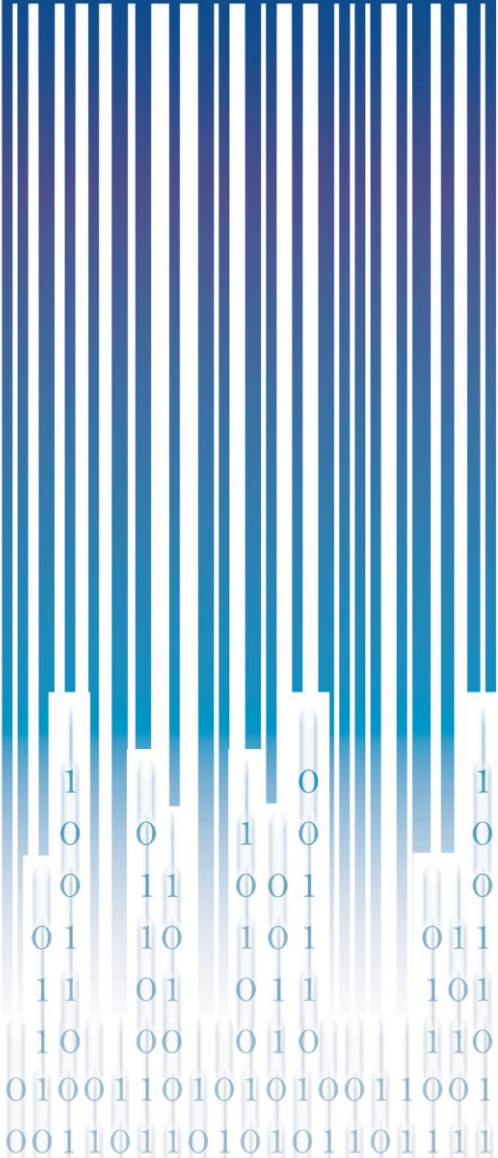


bcds

Identification Technologies

**We
Identify
to Secure....**



**COMPANY PROFILE
2011**

bcds
Identification Technologies



Proudly Australian Owned Company

The BCDS Advantage

Success built on technical expertise, business insight and strong partnerships

The global economy is seeing significant strategic shifts in terms of regulation, consolidation and globalization and companies increasingly seek a solution provider who can deliver robust, flexible and scalable solutions to meet their business needs – now and in the future.

BCDS is the strongest and most prolific provider of Identification Technology solutions in Australia and New Zealand. For nearly thirty years BCDS has delivered solutions in every area of this key market sector:

- Barcode design and printing
- RFID solutions design and deployment
- Consulting
- System design
- Systems integration

BCDS is recognised within the Industry as a true expert in the design and delivery of Barcode and RFID systems, but we can offer you much more than just technical expertise.

At BCDS, our unrivalled knowledge is accompanied by a proven track record, solid business acumen, extensive experience and a collaborative, hands-on approach to consulting, where we work alongside your staff to ensure the smooth and efficient delivery of your business-critical technology solution.

In addition, we place a strong emphasis on partnering with our clients to make sure we develop a detailed understanding of their business needs that leads to highly cost-effective, low risk engagements. As your trusted strategic partner, BCDS can also add value throughout the life of your technology solution to help you maximise your investment.

Whether your business is a Global operation or local start-up, BCDS can provide you with a cost efficient, flexible technology solution that will ensure you are prepared for whatever the future holds.

What Differentiates Us?

- **Our People:**
 - We have one of the most skilled, stable and experienced technical teams in the Industry, with a large team of skilled specialist Programmers, Systems Engineers with extensive tertiary qualifications and Industry accreditations and skilled and experienced Field Engineers and technicians accredited to work on the Industry's leading Hardware brands
- **Our RFID Focus**
 - We are one of the few RFID specialists always on the 'first choice' list of State and Federal Government Agencies and Utilities (including the Dept of Defence), major Freight and Transport companies, Major manufacturers and major Conference and Security organisers.
- **Our Focus on our Customers**
 - We are faster, more innovative and more flexible
- **Our Experience and Referenceability**
 - We consider ourselves only as good as our last project
- **Our 'Complete Service' Philosophy**
 - From strategy, implementation, upgrade to ongoing management and support
- **Our Culture**
 - Our aim is for clients to enjoy the experience of working with BCDS and our team
- **Our Intellectual Property**
 - Our proprietary software, knowhow, processes and 'ideas library'.

1. Our Company

An unparalleled breadth of services and experience

BCDS can offer you expertise, experience and alliances that are second to none.

Market Leadership

A proudly Australian owned and operated company, BCDS is Australasia's strongest practitioner of Barcoding and RFID technologies. We design and build our systems with enabling software and services in order to ensure our solutions are properly installed and commissioned into use in our Customers' businesses. Since 1982 we have provided advanced solutions to high-value clients of all sizes and extended our reach across Australia and New Zealand and a number of other offshore Geographies.

Key Strategic partner

We are leading partners of some of the Industry's major technology providers, ensuring our market presence is backed by the Industry's premium resources. BCDS Engineers deliver Warranty service for a number of major hardware manufacturers and our Systems Engineers ability to achieve a strong blend of Hardware and Software will always ensure client expectations are met. Our special status with the Industry's leaders will continue to ensure we can access the best of resources to provide you with innovative solutions to give you a competitive edge.

Full Service Consultancy

Unlike our competitors, we provide a full range service, from sales, strategy and design, all the way to implementation, project management, software licensing, upgrades and even Managed Services.

On-Site Consultancy teams

BCDS consultants work onsite with our clients, not from some remote office. Any queries, changes or potential problems can be dealt with quickly and in person to help ensure your project runs on time and according to plan.

Proven Track Record

At BCDS we have grown and thrived due to a clear focus on understanding our clients' organisations and realising their business objectives. Our large portfolio of referees is testimony to this strong commercial ability as well as to our commitment to service excellence.

Local Business Knowledge

BCDS understands the particular challenges and issues that drive the Regional marketplace. Many years of experience have equipped our professionals with in-depth local business knowledge that enables them to rapidly develop practical, real world technology solutions that are tailored to your real needs

Wide Ranging Industry Experience

Our diverse client base means that we have accumulated vast business experience in numerous private and public sectors, including:

- Manufacturing and Industrial
- Banking and Finance
- Retail and Distribution
- Dept of Defence
- Media
- Entertainment
- Transport
- Utilities
- Telecommunications
- Education
- Health
- Hospitality and Travel

Customised Technology

One of BCDS 's core strengths is its ability to take basic technologies and, through its library of intellectual property, including proprietary software and specialised

technology tools, ensure they perform better than anticipated such that customer expectations can be met more times than not. Our unique tools and insights are borne of long experience and great empirical as well as conventional knowledge.

Fiercely Independent

BCDS will always act in the best interests of its customers and recommend the best product or technology, regardless of its own commercial partnerships and interests.

Financially Stable

Over nearly thirty years of trading, BCDS has built up an enviable reputation for its technology, its Industry knowledge and its ability to find a solution to almost any customer problem. The financial stability that comes from this length of business activity will ensure that whenever BCDS starts a project – it will be finished, on time and on budget.

2. Our Expertise

Services that span the complete application and software lifecycle

BCDS is focused on covering the full continuum of technologies and services that include:

- Strategy
- Scoping
- Business impact
- Systems architecture
- Planning
- Design implementation
- Upgrades
- Process improvements and enhancements
- Project management
- User training
- Ongoing management and support

Our expertise supports our philosophy that these technologies are here to work for you, our customer, and it is our role to provide practical solutions that deliver your business case objectives – whatever the industry

We make the pieces fit

- o Enterprise Architecture
- o Enterprise Integration
- o Service oriented architecture
- o Business architecture
- o Business process management
- o Information architecture

- o Implementation
- o Upgrades
- o Customisation
- o Extensions
- o Custom applications
- o Business intelligence
- o Performance management

- o Help Desk
- o Middleware & database
- o Infrastructure
- o Proactive management
- o Onsite and Remote assistance
- o Local resources
- o 24 x 7 coverage

- o Software licensing and audits
- o Structuring of license models
- o SW consolidation
- o Procurement strategy
- o License sales
- o SW asset management



Dedicated Specialist Processes

BCDS's Enterprise Architecture and Integration processes specialise in delivering enterprise-wide service oriented architecture, process consulting and implementation, technology value management, organisational and governance consultancy services

Realising Business Objectives

The BCDS focus is on helping the CIO and the Executive IS Management team realise a range of 'Enterprise Integration', 'Enterprise Information Visibility' and technology enabled business objectives through:

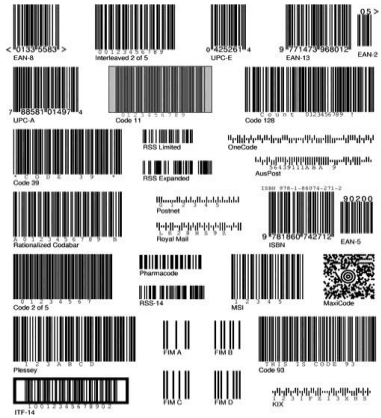
- The creation of practical and re-usable enterprise and solution architectures
- Maximum exploitation of existing legacy systems and data assets
- Delivery services across the complete life cycle of the solution – from architecture to implementation to operational support
- Optimisation of cross-programme IS budgets and resources
- The implementation and enforcement of IS governance and solution risk management

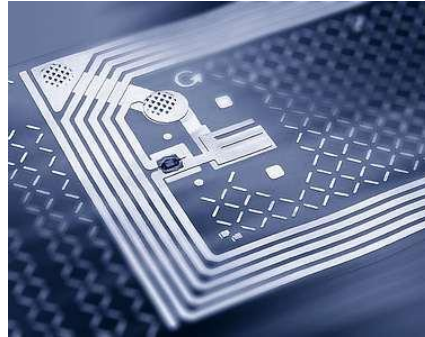
Solution Agnostic

BCDS has a wide base of provider partnerships and technology knowledge. In considering which of these to deploy to meet a project's objectives it is critical that the customer's requirements come first and anything that does not provide a 'best-in-class' fit to these is discarded, regardless of any other considerations

Pragmatic approach

BCDS differentiates itself by providing a combination of pragmatic thought leadership and Intellectual Property enabled packaged services and products. This enables our clients to decrease their time and cost to value and 'de-risk' their implementations through a 'buy-vs-build' approach





Member of the Automatic Data
Capture Association



Member of the RFID Association of
Australia



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