

CONSOLIDATED ADVISORY

Phone: +61 2 8303 2419
Fax: +61 2 9958 3915
Mobile: +61 4 1425 0437
E-mail: ben.livson@bal.com.au

Mail: 53 Balfour Street
Chippendale
NSW 2008

Date Monday, 4 November 2002

PRESS RELEASE

Consolidated Advisory, a subsidiary of Consolidated Solutions, this morning announced an agreement to represent Strassmann, Inc. in Australia – a leading U.S. strategic consultancy in *Information Productivity® Assessment* and *Knowledge Capital® Assessment*.

*“This is an exciting day for us who have eagerly awaited today's announcement,” said **Ben Livson**, the Principal of Consolidated Advisory. We are in a position to be the leader in Australia for Cost Justifying IT Investments ROI and IT Value using the techniques developed by Mr. Paul Strassmann and benchmarked against a database of 7,500 US companies.”*

Mr. Paul Strassmann is the principal speaker of the two day Forum on the 4th and 5th of November at the NSW Trade & Investment Centre, Sydney, dedicated to an issue of national importance – Vendor Management and Outsourcing.

Among other extremely influential roles, Strassmann was Director of Defence Information in the US Department of Defence. He was responsible for managing a US \$10 Billion budget and organising and running the corporate information management (CIM) program across the Department. He is currently in the post of CIO for NASA and is responsible for a US \$2.4 billion IT budget, of which over 80% is outsourced.

The Vendor Management & Outsourcing Forum sessions are chaired by:

Senator The Hon. Richard Alston

Minister for Communications, Information Technology and The Arts;

The Hon. Kim Yeadon MP

NSW Minister for Information Technology

The Hon. Sandra Nori

Minister for Small Business, Tourism and Women

The Hon. Tony Abbott

Minister for Employment and Workplace Relations

The Forum's Panel of experts included:

Mr. Paul Strassmann

Ben Livson

CEO BAL Consulting and Consolidated Advisory

Chris Liell-Cock

Head of Technology and Programmes
Institutional Banking, CBA

Patrick Callioni

Chief General Manager, Information Economy, NOIE

Improving vendor management and outsourcing practices in Australia will lead to a strengthening of Australia's presence in the global economy and its competitiveness - something we should all be striving towards.

Peter Fritz AM

Director Consolidated Solutions