

**FOR IMMEDIATE RELEASE**

## **M&O SPONSORS INTERNATIONAL BUSINESS EFFICIENCY FORUM**

**New York, NY, January 28, 2009**

McCormick & O'Brien, LLP, was recently the major sponsor of the Austrade Australian Business Efficiency Forum. The forum, featuring three Australia-based, globally successful technology firms, showcased companies and technologies focused on improving business efficiency, reducing costs and improving clients' financial and operational performance. The panel was held at the Waldorf Astoria in New York City on January 22.

M&O Partner Charles F. McCormick moderated a panel that included participants Gerry Tuddenham and Luke Tuddenham, the President and VP of Business Development, respectively, of CPT Global, Mark Evans, CEO of Quickcomm Software, and Tracy Ah Hee, the CEO of Genroe. The panelists described how each of their companies focused on a different area of business efficiency – CPT Global, on data center optimization, Quickcomm Software, on telephone equipment management, and Genroe, on customer relationship valuation and optimization. A lively Q&A session followed, with panelists sharing amusing anecdotes to demonstrate how they have helped clients uncover multimillion dollar examples of “hidden” waste in their organizations. Many in the audience were particularly interested in the “results based” pricing model option offered by each company. Under this structure, fees are equal to a percentage of measurable cost savings at the client organization. At least one panelist noted that this approach compares favorably to quasi-competitors such as consulting firms that charge front end fees based on their time spent rather than client results achieved and often complete their engagements and receive full payment before clients realize their first dollar of savings.

“This is as timely a topic as I can imagine,” noted panel moderator Charles McCormick. “I was also impressed to hear that each of these companies emphasized that their approach to cost cutting offers an alternative to the more ominous headcount reductions that are on everyone’s mind today. These companies are essentially offering clients a way to address a short to medium term austerity mandate, in a permanent way, without sacrificing long term growth.”

### **About CPT Global**

CPT Global is a well-established IT consulting firm with operations in Australia, Europe and the United States. We offer a unique combination of technical excellence and business savvy, in support of a family of offerings for technical and management consulting. Over 200 of the world’s top experts can be found working under the CPT banner. Many businesses focus on the cost of developing and implementing applications, even though the cost of keeping those applications running can far exceed the original

investment. Our specialty is finding ways to make your systems run more efficiently, thereby driving cost out of your business. CPT can then turn these short-term savings into sustainable cost reductions, through better IT governance. We support our customers by serving as a trusted partner in the design, construction and operation of computer systems. Our advice is always vendor neutral: we do not endorse any particular hardware or software, nor do we sell third-party products. We add value through knowledge. Our North American business is heavily weighted toward mainframe performance tuning and cost reduction programs, and in this market we often work on a risk/reward or retainer and gain share basis.

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### **About Quickcomm Software, Inc.**

Quickcomm is a provider of Telecom Expense Management (TEM) software solutions worldwide. "Global 2000" companies and other complex organizations have been turning to Quickcomm software and services for over a decade to maximize their telecommunications investment. Founded in Australia in 1997 by telecom industry veterans, Quickcomm pioneered technology that consolidates a company's telecommunications service inventory, billing, contracts, provisioning, and workflow into one platform. And though cost control is a major goal (and always results), our customers truly appreciate how our software and support improve their end-user support, team collaboration, visibility, and gives them a new ability to answer a lot more "why?" questions than they once could. Quickcomm evolved from a company of telecom auditors into a software provider. The experience of performing audit and optimization projects gave Quickcomm a unique perspective when building the software. Highly automated and designed to capture the business anomalies that cost company's time and money, Quickcomm's software allows companies to make the best use of their personnel. We're honored to note that our technology, deployment and industry experience have earned us happy customers, favorable analyst ratings, and partnerships with the world's largest integrators. Our customer base spans 5 continents. Quickcomm has been headquartered in New York City since 2000 and maintains offices and partnerships around the world.

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## **About Genroe**

Genroe provides strategic and tactical customer consulting to some of Australia's largest companies. Established in 2002, it has improved client business profitability through the design and implementation of customer oriented programmes in the finance, telecommunications and insurance industries. Clients engage Genroe to improve their profitability by improving the return on investment (ROI) of their customer programmes. Genroe's clients include Australian industry leaders in the telecommunications, banking, insurance and financial services industries. In a few short years, since inception, Genroe has amassed a blue chip clientele including: Commonwealth Bank of Australia, QBE, National Australia Bank, AMP, Virgin, AAPT and MBF.

## **What our clients value in our approach**

We create practical strategies and then coach client staff in their implementation. The best strategy in the world is worthless without effective implementation. We have substantial experience in the customer facing areas of business: marketing, sales, customer service and back office. We develop and implement across business silos to maximise results and eliminate implementation problems.

## **Practical Business Experience Not Just Fancy Theories**

Our consultants have spent many years in line management positions and have experience implementing strategies not just designing them.

## **ROI Focus**

Our programmes are supported with a robust ROI methodology that enables benchmarking and continuous tracking of results to demonstrate ongoing success.

## **Services**

- The creation and implementation of customer retention strategies that substantially increase customer lifetime value.
- Coaching on the strategic value, design and implementation of profitable product bundling.
- Measurement to quantify the value and create the ability to compare marketing initiatives, including advertising and sponsorship, on an equivalent ROI basis.
- Application of continuous improvement processes to improve the return on investment per acquired or retained customer.
- Maximising the ROI for each and all contacts an organisation has with its customers.

- Measurement and optimisation (maximum loyalty, minimum cost) of the customer experience.

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**About McCormick & O'Brien, LLP**

**McCormick & O'Brien, LLP**, is a New York City-based law firm whose professionals are dedicated to providing the highest quality legal services to our clients. Our lawyers provide practical business solutions to our clients' most complex, mission-critical legal problems. Our professionals combine top law school credentials and large law firm experience with an entrepreneurial spirit and common sense. Our partners and senior attorneys are actively involved in all client matters, giving our clients direct access to a wealth of sophisticated experience.

For more information, please visit [www.mcoblaw.com](http://www.mcoblaw.com).

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