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Building on Strong ACT Government Support—Intelledox Goes Global

Determination and a large degree of tenacity are essential ingredients for budding entrepreneurs to succeed in business with what they (but maybe not others at first) regard as an innovative product. Insisting on protecting one's intellectual property along the way can sometimes stall progress but lead to rich rewards.

This was the position 17 years ago of the then major driver of Intelledox's Chief Executive Officer Phillip Williamson. Now he, his co-directors, board and staff, know themselves as one of the most exciting and fastest-growing IT companies in the ACT. Progress sometimes in the early stages comes only with some support from government.

This has been the case with Intelledox in the ACT with the first purchase by government of its innovative software, as well as support via promotion, networking and general development of its products. Intelledox was the brainchild of now CEO Phillip, whose idea for simple to use elegantly constructed and excellent document management solutions for clients, drove the company forward.

CollabIT

CollabIT is an IT industry development and support program—an initiative jointly funded by the ACT Government's Business and Industry Development Branch of the Chief Minister's Department and the Australian Information Industry Association (www.aiia.com.au). It is a technology cluster of local ICT firms working across a wide range of technology platforms. CollabIT works by connecting local SMEs to larger ICT companies and helping them work together on activities for mutual benefit, including participating in large procurement projects.



Phil Williamson, Intelledox CEO

'We very much appreciate the support of the ACT Government through programs and awards it helps fund—such as CollabIT.'

'With their initial backing, the ACT Government provided real endorsement of our software and the direction we are taking with the business.'

'We have had an excellent year to June 2009 regardless of the Global Financial Crisis, and continue to deploy and announce a number of other significant projects. We are optimistic about the future and are forecasting another year of strong revenue growth in 2009/10.'





CollabIT provides a supportive environment for the ICT community through mentoring activities and networking functions. CollabIT builds on the successful Canberra.Net Cluster which was also supported by the ACT Government.

Intelledox CEO Phil Williamson says the ACT Government's willingness to work with the company—via the company's own funding to develop R&D—provided the prospect of a large initial enterprise client.

This proved pivotal for the development of the company, particularly once intellectual property rights were secured.

Networking opportunities through CollabIT, and other like forums such as the Canberra Business Council and The Exporter's Network has helped Intelledox build strategic technology partnerships to provide document management solutions that integrate with the offerings of other providers.

More About Intelledox

Intelledox is headquartered in Canberra (now directly employing 25 staff) and all research and development is undertaken locally, supported by field sales offices around Australia.

Contributing now to strong revenue growth—as well as recent announcements of support for tight integration with Microsoft's 'SharePoint' and HP's TRIM products—are distribution agreements signed in the last two years in North America, the UK and Southeast Asia.

Intelledox programs have now been adopted by Federal government bodies, including the Civil Aviation Authority (as well as the ACT Government), the financial services sector (AXA), and manufacturing (Hastings Deering).

The company is also a multi-award winner, with some awards supported by the ACT Government including the ICT category of the 2008 ACT Export Awards; and lead performer (with wins in three out of the eight categories) in the 2009 ACT section of the Australian Information Industry Association iAwards. It was also a winner of the Canberra Business Council's 'business success series' in June 2009 and state winner of the iAwards in the e-learning category.

Intelledox Pty Ltd provides a number of products. Intelledox™ is a leading automated document creation and output management solution. Document workflow automation assists organisations in producing documents in any volume such as contracts, tenders, insurance forms, customer correspondence and technical manuals. Providing centralised control of branding and compliance issues, Intelledox cuts the time it takes to create, customise and distribute a document by an average of 50 per cent. Intelledox draws on the native power of Microsoft Word—a universally familiar environment. It is a web-based, XML driven solution that allows users to publish templates out across the enterprise, centralising and automating the generation of documents. With no scripting requirements, template design can be easily handled by business units rather than the IT department.

Intelledox Pty Ltd is also a leader in developing the Capabiliti™ Learning Management System (LMS). Capabiliti is a full featured Capabiliti Innovative Learning Management System designed to facilitate the growth and management of the human capital throughout the enterprise. Web-based, with a modular framework, flexible and scalable, Capabiliti is a cost effective solution that is already used by more than 350,000 users.

All Intelledox products are designed to Open Systems standards, reducing the burden on both users and IT.