

AWI Wool Selling Systems Review  
General Section

Submitted by  
Talman Pty Ltd

19<sup>th</sup> August 2015

## Talman Submission to AWI

The wool industry has enormous challenges ahead. All of us working in and supporting the wool industry are impacted by these challenges. Talman empathises with the industry participants; to that end, and is committed to make its share of contribution with dedication and goodwill. In this submission, Talman acknowledges these challenges and more specifically outlines how Talman is responding to them.

### **Background Information**

Talman was acquired by Ozdocs Group five years ago. This submission outlines what Talman has done for the industry under the new ownership and what it plans to do in the future.

Talman is a privately owned business and it takes pride in funding its operations without any subsidy from the wool industry. Even though the downturn in the industry has affected Talman's revenue stream, it has actively demonstrated its commitment to the future of the wool industry software. To that end, Talman is making substantial investment in research and development for meeting the needs of the wool industry.

### **Clear Focus on the Wool Industry Software Design and Service**

When Talman was acquired, it was engaged in the following industry sectors and businesses:

- Meat Trading software
- Airline baggage handling
- Health Care software
- Software for Non-Governmental Organisations
- Consulting service related to system design and implementation in numerous sectors
- Wool Industry software

The most fundamental change on acquisition was that Ozdocs transformed Talman to ensure it is primarily focussed on developing and supporting their Wool Industry Software; all other activities were transferred to other companies within the group which had competence in the related areas.



With that focus today, Talman is an efficient and innovative company evidenced by our investment in research work resulting into numerous patents.

### **Talman's Research Work – Keeping the Wool Industry a step ahead**

Talman's achievement and contribution of intellectual wealth to the Wool Industry has resulted in a number of patents. These patents show our commitment to investment in the future of the Wool Industry and Talman assures that this trend will continue.

Talman sincerely hopes that we will be the role model to the industry for investing in research and development.

### **Improve productivity by using our Research Service**

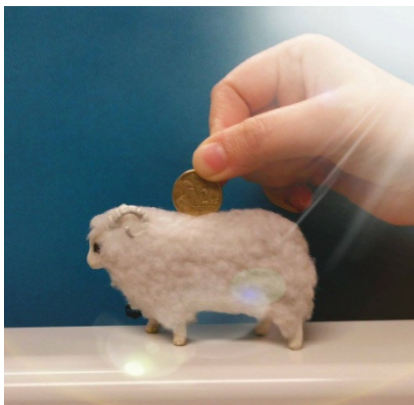
By designing better software to suit your specific business work flow you can raise productivity considerably. Ozdocs Group is certified as a

Research Service Provider (RSP)\* We can deliver productivity gain by designing software to revolve around your business process. In return, since Ozdocs group is a certified RSP you can get incentives from the Department of Innovation. Please talk to us if you are interested, and we will guide you further.

*\*A Research Service Provider (RSP) is an organisation that is registered under section 29A of the Industry Research and Development Act 1986 as a RSP by Innovation Australia as having the appropriate scientific or technical expertise and resources to perform research and development on behalf of other companies.*

### **Talman's commitment to reducing costs in the Wool Industry**

During the past 5 years, Talman has made a notable contribution in the Wool Industry. This has been achieved by reducing network charges considerably, resulting in savings to the Wool Industry exceeding \$ 2,000,000 (Two million dollars).



Although Talman has not previously highlighted this contribution, we hope this will show the industry that Talman is focused on delivering a cost effective solution that will allow the industry to then redirect these savings to help improve their business further.

## **Talman offers Long Term Price Guarantee for its Service**

From time to time, Talman customers raise the question of future price rises. We invite our customers to take advantage of our offer to enter into a long term service agreement and take a price guarantee.



## **New Products and Customer Service**

We are actively rewriting the existing software, using feedback from our users to help deliver a solution that meets the needs of the Wool Industry.

Software updates are usually released to clients on a quarterly basis, or more frequently if required.

Talman has also launched a number of new products for the industry. Notably Greener Archive and Talman EDI Postie, with both offering productivity gain to software users.



We recently contacted our customers to conduct a survey on Talman. Most users are satisfied with the existing software product which has reached the maturity phase but by no means is dated. In our formal survey, the majority of respondents expressed their satisfaction to the product and services. We received minimal critical feedback and the comments did not generally relate to the existing standard wool software. We have constructively and energetically considered those

comments and will be working with those respondents to deliver improvements.

### **Future of Talman**

Talman is a member of the Ozdocs Group, celebrating its fourth decade as a successful software company. The group has shown loyalty to their customers and invested heavily in research. With its diversification, technological innovation and sound financial foundation, it is in the position to serve the Wool Industry for years to come.

Talman is financially sound and a stable organisation evidenced by:

1. Operation from the group owned unencumbered premises.
2. Funding all its research and development from internally generated funds.
3. Debt free.
4. The parent company "Ozdocs Group" has been serving Australian Industries for more than 30 years and has excelled in research and development.

By way of this note, I would like to thank our Talman software users and dedicated employees; it is a privilege to be part of this iconic industry and be in the position to contribute.

Prosperity of Talman is interwoven with the Wool industry's success. So please talk to us, give your feedback, convey your criticism, and let us build better software and a better future for the wool industry.