to here, as fast as you turn the page.

while ... Steward, said that ... had 80 per cent of the networking market in Australia and the product support in NT was not as strong as Novell's, Anixter's move to NT was a "futures decision".

Although Mr Grubbs said that "the single best investment you can make today is to build cabling that is designed well", adding that just as companies could not afford to forklift out old technology with every new release, so they could not afford to rip out wiring and replacing it at the drop of a hat.

Anixter is riding the boom

networking market that is being driven by corporate globalisation and the migration to client server computer architectures.

The company released financial results on Friday showing revenues for the year up 27 per cent to $US2.2 billion. While operating profit rose 43 per cent, the bottom line was impacted heavily by the restructuring of Antec, a broadband cabling supplier, in which Anixter holds a 31 per cent stake.

BOOM TIME ... Grubbs, giving ... ...lia last week

The net income plunged from $US246.9 million to just $US39.1 million.

Rod Dammeyer, president and chief executive of Anixter International, the parent operation for both Anixter and Antec, made a statement that the company was pleased with its performance and that it had doubled its international revenues in the past three years.

Mr Grubbs said that given the current market conditions, he

believed this financial year would possibly see the business's percentage growth rate climb into the "high teens". Such a growth rate would be sustainable for the next four or five years.

Anixter is however only just developing its business outside of North America which now accounts for more than 75 per cent of all revenues. Five years ago the company established a European presence, and three years ago

But it has ... to see much corporate demand for Internet or intranet development, according to company.

What the Fortune 500 type companies want, according to Mr Grubbs, is to create enterprise networks that offer a consistent migration strategy as they move from mainframe to distributed environments. They also want a way to bring remote offices and workers online to the enterprise.

"And the other thing they all want is the same sort of reliability that they get from mainframe communications," he added.

DEC in major drive into e-commerce

By HELEN MEREDITH

US COMPANY Digital Equipment Corp is carrying out a major drive into the electronic commerce market, building on the strategic alliance signed last year with Microsoft and its own long-standing networking and integration skills.

Its target market is familiar territory: leading corporations worldwide, where DEC has already made its mark in systems integration.

This market is estimated to be worth about $US1.5 billion ($2 billion). Even excluding hardware and software, the value is at least $US250 million. And DEC claims about 20 per cent of it.

That provides a strong base for its new strategy to integrate the technologies required to provide enterprise messaging and electronic commerce at large.

Mr Avi Corfas, the director of e-commerce and systems integration for DEC, said was in line with the dramatic expansion of the whole electronic messaging business. Once mainly associated with e-mail, this had now become a generic infrastructure for the delivery of a vast range of other services that corporations demand.

"Business applications such as EDI [electronic document interchange] and workflow management and consumer services such as online shopping and banking actually make use of the same underlying mechanisms originally developed to support interpersonal messaging," he said.

DEC is focusing on medium to large corporations and the Fortune 2000 companies which it claims to be best able to move into electronic commerce. In any case, it already has more than 5 million customers using e-mail among those companies.

Mr Corfas said DEC was welding its systems integration and Alpha client-server technology to provide companies with a range of e-commerce facilities that spanned anything from messaging to world

group computing. The strategic alliance with Microsoft signed last August would flesh this out significantly, allowing the partners to deploy business solutions that take advantage of the Microsoft Windows and Windows NT platforms.

Microsoft is pumping funds into the alliance and DEC is committed to a heavy training program aimed at providing at least 1,500 new professionals on top of the existing 800 staff already certified on Microsoft products.

The alliance includes the integration of "mail" products, with Microsoft's Exchange Server allowing DEC's All-in-1 and Mailworks to inter-operate. This not only provides a service for DEC's customers but for its own internal use.

❝ DEC is focusing on medium to large corporations and the Fortune 2000 companies ❞

In Australia, DEC has four teams of people focused on messaging and Microsoft Exchange work – out of an overall 25 teams worldwide.

Mr Corfas said: "The outcome of all this is that DEC is placed in a very good position, with the power of its Alpha platform, NT and Exchange. And it represents a very good guarantee for our multinational customers."

It was important to have pressed ahead with the strategy, given that many system integrators were beefing up their efforts, including rivals in enterprise messaging such as Control Data, HP and Sun, he said.

"Nobody can longer afford to ignore what happens in the increasingly converging world of IT, communications and media."

AT&T plans local phone service in 50 US States

AT&T, just an hour after a sweeping US telecommunications law was signed into law, said it would start providing local phone services in several markets in the United States as early as the northern-hemisphere summer by forming agreements with the Baby Bells.

The United States' largest long-distance company says it will have filed applications by March 1 to offer local phone services in all 50 States. AT&T has approval to offer local phone services in seven States and has filed for approval in three more.

AT&T's plan, however, has many hurdles, analysts caution. It needs to get regulatory approvals to enter the $US90 billion ($119 billion)-a-year local phone market. In addition, its resale strategy depends on its signing agreements with the Baby Bells, which are simultaneously planning to enter the long-distance phone market and compete against AT&T.

"They still literally have to get permission to do this," said Mr Mark Bruneau, president of COBA-M.I.D., a Boston-based telecommunications consulting firm.

Initially, AT&T will offer local phone services through "resale" – buying time on the Baby Bells' local phone networks at wholesale prices and reselling them to customers under the AT&T brand name at a higher price.

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If you want to see just how fast your ads can go, call aap*ADS* on (02) 322 8890 or (02) 322 8669 to arrange a complete demonstration of the system in action.

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Exactly what is aap*ADS*?

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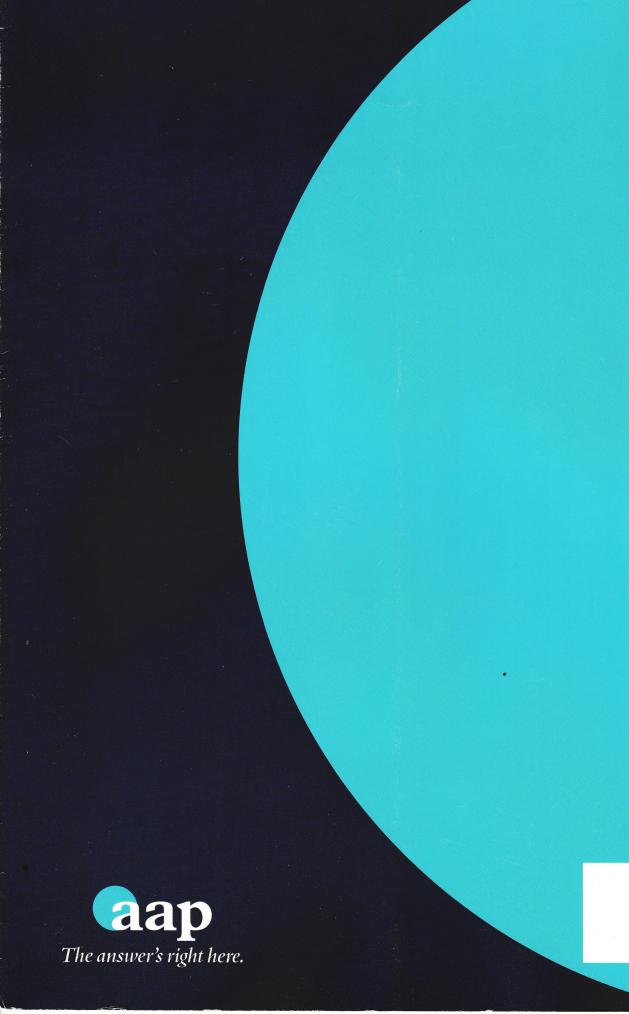
▶ aap*ADS* includes Picture Management facilities which allow the user to instantly retrieve and transmit a piece of artwork. And it can be sent to one or more newspapers, saving even more time

▶ A set of copy instructions accompanies each piece of artwork. A few mandatory copy instructions must be completed before transmission. The remaining optional instructions allow the agency or repro house to send further information if required.

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▶ The system allows more flexibility, enabling you to alter the ad at the last minute (let's be honest, a regular occurrence in the industry). Another benefit is that there's no need for overnight couriers for national campaigns.

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