

Client : Aspect Software  
Media : Computer Daily News (Australia)  
Page Number : 2-3  
Date : 4 Aug. 09



## **Aspect seeks bigger slice of pie**

SYDNEY – Pie shops of Australia, stand by: **Jim Foy** from **Aspect Software** is in the country, and feeling hungry.

Foy, CEO of Chelmsford, Massachusetts-based **Aspect Software**, is renewing a long-term relationship with Australian culture – and food – during a trip whose primary purpose is to prepare the Down Under market for what he predicts is a coming revolution in communications.

And, he told *CDN* yesterday, to use the occasion to down some Aussie pies, for which he developed a taste during a period when he lived here. (They're not widely stocked in Chelmsford). The Foy favourite is "beef and onion", and he hopes to find a good source – to which he'll introduce his US travelling companion **Mike Sheridan**, Aspect's recently appointed executive veep of worldwide marketing.

Pastry apart, Foy and Sheridan are enthusiastic about the future of IM-based unified communications applications, especially in the contact centre and large enterprises, in Australia, where it expects to launch new apps over the next few quarters.

Things have blossomed for Aspect since **Microsoft** about one year ago became a significant investor in the privately held UC company – just how much it invested

and how much of the action it holds remains a secret.

Instant messaging solutions are important, Sheridan says, because of their enormous simplicity – the one-more-click syndrome that makes it instantaneous to add people or see and even use others' desktops. There are big savings on conferencing costs, and ROI is accelerated.

The Microsoft/Aspect approach is, naturally, based on software rather than a hardware approach. "We have no phones in our offices, just headsets connecting to computers," says Foy. And that's the way he sees things going Down Under, as well as globally. The GFC is an opportunity, not a problem: "Headcount reductions and budget cuts mean the old hardware-based legacy systems are no longer working. UC changes everything," says Foy.

Aspect has been trimming partner numbers. In Australia it has just three: **Call Design**, **Premier Technologies** and **Lake Corporation**. It has recently worked with Sydney-based Call Design to develop VQ Alert, software that works with Aspect's eWorkforce management software for schedule adherence. One big, and apparently satisfied, customer: **Amex**. – **David Frith**