

# CSA NEWS

October 1990

Computer Sciences of Australia Pty Limited (Inc. in ACT)

## CSA Wins ACRES Outsourcing Contract A Warm Welcome To Our New Employees

CSA has recently been awarded a three year contract to manage and operate Australia's major earth resource satellite data reception and processing facilities on behalf of the Australian Centre for Remote Sensing (ACRES).

ACRES is an agency of the Department of Administrative Services' Australian Surveying and Land Information Group and has been collecting and processing data from orbiting remote sensing satellites since 1980.

In support of the provision of remotely-sensed earth resource data to a wide variety of organisations involved in the research, mapping, monitoring, discovery and development of renewable and non-renewable resources, ACRES maintains two operational facilities.

At Alice Springs a steerable parabolic dish antenna and a high density tape recording system records the data transmissions from the remote sensing instruments on board orbiting spacecraft.

The geographic position of the facility allows coverage of the Australian land mass and surrounding oceans, as well as Papua New Guinea and part of Irian Jaya.

The tapes containing recorded satellite transmissions are then air freighted to the Data Processing Facility at Fern Hill Park in Canberra.

Here the imagery is then catalogued, stored, and subsequently processed into photographic or computer tape image products in response to sales orders from both government and private sector organisations.

The data are available on DOS compatible floppy discs, 9 track magnetic tape, colour photographs and black and white photographs.

The main application areas for ACRES' data are mining and exploration for minerals, oil and gas; mapping, land use and planning; agriculture; disaster assessment and mitigation; education; bathymetry; environmental monitoring; hydrology and water resources; and forestry.

Other areas which are expected to come to routinely use ACRES' data are defence and law enforcement as well as the engineering and construction industry.

CSA are providing 38 specialist personnel required to execute the full range of technical tasks and customer liaison services at both Alice Springs and Canberra.



*Some of the new CSA employees in Canberra who work on the ACRES contract.*

## Leading Graduate School Installs LOIS System

THE Australian Graduate School of Management (AGSM) in the University of New South Wales has become the first tertiary institution in Australia to install CSA's Library Online Information System (LOIS) in its library.

A combined library management and text retrieval system, LOIS will have access to 25,000 books, 2,000 serial titles, 12,000 working papers and 35,000 annual reports of Australian and New Zealand companies.

AGSM also loads Australian Bibliographic Network information into the LOIS database.

Users of the system, which brings together records on microfilm, hard  
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# CSA Heading For Best Year In Company's History

by Peter Rehn

AT the end of September CSA's revenues for the first nine months of 1990 amounted to \$67 million generating a \$3.9 million profit before tax.

These excellent revenue and profit figures were achieved despite the fact that we suffered some pain in closing CSNZ and wrapping up our products and mid-range activities.

With this result at 'three-quarter time', we will come in ahead of our annual profit target of \$4 million, despite December being a loss-making month because of the disruptions caused by holidays.

This is certainly the best three quarters that CSA has ever enjoyed and we expect that this year is likely to be the most profitable in the company's history.

Our results appear to be somewhat contrary to the general mood in Australia today. Even if they are not individually affected, most companies are influenced by the general problems which appear to be getting worse rather than better.

Unfortunately, there does not seem to be much relief in sight.

It is difficult to see the fundamentals that will cause the events to turn round and we must accept that we are entering a different sort of era for business in this country.

CSA is well placed at least in the medium term because of the projects we are undertaking for clients such as IBM and the AMP and the existence of very large Defence contracts.

This is not to suggest that we are immune from the problems of the economy.

Therefore, we need to examine ways of tidying up our business. CSA employees can expect to see renewed emphasis on cost control and we are going to be more zealous than usual in these tough times to ensure that our clients pay our bills. (Our experience with CSNZ taught us that it's easy to see profits disappear when a major client collapses owing us a large amount of money.)

This renewed interest in profit comes at a time when we have been reviewing with our owners their financial performance targets for CSA.

The AMP, of course, in recent years has been placing greater emphasis on financial performance in an increasingly competitive marketplace.

The same rules on profit performance as applied to other investments of the Society apply to us.

Establishing the AMP's expectations of return from CSA is a positive step in clarifying our position and



Peter Rehn

allows us to plan our business to meet our goals and objectives.

Other subjects under discussion include the appointment of the new Director to the CSA Board.

In the meantime we look forward to the remainder of 1990 and into 1991 with the knowledge that we will come out of this recessionary period in a far better financial position than our competitors.

We are demonstrating what we have always known: that CSA is the premier computer systems house in Australia and quite clearly the industry leader.

Regards



From left, Richard Ferns, Robert Stein and Ian Churton, a Compaq Marketing Representative.

## Laptop Promotion Proves A Winner For MIS Manager

A RECENT promotion run by the Personal Systems Group (PSG) and Compaq has made Robert Stein, Manager Information Systems for MGICA, a surprised but delighted Compaq LTE 286 computer user.

Mr Stein won the laptop after he responded to a mailer sent out by PSG Account Executive Richard Ferns inviting prospects to phone for a demonstration of the recently released LTE 286.

The number printed on the mailer Mr Stein received was selected in a lottery-style draw and he was named

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