintenance provider, Interactive delivers industry-leading response times, specialist IT and engineering skills, rigorous maintenance schedules and 100 per cent local parts availability – the best spare-parts policy in the Australian industry.



Combined with their excellent market reputation, built over more than 20 years in the IT industry, Interactive maximises equipment uptime, saving Interactive's customers significant dollars in lost productivity, reputation and revenue.

"By extending the life of their equipment and consolidating support contracts, CIO's can trim costs without compromising their business," Mr Durkin said. "More than 80 new customers in the last quarter can't be wrong."

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### **About Interactive**

Established in 1988 and fully Australian owned, Interactive is a provider of data centre hosting, IT hardware maintenance, disaster recovery, and outsourcing services. Interactive runs five data centres located in Sydney, Melbourne and Brisbane and provides maintenance services nationally, including New Zealand and the Pacific Islands. Interactive supports more than 1,300 of Australia's most successful businesses with a dedicated service team of more than 200 staff. Interactive has service revenues \$65 million per annum and proudly uses 100% registered GreenPower to drive all its Australian operations.

[www.interactive.com.au](http://www.interactive.com.au)

### **For further information or interviews, please contact:**

Simone Higgins  
The PR Edge  
03 8416 6755  
0410 652 153