



Authorisation.

David Light

Release date.

17th November 2008.

Deloitte release.

November 2008.

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1. Overview.

The Deloitte Technology Fast 50 Australia is a program that has been set up to recognise and profile the fastest growing technology companies in Australia.

The program is now in its seventh year, and ranks companies based on percentage revenue growth over three years, in this case 2006 to 2008.

Sense of Security has been included in the 2008 ranking.

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2. Release.

We are not a raucous team. Not at all.

We began quietly with equal supplies of high enthusiasm and high skill in our chosen field.

That was enough and we have grown with little need to promote ourselves. Our targeted prospects who have become clients have all appreciated our approaches of substance, and not spin.

So our reaction to the inclusion in the 2008 rankings of the Deloitte Fast 50 was many dimensional, just as you would expect of the quiet thinkers we are.

Firstly, it was a thrill to realise that we would be included in a list of so many other young peer companies that we admire.

Secondly, it was confirmation that the purposely quiet way we went about our business was the right way, and that this did not impede our being noticed.

And thirdly, it made us think about how to communicate with this wider audience we were now attracting. We have always placed high one-to-one communication as a priority in our business model, so we have decided to evolve that even further.

In the coming months you will see us evolve our conversation with our market by evolving how we communicate. Our major focus will be on a revised web site. New ebrochures and white papers will expand readers' knowledge of the issues involved in the security and risk management of your information technology.

We wish our fellow Deloitte chosen peers good luck in the award, and good fortune in the years ahead.

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3. Background.

In recent years boards, Managing Directors, and Directors of Information Technology have all wrestled with mounting security, risk, and complexity of their information technology.

Now, as this risk has moved from the technology services team to the executive table with brand impacts and compliance looming concerns, the decision process for solving it has changed.

Firms, large and small, are realising they simply do not have the in-house skills to solve these problems now, and have no one with the knowledge and expertise that can take an objective strategic role in this field for the future.

We are perfectly placed to assist with the assessment, deployment, and risk management of information security solutions.

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4. Contact.

For some quiet and *"not so fast"* advice on how to take control of the security and the risk management of your information technology, do call David Light.

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Our web site is about to be refurbished so do visit in the coming months and view our progress at www.senseofsecurity.com. Your feedback is very welcome and encouraged. In fact, we want our web presence to be a two way conversation so we are contemplating a blog and forum for just such activities.

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