

Adrian Cowman's keynote speech and announcement of BankWest's multi million dollar contract with IMC.



“Partnerships are Crucial to Strong Networks – both in business and in technology”

BankWest Senior Manager Networks Telecommunications & Data Centre Facilities, Adrian Cowman emphasised the value of partnerships during his keynote speech at IMC's Compass 08.

“A partner is a vendor that becomes so intimate with the workings of your own organisation and who facilitates your requirements – to the degree that the vendor becomes an extension of your own organisation.”

Cowman opened his Compass 08 speech by announcing that BankWest has awarded IMC a two year Network Monitoring contract estimated to be worth \$2.5 million. Through its NetActive service, IMC will watch over more than 1,200 network devices on a 24x7x365 basis. IMC will also provide professional services to support ad hoc BankWest projects and initiatives.

“IMC needs to reliably provide this proactive, continuous validation that the environment is operating as intended. For us to outsource that role requires a proven track record; highly skilled and technically astute, committed people; and faultless service.”

Cowman advised that in order for any organisation to outsource such a significant responsibility to an outside supplier, a strong sense of partnership is imperative.

To Partner or not to Partner ...

Discussing both the outsourcing and the insourcing models of network management and monitoring, Cowman deduced, “You outsource because a) it is too hard to do so you make it someone else's problem; or b) you run such a tight ship and have mature processes that it makes sense to delegate the leg work to an outside party.

“If you in-source, it either a) makes good economic and operational sense; or b) you don't run a tight ship with mature processes so the idea of paying another organisation to do the legwork is too complex or scary.”

What do you want from a vendor?

Cowman recounted the questions to pose in order to clarify the value of their own business associations, “Will the vendor simply sell you something for the best price? Do you have a choice or must you make the best from a default vendor? Is your vendor preferred because the people are easy to deal with, provide good service and justify it's pricing model?”

In the case of BankWest and IMC, Cowman explained the strength of the partnership was indicated by the mutual benefits that go way beyond supply and demand economics. “BankWest benefits in our partnership with IMC by working with an organisation that understands and is motivated by our key challenges and business requirements. This means monitoring reliably as one of our Network Management resources; protecting our data security and our company branding and reputation; demonstrating flexibility by providing services that go beyond traditional network devices; and further into the future, potentially helping BankWest transition the network monitoring back in-house.”

The nature of a true partnership means that benefits work both ways and aside from the obvious, Cowman lists IMC's benefits, “Through working with BankWest, IMC will enhance its worth as an organisation and as an expert provider of technology services by expanding and continually developing its monitoring and management capabilities; improving practices and systems; growing the business based on economies of scale; increasing its client network through BankWest's affiliates; and not to be forgotten, having fun and making friends along the way!”

Ultimately, partnerships mean the difference between surviving and thriving. It is a distinction many could benefit from understanding as the economy's winter of discontent enters its first cold snap. It's time to separate the clever contributors from the hangers on and like never before, partnerships are king.

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