



BUSINESS MANAGEMENT

## ONGC Systems – turnover, profit and jobs all on the rise

### Customer Story

#### *Second set of eyes helps business thrive*

ONGC Systems is proudly sitting among the very best of Australia's booming ICT innovators, but they won't be resting on their laurels, with a belief that innovation in business moves on a daily basis.

The Gold Coast business has just won the Microsoft Australia Partner Awards Excellence in Small and Mid-Market Cloud Solutions Award. Winners were chosen from more than 10,000 partners nationwide.

ONGC's Microsoft Partner award is recognition by the world's leading business technology-company that ONGC is one of the most innovative and forward thinking businesses in Australia.

"These awards represent the best and brightest of our Partners who are working every day to help transform Australian businesses with Microsoft technology," says Pip Marlow, Managing Director, Microsoft Australia.

ONGC works hard with clients - both new and existing - to transform business process and move ICT beyond being a necessary evil into a productivity enhancement tool providing distinct and quantifiable return on investments. ONGC empowers their customers to achieve business goals through ICT innovation and education.

Damien says the Microsoft award win represented a great reward for his team's hard work and continued innovation of products and services, which help complete customers' journeys to the cloud built on the Microsoft platform.



*The ONGC Systems team has grown 35 per cent on the number of fulltime employees since the business joined forces with the Entrepreneurs' Programme.*

*"How we do business today is different from yesterday and will change again tomorrow. Our challenge now is to continue to live up to the hype and assist our clients from moving IT from the backroom to become a driving productivity tool into the future."*

DAMIEN ROSSITER, FOUNDER & DIRECTOR,  
ONGC SYSTEMS

The firm's rapid rise from start-up to helping thousands of customers has been, in part, assisted by the Australian Government's Entrepreneurs' Programme.

On their journey of innovation, ONGC's brains-trust utilised the Programme's advisers' network and services - including a business evaluation, and \$20,000 Business Growth Grants matched by ONGC for the implementation of and training for an Enterprise Resource Planning business system; and a smaller project for strategic advice on an equity share scheme.

*"The Entrepreneurs' Programme helped us create focus in our business. It was not like we were doing anything wrong but the Programme's business evaluation made us stop and look at ourselves. The whole process turned the camera inwards and we could see what we needed to do in order to grow. It helped us create better roadmaps for moving forward,"* Damien says.

The Entrepreneurs' Programme offers numerous services that can increase a business' capacity to improve.

The Programme has a national network of more than 100 experienced private sector Advisers and Facilitators.

Damien appreciated the valuable work of Programme Business Adviser – ICT expert Gary McHugh. Gary assisted Damien and his team to identify strategy, planning and operational management ideas after a business evaluation of the company.

Damien said he would recommend the Programme to any business willing to embrace it and found they gained invaluable insight to their own business.

With access to advisors and skilled mentors ONGC was able to identify a lack of effective internal systems, causing inefficiencies and impacting customer loyalty. Using the co-operative funding available, ONGC implemented the new Enterprise Resource Planning system.

*"The Programme helped us implement and integrate the new ERP system across our business. We went from having five different systems that didn't talk to each other, to one application to run the business. Since our initial integration to the Entrepreneurs' Programme, we have seen 40 per cent growth on both turnover and profit and a growth of 35 per cent on the number of fulltime employees (FTE),"* Damien says.

ONGC's involvement with the Programme allowed the team to better understand vital areas for continued business success, such as scalability, growth, staff retention and exit strategies.



*ONGC Systems Director and Founder, Damien Rossiter (right), and Operations Manager Steve Dawson have enjoyed an award-winning year.*

ONGC is based in state of the art facilities in Arundel, Brisbane.

A proud born and bred Gold Coast local, Damien started the business in 2003 from his lounge room. He and his wife Cathy's business now employs more than 20 people.

The company was initially set up as part of a national franchise group and this allowed the company to offer competitive purchase pricing against larger existing competitors in the marketplace. It also provided the foundation of a long and prosperous partnership with many IT industry leaders.

After five years of operation the business broke away from the franchise group and the business rebranded as ONGC Systems. Since then the company has grown and prospered.

*"Our growth is tied not only to a strong knowledge of IT and system networking but more importantly our understanding of how our customers can get the most value from limited IT budgets,"* Damien says.

"Small and medium sized businesses don't always have to buy the biggest and brightest toys, just invest wisely in the most relevant technologies for your business."

ONGC has created an Innovation Incubator department within the business, with a dedicated staff member to manage, develop and implement new technologies and solutions.

The company's aim is to be the trusted technology adviser - assisting all clients in their day to day ICT support and guiding them through their digital transformation.

ONGC's over-flowing trophy cabinet would suggest they are already there - but Damien and his team won't rest ... as tomorrow is a new business day.

Visit [ONGC Systems](#)

## Entrepreneurs' Programme

The Entrepreneurs' Programme is the Australian Government's flagship initiative driving growth and competitiveness for small and medium businesses.

The Business Management service offered by the Programme provides tailored support and advice from expert Advisers and Facilitators with relevant

private sector experience, to identify and maximise growth opportunities.

Funding is offered through matched grants of up to \$20,000 to assist businesses to develop and embed capabilities, strategies, culture and connections to accelerate growth.

Check your eligibility by visiting the [Entrepreneurs' Programme](#) or call **13 28 46**.