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About Gen-i

Gen-i successfully integrates IT and telecommunications services to provide converged ICT solutions for clients across New Zealand and Australia. Those services are supported by people who are proud to be experts at what they do, partners who are truly world class and capabilities that set the benchmarks for the industry in their breadth, thoroughness and scale.

Gen-i was formed four years ago when Telecom Advanced Solutions (TAS), Gen-i and Computerland joined forces under the Gen-i brand. Today, the company has 2,000 staff across 17 locations, revenues in excess of \$1.6 billion and a client list that spans 3,300 public and private sector organisations on both sides of the Tasman.

We are proud of the reputation we have earned as the leading ICT services company in New Zealand. In 2007, we not only held our positions as the top ranked ICT services provider according to CIO's* and the marketshare leader**, but we also grew our position above all the other players (according to IDC).

We continue to grow our presence and our reputation in Australia. The combined assets of PowerTel and AAPT make Telecom the third largest operator in the Australian telecommunications sector. For Gen-i in Australia, this gives us an even broader capacity to offer our clients technology solutions that cover every aspect of their telecommunications and ICT needs.

Our success is due to our approach to building strong partnerships, based on honesty, trust, relevance and leadership. Success depends on extending customer relationships deep into an organisation and developing a culture around clients. The real opportunity is to create an organisation-wide culture of genuinely wanting clients to prefer you.

Gen-i has had many strategic successes with clients. Highlights during 2007 include new contracts with the Ministry of Justice, Fulton Hogan, Yellow Pages, Adecco, Christchurch City Council, Westpac, Norfolk Group and ACC.

By offering a “global” capability, via 17 local offices across New Zealand and Australia, Gen-i ensures it is big enough, but local enough too.

Our clients’ challenges

Ensuring that technology delivers to the needs of a business is an ongoing challenge.

Heightened expectations, constant change and shrinking budgets mean technology often struggles to align itself with the overall business strategy. This can result in IT “failures” that are costly, fail to deliver to business needs and can even damage a company’s reputation.

And then there are the day-to-day challenges around service management, including IT support, delivery, capacity and prioritisation.

Traditionally, the IT department within an organisation has driven IT and telecommunications to deliver competitive advantage. In the future, customers will have much more of a say and it is consumers who are leading the adoption of ICT in business.

Generation Y employees increasingly expect that the technologies they use in their personal life are also used in their working life. As work and home merge, there are increased demands for

technologies that allow staff to communicate 24 by 7 and blend work and play.

However, while presenting opportunities for businesses to create innovative approaches to communicating with customers, partners and staff, these trends are also creating major challenges for CIOs and IT managers who hope to align their IT with corporate strategies and culture.

Our role as partner

Our clients trust us with integration of their current and future technologies. Gen-i provides solutions to help businesses transition from the way IT&T was done, to today’s and even tomorrow’s technologies. In fact, we are the only New Zealand provider that can move our clients along that continuum at the speed and route that best suits their needs, whether they are starting with a DIY approach, to semi-service and then fully outsourced SaaS.

We deliver complex ICT solutions and services that pull together capabilities from both IT and telecommunications, requiring staff for new roles that are hybrids from both worlds. We do this with scalable, proven systems that incorporate industry best practice and service delivery methodologies, delivered by great people.

However, our ability to deliver an end-to-end ICT solution, or any individual component, is only one part of our success. Equally important is our ability and willingness to take the time to understand each client's business, and build a roadmap for the future that can help our clients achieve their short and long-term business objectives.

Getting genuinely close to customers is key to success in the competitive and complex ICT marketplace. It is essential for building long enduring relationships that are mutually beneficial and an investment for both organisations' futures.

Technology and competition has meant that for at least the last 5 or 6 years our clients have had many choices, and we recognise that the only way to grow our business is to earn and keep earning clients.

Our clients value that type of partnering, and many are now signalling their trust in Gen-i by asking us to deliver a full range of services across IT, voice, data, internet and mobile. We respect that trust and regard it as our responsibility to deliver leadership, solutions and real value.


The trust we have earned from our clients is mirrored in the relationships we have with our partners. Gen-i is the biggest partner of all the key ICT players (including IBM, HP, Microsoft, Sun, Nortel, Cisco, Citrix and EMC) and we continue to invest millions in infrastructure to upgrade our delivery capabilities.

Our people

Moving to a customer-centric view involves transforming the way a company organises itself around those clients. The real opportunity is to create a organisation-wide culture of genuinely wanting clients to prefer you.

That culture needs to start from within the organisation and should be reflected in the company culture.

Our view is that the way we treat our people is the way they will treat our clients and our brand is built only on that. It's our approach to developing and engaging the best people in the industry, and forms an essential platform for building strong and sustainable relationships with our clients.



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Our focus on our people during 2007 included an intensive training programme across the organisation on team and leadership mastery. This is making a measurable difference to our people and our culture, the main drivers of how clients feel about Gen-i.

Our focus for 2008 is all about delivering on the promises made so far to our people, our clients and our stakeholders. With a focus on creating strong and sustained relationships with our clients, we will show them how converged ICT services can help them achieve the goals they set themselves in business.

*IDC, NZ IT Services Survey, 2007

**IDC, 1H 2007 Asia/Pacific IT Services Tracker