

When talking to customers/prospects what things are top of their agendas today?

Ah, good question! Knowing where to start: SI projects can often overwhelm, so knowing where you are and where you want to end up are important. Acting quickly enough to take an opportunity. SI projects have an image of being long, so managers hesitate about starting them, which adds further delay to getting to market. Not all SI projects are about fixing problems. Big data certainly overwhelms, but organisations know they have these huge reservoirs of information that, too often, seem out of reach. And finding an SI team that they can trust to deliver. Again, that's subjective, and any SI consultancy has to prove its worth.

What are the Company's greatest challenges right now?

Probably managing growth. Qubit Consulting is at that point where we know we need to invest for growth in marketing and in new skills, and we have to fund that growth from our profitable revenues. And, on any given day, our resources must focus on delivering client projects first, because that's where we get our revenue from, and that's how we maintain and nurture our reputation and credibility for actually delivering results.

And opportunities?

We're excited about big data. From the SI perspective big data is just another SI task - no less complex, but something we understand well. And organisations are receptive to tapping into their data because they know it's a quick route to increasing their revenues and the reputations with their own customers. That's exciting because we can show good results quickly. And identity and access management remain pivotal in our mobile and connected world. Getting this right is a task that never ends.

What are the core messages you want the marketplace to know about your company?

Imagine a systems integration task as a ball of tangled, knotted string. Nothing is clear, nothing works, and you can't untangle it yourself. We can. We untangle that ball of string, and connect together those bits of a company's back-end systems that should be connected. It's easy to say, and difficult to do, and Qubit Consulting is building its reputation on being to untangle these SI balls of string.

Launchpad: Latest products, services and ventures

LAUNCHPAD

The Rust Report has created a new section announcing just-released products, services and initiatives new to the marketplace. For information regarding possible listings please email newsdesk@rustreport.com.au.

Meridian Systems introduces Prolog 9.6 Software

Meridian Systems has launched Prolog version 9.6, the latest upgrade to Prolog construction project management software for contractors, featuring significant updates to Prolog Mobile and other new construction field management capabilities. The redesigned Prolog Mobile offers improved navigation, simplified search and provides one-click synchronisation to the Prolog database. New Plan View and Checklists features provide construction teams in the field with increased visibility into critical project data for enhancing workflow productivity and quality control. Prolog 9.6 also includes enhancements to Prolog Converge, Meridian's Web-based construction project management application, including expanded file management and improved dashboards for greater collaboration between contractors and owners. Prolog software has long offered contractors the most complete system of record for capturing and managing project information, from the field to the back office. Prolog 9.6 extends these benefits by delivering a streamlined mobile user experience, smart project planning and checklist tools,

and increased visibility into real-time project data. <http://info.meridiansystems.com/>

Sage Launches Sage CRM Cloud

Sage Business Solutions has strengthened its portfolio of online business solutions with the launch of Sage CRM Cloud. With Rackspace's new hybrid hosting technology - RackConnect - as its backbone, the solution delivers the reach, flexibility and rapid time-to-value of traditional SaaS empowering businesses to capitalise on the benefits of CRM in the cloud and choose how, when and where they manage critical customer information. Sage CRM Cloud is initially available in two versions - Professional and a new Essentials edition - both designed to enable SMEs to get started with an affordable, but well-featured and user-friendly, CRM package that can grow and develop as they become more adept and confident in its use. Sage CRM Cloud Includes sales forecasting, pipeline management, contact management, interactive dashboards and campaign management with mobile access available via the Apple iPhone and Android. Sage CRM Cloud starts from AUD\$19 per user per month. <http://www.sagebusiness.com.au>

Interactive Intelligence releases Interaction Mobilizer for Windows 8

Interactive Intelligence has launched Interaction Mobilizer for Windows 8 and Windows RT. Interaction Mobilizer is a software