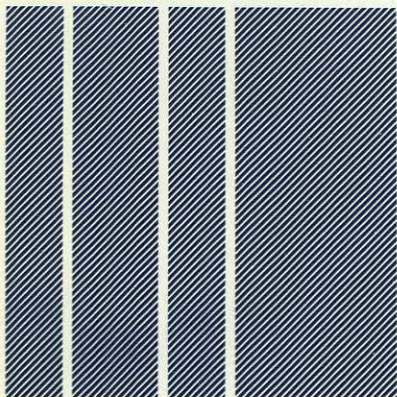


Conference Programme



Australian Management Conference

Sydney

5 - 6 December 1985

The Butler Cox Foundation

The Butler Cox Foundation Australian Management Conference 5 - 6 December 1985

Introduction

The first Australian conference of the Butler Cox Foundation will be held in Sydney on Thursday and Friday, 5th and 6th of December 1985.

The conference will review the research carried out by the Foundation during 1985, together with other research work carried out by Butler Cox in Europe and the USA.

The brochure describes the presentations to be made at the conference and includes a profile of each speaker.

We are most grateful to the Lend Lease Corporation, our first Australian member, for providing facilities for this conference.

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The Conference Agenda — Thursday 5 December

0930-1000 Registration and coffee

1000-1015 **Conference introduction — John Cooper**

1015-1045 **Membership introduction**

1045-1200 **Information Technology (IT) and Realpolitik — David Butler**

Information technology (IT) is perceived today as a crucial weapon in the competitive armoury. Case histories abound of companies that have improved not just their operations by the use of IT, but also their strategic position in the marketplace.

After many years of debate and research, agreement on the essentials of an IT strategy is still remote. What is it? Why do companies need it? What subsequent decisions are influenced by it?

Recent research conducted by Butler Cox suggests that strategic planning of IT contains both logical, deterministic elements (at which IT managers are good) and intuitive, probabilistic and social elements (at which they are poor).

David Butler will propose a course of action, to be undertaken jointly by top management and IT managers, to bring IT into the cultural mainstream of the enterprise.

1200-1315 Lunch

1315-1430 **The Effective Use of Advanced System Building Tools — David Flint**

For more than 20 years data processing systems have been built using conventional programming languages, most notably Cobol. For ten years more advanced languages and tools have been available but their impact has been limited. Foundation research (Report No. 47) has shown that substantial benefits can now be gained. David Flint will discuss the management action necessary to achieve them.

1430-1445 Tea

1445-1600 **Presenting Information to Managers — David Butler**

Large enterprises spend millions of dollars a year on information systems. How carefully do they consider the actual process of delivering information to users, on the screen or on the page? Butler Cox research suggests some simple rules to improve the process.

1600-1730 **Review of Foundation reports in 1985 and plans for 1986**

1730 Cocktails

1900 Conference Dinner

The Conference Agenda — Friday 6 December

0900-0945 Communications Architectures — David Flint

In the ten years since its introduction, IBM's SNA has become the leading proprietary architecture, so much so that other manufacturers now feel obliged to provide gateways to it. Only a true international standard, backed by users and suppliers, can provide a real alternative to SNA. In this session David Flint will discuss the development of communications architectures and the prospects for the future.

0945-1030 Local Networks: the key issues — David Flint

The recent appearance of the IBM cabling scheme has once again drawn attention to the problem of wiring buildings for future systems.

Today, there is an unprecedented variety of new options for office wiring. These include advanced PABXs of several kinds, with or without voice-data integration. They include three 'standard' LANs, with more in prospect, together with a multiplicity of proprietary systems.

In this session David Flint will look at new developments in building wiring. He will pay special attention to Ethernet, the IBM Cabling Scheme and integrated PABXs and will briefly discuss broadband systems and some of the more interesting proprietary systems.

1030-1100 Coffee

1100-1215 The Intelligent Building — John O'Donnell

The Intelligent Building understands its own processes and communicates this understanding in a non-engineering manner to the building operator and the occupier. It also opens up its own channels for the use of the occupier for access to internal and external databases. John O'Donnell's talk will focus on the work being carried out by Lend Lease in this direction.

1215-1330 Lunch

1330-1430 The Security of On-line Systems — David Flint

As the use of systems expands to include more people and more kinds of information, managers are becoming more aware of the need to safeguard their systems. The ease with which hackers have gained access to supposedly secure systems and some highly publicised frauds have contributed to a wider awareness. David Flint will discuss the preliminary findings of Foundation Report No. 51 due to be published in January 1986.

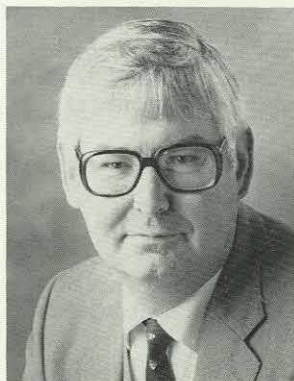
1430-1450 Tea

1450-1550 Office Systems Strategy — David Butler

The term "office automation" has been widely used. Research in the USA and Europe suggests that it is a misnomer. As strategies emerge, so different classes of application are definable, with different pay-offs.

1550-1615 Conference Conclusion — John Cooper

David Butler Chairman, Butler Cox



David Butler is Chairman of Butler Cox. He is also a director of Istel, Octagon Investment Management and JMI Seed Capital. He is an investment adviser to the United Bank of Kuwait and Chairman of the IT Advisory Committee of Queen Mary College, London. He is currently a member of the Roskill Committee on criminal fraud trials in England and Wales.

Mr Butler was educated at Mill Hill School and Oxford. He published a paper on Spartan constitutional history while still an undergraduate. He worked as a programmer, systems analyst and DP manager before becoming a management consultant. He worked for the Urwick Group and for Diebold Europe in the 1960s and 1970s. Butler Cox was established in 1977.

Mr Butler is a well-known speaker and writer on IT subjects, and an occasional radio and TV broadcaster. His publications include 'Britain and the Information Society' (Heyden). His personal interests include cricket, rugby and literature. He is something of an authority on the novelist Ivy Compton-Burnett.

John Cooper Business House Systems



John Cooper represents the Butler Cox Foundation in Australia and directs its activities. He is Chief Executive of Business House Systems Australia, a supplier of wholesale banking systems. For the previous two years he ran his own independent consultancy company providing strategic and management assistance to senior levels of corporate management. He was previously managing director

of the Idaps group of computer service companies. John Cooper was originally associated with other computer research programs in the early seventies as a partner in the Urwick International management consultancy group. He was managing director of Urwick International in Australia prior to joining Idaps.

David Flint Butler Cox



David Flint is a Senior Consultant with Butler Cox specialising in telecommunications and office systems. His work for Butler Cox has covered the fields of database, systems development methods, electronic mail, business communications, local area networks and microcomputers. Prior to joining Butler Cox he worked for the Post Office Data Processing Service.

He is a writer and lecturer on computing topics. He is the author of three Foundation reports and of two major market surveys, as well as a contributor to other works. His book on local area networks, *The Data Ring Main*, was published in 1983.

John O'Donnell Lend Lease

John O'Donnell is Chief Executive responsible for Technology and Communications with the Lend Lease Group, a Director of Lend Lease Technology P/L and MLC Computer P/L, Chairman of Eden Technology P/L, member of the Lend Lease Corporation Executive Committee and Chairman of the Lend Lease Data Processing Review Group.

Mr O'Donnell joined the Lend Lease Group in 1963 and has worked in building construction, quantity surveying and estimating, construction cost accounting, data processing systems analysis, design and implementation, DP project management, corporate communications (internal and external), people resource planning and development and employee benefit programmes, information engineering, corporate DP/MIS objectives and policies, and currently, the application of leading-edge technology to the activities and products of the Lend Lease Group.

Venue and accommodation

The conference will be held at Lend Lease, Australia Square Tower Building, George Street, Sydney.

Members are entitled to three places at the conference.

All delegates are invited, as guests of the Foundation, to a special dinner on the evening of Thursday 5 December at the Sheraton-Wentworth Hotel, 61 Philip Street, Sydney.

We have also made advance reservations at this hotel for speakers and delegates from outside Sydney. The price of accommodation per night will be A\$95 payable directly to the hotel.

Registration form

Please complete and return by Friday 22 November 1985.

Please register me for the management conference ☐

I will be able to join delegates for dinner
on the evening of 5 December

YES/NO

Please reserve accommodation for me for the conference as
follows:

4 December ☐

5 December ☐

I understand that if this booking is cancelled any resulting costs
incurred by Butler Cox & Partners Limited will be invoiced to my
organisation.

Member Organisation _____

Delegate Surname _____

Forename _____

Position _____

Address _____

Telephone _____

Telex _____

Signature _____

Please return this form to:

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