

Canberra-based IT firm plays 'big brother' to world-wide web

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An internationally acclaimed software development company specialising in state-of-the-art software that assists organisations to monitor their Internet usage is achieving outstanding sales both here and overseas.

The global user base of the signature product, ContentKeeper Web, has grown well beyond the one and a half million mark and continues to grow at a rapidly accelerating rate.

ContentKeeper Technologies (CKT) was born out of the notion that there had to be a better way for organisations to monitor, manage and control the usage of their internet resources.

CKT commenced software development in 1998, focusing on a web filtering product known as ContentKeeper Web. The company began selling and installing the product in 2002, which resulted in immediate success, being snapped up by prestigious corporations and several government agencies.

Research conducted by blue chip companies and independent research organisations, who have undertaken extensive independent testing, has confirmed that ContentKeeper provides superior technological and cost benefits in comparison to traditional, older style products.

Some of the functionalities of ContentKeeper Web include its ability to monitor non-business related web surfing; manage non-business related file downloads; control illicit and illegal Internet content entering the workplace by blocking, coaching and/or authentication and ensuring security against spyware and other insidious threats to hardware security.

The product fits easily and invisibly into large or small network environments, allowing organisations to develop and enforce their own Internet acceptable use policies.

Export earnings currently account for around 40 per cent of total software revenue, with 50 per cent of exports coming from Europe, the Middle East and Africa and 40 per cent from the Americas.

In recent years CKT has expanded into the European market and the distribution network across America, Canada and Asia has also been broadened.

Since 2002 CKT have established an office in the United Kingdom to service the European, Middle East and African markets, an office in Thailand to address the South East Asian markets and have developed reseller networks across North and South America, Canada and India which are currently managed from Australia.

The company has received three Export Market Development Grants (EMDG), which have contributed to the company's export success by providing partial reimbursement on activities such as overseas marketing consultants, marketing visits, trade fairs and promotional events and on literature and advertising.

CKT's Director, Peter Wigley, commended Austrade's support.

"Being a relatively small privately owned company the decision to devote scarce financial resources to fund an export push was made much easier with the knowledge that the Export Market Development Grant scheme was there to assist us to grow our share of those markets," Mr Wigley said.

"With the help of the EMDG scheme we have attended many of the important IT trade shows in Europe and North America and have conducted a wide range of marketing exercises that would not have been otherwise feasible given our resources."

Mr Wigley said the marketing efforts had been pivotal in helping establish the appropriate channels and in projecting an image of a successful software developer.

"Without the assistance of the EMDG scheme the growth of this network of users, resellers and distributors would have been considerably slower and the resulting export earnings accruing to this country would have been considerably less."