

has to stack up," he said.

PPC-1 could connect to a new New Zealand crossing, but Pipe itself would not fund such a project itself.

"We're dead keen to do something to New Zealand, but the way we've approached it is we're really not going to be funding the build," Worrall said. "We're looking for partners that can cooperate with us on the build. We're working on along the line with Kordia, that seems to be going along the right path. There's a lot of churn in the market right now, I'd just say 'watch this space'. Slow and steady wins the race."

Luke Coleman

Data driving \$6.5b business spend on mobile

Mobile data is the driving force behind an anticipated \$6.5b spend by businesses on mobile communications, according to a new report. The new Telsyte report projects that the Australian business mobile market will grow by 10% in 2009 despite the global economic slump – with Telstra's Next G network proving a winner for businesses more concerned with coverage and reliability than price.

"The economic crisis has forced Australian businesses to do more with less, with cost cutting, productivity and collaboration taking centre stage. More than ever, mobile technologies have become a vital business tool used to achieve that goal," said Telsyte research director Warren Chaisatien.

The report found that average business spend on mobile comms remains "well north" of \$80 per month. "Telstra's dominance in the business mobile market is the most pronounced in mobile broadband, where users consider network coverage and reliability the most critical carrier attributes, far ahead of competitive pricing," Chaisatien said. "Although across-the-board mobile broadband pricing has dropped by half, fuelled by the emergence of MVNO providers, business ARPU has held up pretty well and declined by 15% year-on-year."

Over 60% of Australian businesses now use smartphones, with BlackBerry remaining the most popular handset maker above second-placed Nokia. Telsyte found that BlackBerry has actually increased its lead over Nokia during the past 12 months, with new entrants including Apple and Google's Android OS taking a toll on Microsoft's Windows Mobile – which has dropped in popularity as a standard platform and decreased its installed base.

"Apple and HTC are the two fastest-growing vendors, each preferred by an impressive 9% of Australian businesses as their primary smartphone suppliers," Chaisatien said.

Luke Coleman

Freshtel debates delisting amidst dwindling sales

Beleaguered VoIP outfit Freshtel is considering delisting from the ASX in the wake of a disappointing set of annual results showing a 30% worsening of its net losses, tumbling revenues, and a continuing cash burn.

Revenue fell from \$4.85 million at the end of the prior fiscal year to \$3.22 million in FY09, a 34% downside that also drove net losses from \$7.81 million to \$10.2 million. Cash and cash equivalents held by the consolidated entity shrank from \$8.16 million last year to \$2.37 million in FY09; cash flow issues have dogged the firm for some time now, forcing Freshtel into a cost reduction drive that has already encompassed the resignation of CEO Rhonda O'Donnell and the slashing of more than half the firm's staff. Freshtel also jettisoned a number of board members during the year.

"This has been an extremely difficult year for Freshtel with revenues shrinking significantly from the previous year and with costs running at a high monthly rate which, together, have caused large cash losses," commented chairman Dr. Allan Sullivan. "The board is examining the potential for the company to delist."

Kordia a Silver Sponsor of CommsDay Melbourne Congress

Kordia has signed as a Silver Sponsor of the CommsDay Melbourne Congress, scheduled for the Langham Hotel on October 13 and 14 2009.

Kordia says it is one of the region's leading providers of customised telecommunications, broadcast and specialised network solutions. Kordia operates in both the networks' business, and in contracting and consulting.

"With over 800 highly-skilled engineering, network operations and field services employees, as well as strong sub-contracting ties, Kordia provides design, build, deployment and maintenance of telecommunications, broadcast and specialised networks in Australia."

"Kordia's experience, reliability and ability to deliver customised solutions mean that it is the trusted provider for a number of market-leading telecommunications and broadcasting companies."

"With clients that include Telstra, Optus, Vodafone Hutchison Australia, Nokia Siemens Networks and Commercial Radio Australia, Kordia has become an expert across all disciplines."

