

Blue Reef Corporate Profile

Blue Reef is the leading Internet Management vendor in Australia and is focused on enabling its customers to take full advantage of their Internet.

History

In the late 90s, Blue Reef originated from the Internet Service Provider (ISP) industry with a vision that all organisations would have to provide a well managed Internet service to their employees. Blue Reef then focused on developing an integrated and consolidated platform - the Sonar appliance - that allowed organisations to efficiently define granular Internet policies for their users. Sonar combined content filtering, quota management, bandwidth prioritisation and security entitlements into service plans (much like in an ISP environment).

Importantly, Blue Reef realised the significance of dynamically enforcing entitlements based on multiple criteria, such as, identity, time of day, location, security, quota, authentication and more to satisfy the growing complexity of customer environments. As such Blue Reef did this by developing a unique policy engine to provide a scalable Internet management platform by linking these plans with individuals, groups and circumstances, in real time.

Today Blue Reef's leading Internet Management platform is used by hundreds of customers in Australia and New Zealand. Sonar enables businesses to consolidate their Internet services process into a single easy-to-use and easy-to-manage platform, including reports, billing, and compliance.

Sonar has been in development since 1998 and was first introduced to the market in 2003. Today, Sonar is in its 3rd generation and is on course to evolve into a 4th generation hybrid cloud based model.

Key dates

- 1998: Internet Management technology platform development begins
- 2001: Blue Reef is incorporated as Internet Management IP spin-off
- 2003: 1st Sonar appliance product launched
- 2006: 2nd product generation launched >150 installed systems
- 2008: 3rd product generation >500 installed systems

Having come from an ISP background, Blue Reef pioneered the concept of providing Internet management services from a central location (cloud technology). At that time however, the available Internet connections did not have the capacity to sustain this delivery model, so the concept transitioned to produce the intellectual property as local client premises equipment.

Vision and Culture

Vision: To be recognised as the 'first choice' provider of Internet Management solutions for small to medium size enterprises.

Mission: To partner with our customers to make their business successful by providing the best fit Internet Management solution.

To accomplish this vision & mission:

- We have been working with our customers and managing an open development process for the Sonar Internet Management platform for more than 10 years.
- We strive to understand our customer's business and actively assist our customers to be successful.
- Our unique customer service approach provides a personalized service to our customers. We understand our customer's requirements, network and challenges in great detail.
- Our knowledge and expertise is further enhanced by employing the best people to service our customers (e.g. our Education customers are served by ex-education IT professionals)
- Our technology and processes are constantly evolving and developed to suit the changing requirements of our customers.

Core Values

- **Quality**
The quality of our products, services, and business values are our most important asset, and are subject to ongoing investment.
- **Transparency**
We are open and transparent to our customers, we will never leave a customer hanging or in an unknown state. We do what we say.
- **Partnership**
We value each customer as a partner and strive to develop an ongoing relationship by helping our partners make their business successful.

Blue Reef Internet Plan Management

Blue Reef's solution addresses three primary customer challenges:

- Compliance: Ensuring appropriate usage of the Internet
- Optimisation: Controlling consumption of Internet resources by defining quota policies and bandwidth controls
- Security: Protecting data and mitigating threats by implementing policies relating to access and security



Six steps to providing safe, secure and reliable Internet to your employees

1. Create Internet plans for users and/or groups of users
2. Add different attributes to the plans, defining what the user is allowed to do (Internet quota, time allowance, access rights, security levels, etc.).
3. Define specific circumstances (user identity, time of day, location, point of access, etc.) that trigger the attributes of the plans.
4. Map the plans to the organisation's Identity Management Infrastructure
5. Self manage your personal Internet plan using MySonar.
6. Generate system wide reports to ensure compliance to company policy.

Management Team

Robert M. Smyth – CEO

Rob has deep experience and expertise in the IT security solutions space, as well as a unique combination of IT security, technical and commercial skills. Over the past 15 years he has successfully grown three IT businesses from start-up to become leading businesses in their respective markets. Rob's extensive understanding of the rapidly evolving IT security sector, his commercial acumen, vision and entrepreneurial flair has allowed him to be the key driver of Blue Reef.

Guy Lupo – VP Products & Services

Guy Lupo has 20 years of experience in the governance, compliance and security in enterprise and education space, and is continuously working with education organization to better their processes and supporting technologies to achieve better educational outcomes. Guy's career history includes strategic product and management roles with worldwide international leaders such as Check Point, CA, Microsoft, Cisco, BMC Software and other start-up in the Compliance and Security space.

Andrew A. Hall – CTO

Andrew has over 20 years in the ICT industry, specialising in the development and management of data communications and IT security products. His role as CTO of Blue Reef, defines strategic and technology vision as well as hands-on management and responsibility for product development life-cycle. Prior appointments included senior executive positions in 3Com, USRobotics and JNA. Andrew holds a BSc and MDC from Monash, Cisco CCIE and Novell CNE.

Ajit Ambalavaner – VP Sales

Ajit joined Blue Reef in early 2004 and holds more than 15 years experience in the IT and Network Security sectors in Australia and the United Kingdom. He has always been a keen "pathfinder" in business development to both Government and Corporate organisations. Ajit holds a BEng(Hons) degree in Electronics & Communications Engineering and has successfully completed various security training courses. Since joining Blue Reef, sales grew by more than 50% year on year.

Mat McDonald – CFO

Mat has extensive accounting, corporate finance and advisory expertise and experience. Commencing his career with Price Waterhouse Coopers, he has also worked in a corporate advisory capacity for the last 9 years, focusing on capital raising, mergers and acquisitions and other transactional work. During this time he has been involved in a range of successful transactions for clients in diverse sectors and at various stages of development.

Contact

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