



**Profile Walter J Adamson,
Founder & Principal, Digital Investor**

With more than 30 years of direct engagement in the IT industry Walter is an advisor to several telecoms/IT start-ups with a focus on enhanced IP-based services and multimedia convergence through SIP and related session management technologies.

In May 2004 Mr Adamson was appointed as The External Advisor to the ICT Strategy Board of the Government of Victoria, Australia. Victoria is Australia's leading state for microelectronics, games developers, and computing science education.

Prior to establishing his consulting practice, he was the strategic architect of Australia's most successful Systems Integration and IT Services company, where he founded and led the Systems Integration business unit. This company was sold to Computer Sciences Corporation in 1999.

He holds an MS (by thesis) in Comp Science, has been awarded 6 Australian patents, and attended the Advanced Management Program at the Mt Eliza Business School.

Community: Awarded "Friend for Life" by Berry Street Refuge and Community Centre, for contributions over a 20-year period.

Walter's recent public engagements: speaker at an Advanced IT Outsourcing Conference; Invited Dinner Speaker, Australian Telecommunications Network and Applications Conference "ATNAC 2003" in Melbourne, Australia; and in Tokyo a Panelist at the "Japan Mobile Rocks" Business Round-Table Event April 2004.

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The Company

Digital Investor is a consulting service led by Walter Adamson, helping tech companies capture more value for their owners & investors by creating more for their customers.

We advise **investors and owners** of IT/telco services and related businesses on strategy, capital realization, and business development - *hence our name* Digital Investor.

In relation to telecoms and mobile content we provide specific business consulting with an emphasis on the understanding and successful deployment of the NTT DoCoMo i-mode business model (business ecosystem).

Our focus is on improving ROI through superior industry analysis, market positioning, customer-value packaging, and partnering.

We also consult to corporate CIOs on business innovation and the alignment of IT with corporate strategy and investment. In particular, we focus on the critical role of value propositions in building business credibility and collaboration between CIOs and their business executive colleagues.

Representative Engagements

- Reinvented Business Model for (Australian) SI & Consulting Line-of-Business of a leading global IT services provider.
- Advised Telco-SIP start-up on the presentation of their technology and business strategy to investors and to the market, and created several alliance partnerships with overseas complementary technology providers.
- Due Diligence Review of Intellectual Property of a software company on behalf of a listed Australian public company.
- Formed Australian JV for major Japanese content provider to service i-mode in Australia.



Technology & Market Segments

IT & Telco-industry clients come to Digital Investor when they need to:

- Re-invent or re-design their business portfolio;
- Engage and build relationships with strategic partners and customers;
- Discover and deliver new customer value packages.

Enterprise clients come when they need to:

- Build Alignment between IT and their business strategy;
- Develop Value Propositions between IT and its customers;
- Design and implement strategic sourcing for IT services.

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On the Web

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