

How Innovation Drives Autech Success

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What is Innovation?



The term **innovation** means a new way of doing something.

It is about “creativity” and
“opportunity”

What is Innovation?

“Innovation distinguishes between a leader and a follower.”

Steve Jobs Co-founder of Apple

“Learning and **Innovation** go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.”

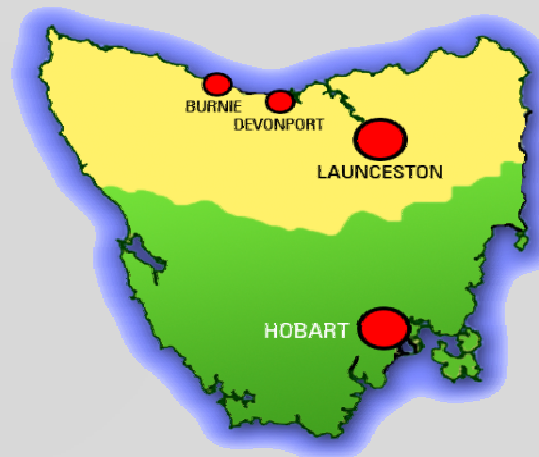
William Pollard, Author

“Innovation is the ability to see change as an opportunity not a threat”

Darren Alexander, “An absolute no body”

How innovation helps a small business?

- 90% of Tasmanian business is small business.
- We live in a remote location
- Innovation is a critical point of difference .



How innovation helps a small business?



- Remaining competitive in markets dominated by bigger players.
- Create and service “niche markets”
- Access International Markets



The Autech Story: Way Back then..



- Autech began in 1993
- Computers: A Commodore 64 cost approx \$3,750
- The Sony Mavica digital camera looked like a brick and cost \$1,900
- A Canon BJC 800 Colour Printer cost \$4,800

(Add this up and its a small fortune!!)



Modern Technology

- Now technology has advanced to this:
 - Apple I Phone \$700
 - Olympus Digital camera \$99
 - HP Colour Printer \$89



Power of Online

What do you recognise about these Brands?



Harvey Norman



Power of Online

What do you recognise about these companies?



Power of Online

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All of these companies are internet based superpowers, with an international Global reach.

Each of these companies were non-existent 10 years ago, and by piggybacking on the up and coming success of the internet and understanding their target market segments were able to grow a simple concept into a multi-trillion dollar enterprises employing thousands of people all over the world.



The Autech Story



- As many common household technologies have, Autech has evolved from a Hardware Solution to a CD-Rom Solution to now a complete Online application!
- As such we now export our products to 50 different customers in over 15 countries and in 4 different languages.



Our Products



- Autech offers world leading electronic colour visualisation software for the paint decorative, and building product and home furnishings markets.
- Autech assists its clients to market their colour offerings and products to their customers.
- There are over 400,000 users of Autech colour software around the world.



Why Autech is Innovative



- We don't have any regular customers in Tasmania, we actually only have 4 interstate customers.
- We have no choice to look out side to larger markets as our company couldn't survive on the local markets.
- Even though we are a small business we don't think small – we have a clear global strategy.

Our Innovation

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Keeping Ahead of our Competition



- We recognise industry challenges and trends by stay one step in front of our competitors.
- Ongoing Staff Development is another key element in our success.
- We now deliver our products as online models



Case Example: “Color Advisor”



Autech was selected after a 12 month consultation with independent Advice from IBM and Hanson Inc [a US Technology Consultant].

Autech was selected over larger software companies because we **accepted the challenge** and provided the best overall technology plan and presentation to provide the Client with a fresh new innovative product - replacing their now inferior colour visualiser.



Revolutionising how Colour is Viewed Online



- The “Colour Advisor” is a **world first product** and will be rolled out in over 22 countries.
- In 6 different languages.
- Our innovation will increase the benchmark in colour visualisation worldwide.
- We will use this innovation to Market to other companies and leverage new market opportunities.



5 Simple Rules to Allow for Innovation

1. Never stop investing in your own R&D.
2. Continue to have a technology plan that can evolve.
3. Investigate new ways of improving your development and deployment strategy.
4. Continue to look at your business plan on a regular basis.
5. Learning and Innovation should be part of your long term strategy.

What Innovation is to Autech



1. Innovation is about thinking outside the square, and not scared of failure.
2. Know your market – do your homework.
3. Know the power of your product.
4. Develop a business model that will give you the point of difference when presenting.
5. Explore horizontal or non-traditional markets



Horizontal Market Opportunity

- We have!



Our Accolades



- For our innovation Autech is the proud recipients of 6 awards over the past 2 years.
- Named “Australia’s most innovative company” by the Wall Street Journal after winning the “G'day USA Innovation Shoot-out” in 2007.



**THE WALL STREET
JOURNAL.**

In Concluding..

- Innovation is essentially the lifeblood of our economy.
- Autech will continue to advocate the importance of Innovation, and will encourage Tasmanian small business to explore the possibilities and “think outside of the square”.

- Final Thoughts:
 - **Dream:** Think outside of the square!
 - **Believe:** If you visualise your innovation for long enough you will find a way to create, develop and refine it.
 - **Invest in R&D:** Explore product or market options that present themselves with research & development.
 - **Achieve:** Invest in establishing a good relationship with potential clients, and wow them with a tailored presentation.



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