



## Who we are

Asia-Australia Technology (AAT) is an Australian software engineering company established in 2005.

We specialise in developing custom solutions for medium to large enterprise in Australia and internationally, and continue to provide services for some of Australia's largest companies. We differentiate ourselves in a number of ways. We use the latest development tools and methodologies expected of an Australian company. We leverage the best engineers in the industry to build complex systems to worlds best practices.

## Independent Reserve

Since 2013, AAT have partnered with [Independent Reserve](#) with the aim to develop the world's best Bitcoin and digital currency exchange in Australia. AAT have taken a lead role in the design, development and testing of the system. Independent Reserve is currently undergoing live beta testing prior to a scheduled launch in August 2014.

## Our partnership with Channel 9 in Australia

Over the last six years, AAT has formed an integral relationship with Channel 9 in Australia. After first providing Channel 9 with a single developer to work on various projects, AAT's role expanded to lead development and provide all the developers to design and build a broadcast management system that would be able to schedule all the television shows and advertisements across all its stations and channels country wide. This system was delivered in 2010, making it one of Channel 9's most critical business systems and is currently in use today. AAT continue to provide Channel 9 with several full-time staff to lead and develop new projects.

## Formula One Grand Prix Guide

Leading up to the 2010 F1 season, AAT developed a web application for the famous Swiss F1 commentator Jacques Deschenaux to meet the ambitious goal of creating the most accurate and comprehensive F1 statistics web site available. We achieved that with [Grand Prix Guide](#), covering every single qualifying session and Grand Prix since the very beginning in 1950. The site contains every single driver ever entered, every team, every engine manufacturer and every tyre manufacturer involved with the sport. It has detailed maps of all the tracks, and not just their current layout but their historic layouts as well. It provides every single chassis ever built, the technical director who designed it and the aerodynamicist that worked on it.

*"Being reliable and accurate is crucial in F1... The GP Guide Online is therefore the definitive guide to work from. I and my fellow F1 professionals wouldn't use anything else."*

– [James Allen](#)

*F1 Commentator and Financial Times  
F1 Correspondent*

The site even details the brand of oil used. All in all, there are over 150 individual reports, available in six languages.

Being motorsport enthusiasts ourselves, we took great pride in cross-referencing all the data to ensure the highest level of accuracy possible, and with this site now referred to as the 'bible' between F1 journalists, we are happy to have our work appreciated.

We have since been approached by MotoGP who were impressed with our work and are currently discussing with them the development of a similar product for MotoGP and other classes of motorcycle racing.

## Plutonium Issue Management

As any of our clients will testify, developing great software isn't only about writing great code, but it's also about the tools and methodologies that support that. That includes tools for unit testing, continuous integration, automated builds and issue management. Having used a number of commercially available issue management tools, we were frustrated by many of them and decided to build one ourselves. In the process, we wanted to experiment with what's possible and invent new ways of solving old problems. The result of that is a product called Plutonium, currently being Beta tested by ourselves and our clients.

Plutonium addresses many of the reservations we had with other issue management systems. Our goal was to make it fast and light-weight, while still offering much of the advanced functionality provided by others. We also looked at different ways of integrating requirements and managing requirement changes. Having used the product ourselves for 12 months, and continually enhancing it as we go, we look forward to rolling out a production version to the general public in 2013.

## But what else do we do?

AAT have worked on dozens of projects with many different companies, since its inception in 2005. We worked with KPMG to develop a financial compliance system for AMP. AMP invited us to work with them after providing AAT resources on an earlier multi-million dollar data warehousing project in Sydney. In 2007 AAT worked with Insidetrack in the United States to develop a Student Management System to manage over 250,000 students. We continued working with Insidetrack and Telekenex to integrate their telephony system directly with the Student Management System we developed. We have developed online MBA courses for one of the world's leading business schools, Insead. We developed a specialised content management system for one of the world's largest biotechnology companies, Applied Biosystems (now Life Technologies). We've also worked with Digital Direction (US), Exotic Properties (ID), IAG (AU), Intuition (SG), NSI Technologies (AU), Redshift (US), Road and Traffic Authority (AU), Spheronic (AU) and Westpac (AU).

*"Asia-Australia Technology are proven leaders in software solutions. I've worked with Asia-Australia Technology personally on at least five separate projects and recommend them to any serious enterprise."*

*- Ali Hosseini  
Chief Solutions Architect, AMP*

## What makes us special

Asia-Australia Technology is not a huge company. We typically have around 15-20 full-time employees at any one time, depending on the number of simultaneous projects we have on. This means that all projects are overseen and managed by one of the company principals. Our company is small enough that we do not require additional layers of management, yet large enough to provide the resources and skills for the most challenging projects. Most of our team have been with us for at least 4 years or more. New developers that don't work out are quick to go, and we award our best developers with rates well above industry standards to ensure that skill is retained at AAT.

Our teams have worked closely together on many past projects. We employ the best-practice methodologies and tools. These include issue tracking, source control, automated unit testing, automated builds and continuous integration. Functionality we develop is tested multiple times before ever being presented to a client. It's of course tested by the developer and unit tested first, then it is reviewed by a peer to ensure the functionality is both correct and also following best practices in its design and implementation. Everything we develop is at some point reviewed by one of the company principals before being presented to a client.

It's not one easily reproducible element that makes Asia-Australia Technology special. It's all the reasons described above which have been refined over the past several years that make us special, and difficult to imitate.