



“Customised data centre solutions
and managed IT services”



www.thoughtweb.com

THOUGHTWEB

Faster and smarter decision-making
when it counts

When the Australian and United States defence forces rely on your technology to make life and death decisions, the security and reliability of your data-hosting service is truly mission-critical.

ThoughtWeb designs cognitive modelling solutions that help the likes of the army, navy and airforce put information from various sources in context and make better decisions faster. For example, the Department of Defence’s Defence Science and Technology Organisation (DSTO) realised an 80% increase in the speed and quality of decision making processes through the application of ThoughtWeb in simulated battle conditions.

ThoughtWeb’s information aggregation and analysis process is very data intensive. It might pull information from six or seven different applications within a customer’s site, such as its enterprise resource planning (ERP) software, HR and client relationship management (CRM) systems, as well as data held in PowerPoint and Excel, for example.

ThoughtWeb then figures out what is important, aggregating and analysing all the information in parallel and real-time to figure out who needs to know what, alerting the right people immediately with collated, contextual information.

“Imagine you need to air-lift supplies to a base-camp in a war zone,” explained Chris Murray, CEO of ThoughtWeb. “To make a smart decision about where, when and how to do that, you need access to information as diverse as availability of helicopter assets, how much fuel is required, what staff are at the base, availability of food and accommodation for the flight crews, safe flight paths, security and diplomacy issues, and the list goes on.

“Each piece of that information could be held in different applications or even Excel spreadsheets in different parts of the department. They could use our Decision Superiority Solution for Defence (DSSD) – which has a network of 14 pre-configured applications operating on one integrated platform – to pull information from all the existing systems and put it in a contextual framework to make better, safer, smarter decisions about that

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helicopter despatch, for example,” he said. ThoughtWeb customers also often rely directly on **ac3's** Internet-hosted environment when their systems are in production.

ThoughtWeb's client-facing servers are co-located at **ac3's** Global Switch facility in Sydney's Darling Harbour which features multiple redundant Gigabit Internet links, 24 hour a day physical and data security, power-back up and professional management.

“**ac3** is a name ThoughtWeb clients in the government arena are familiar with and trust due to its reputation for security. Its deep understanding of government allows **ac3** to provide a premium level of care and concern you simply won't find in a lot of other data hosting companies. Our customers know and appreciate that fact,” said Chris Murray.

ac3 and ThoughtWeb provide relief after Boxing Day Tsunami

ThoughtWeb and **ac3** first worked together after the devastating Boxing Day tsunami in 2004. In response to a request from the Pacific Disaster Centre, ThoughtWeb created a web-based collaborative decision support solution that captured information from over 232 different NGOs and government organisations to help manage the allocation of aid from 50 donor nations to the 12 affected countries.

ac3 hosted the infrastructure and worked through the Christmas period to arrange a co-location data hosting service at the Australian Technology Park in Eveleigh, Sydney. The customised web-based tsunami relief solution was configured, deployed and being used in eight days.

“In an emergency situation such as the Boxing Day tsunami, the ability to intelligently use all the help and resources offered from so many sources was made

possible, and that was incredibly satisfying to everyone involved. It is a powerful example of how mission-critical information can be pulled together to literally make life saving decisions,” reflected ThoughtWeb's Chris Murray.

When it comes to mission-critical data hosting - such as emergency relief and supporting the efforts of defence and government clients – **ac3** takes its role seriously: it has been accredited to the ISO 27001 information security standard, so customers like ThoughtWeb can be confident their IT infrastructure and data is managed to world's best practice.

About **ac3**

ac3 provides professional managements services for computing and networking equipment to best practice standards. All equipment is housed in secure, reliable data centres at the Australian Technology Park and at Global Switch in Sydney.

ac3 is a private company, owned by the NSW government and eight universities.

About ThoughtWeb

ThoughtWeb assists large organisations to achieve decision superiority and agility through a range of decision superiority solutions tailored to meet the individual needs and requirements of specific industries and clients.

For more information go to www.thoughtweb.com or email: info@thoughtweb.com

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