



Protocol Information Technology

URL: <http://www.protocol.net.au>

This business uses electronic commerce technologies to:

- Market products internationally
- Communicate with suppliers and customers
- Operate in an international market place.

Marketing and Distribution Company

Protocol Information Technology is a fine example of how a small Tasmanian company can successfully conduct business on a national and international scale using electronic commerce. Protocol is a high technology marketing and distribution company operated by Phil Collidge. Phil identified the international market potential for the Ghost Professional software package and he successfully formed a strategic partnership with the New Zealand developers of this software, giving his company the Australasian distribution rights.

Since commencing operations just over two years ago, Protocol now boasts a customer base of more than 1500. The company's success can be accredited to not only the extensive marketing expertise and superior service, but also to the way in which they have been able to incorporate fundamental aspects of electronic commerce into their business operations, enabling them to capture a large slice of the world market.

Local operation with a global market

Protocol operates from a small Georgian townhouse in Macquarie Street, Hobart, and the business utilises a range of electronic commerce applications.

The company's Web site is used as an effective marketing tool. The Web site gives a description of the company and the software they support. Potential customers visiting the site can download a demonstration version of the software, that expires in 30 days. Product orders can be made online via the Web site, by phone or by fax. Protocol is able to provide a quick turnaround of orders, with the majority of customers receiving their ordered product overnight. Customer support is enhanced by providing 90 days free telephone or email support.

The staff at Protocol regularly use email, fax and phone to conduct their national and international business dealings. Software updates and information are sent electronically using email attachments. This method of communication is instantaneous, cost effective and efficient. By using the Internet as the basis for their marketing and communications, Protocol is able to break down geographical and time zone boundaries, enabling them to trade internationally in a low cost, fast and effective manner.

New business opportunities

As a result of their international marketing success, Protocol has received numerous requests from businesses in other countries to become resellers of the software. This has enabled the company to expand quickly into new market areas. They now have a presence in Papua New Guinea, Thailand, Singapore, China, Hong Kong and Japan. Their achievements have not only attracted resellers, but also other software developers with their individual products. By forming strategic partnerships with these developers, both parties can benefit.

Protocol benefits by expanding the range of products they can offer to new and existing customers; the developers benefit by using Protocol's established and effective international distribution chain.

The business has shown phenomenal growth in its short trading history; Phil Collidge and his team of skilled staff look forward to continuing the expansion of their product range and business operations into the future, based on their successful adoption of electronic commerce.