



**NEW ZEALAND**

## **Telecommunications and wireless industry in New Zealand**

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### **Overview**

The New Zealand telecommunications industry's size and dynamics mean it is well placed to deliver cost effective production runs for niche markets.

New Zealand's complementary time zone, 12 hours ahead of GMT, enables international companies to test new applications during the European and United States night, speeding up delivery and minimising disruption.

The country's excellent telecommunications infrastructure has 100 percent digital exchange networks, high-capacity fibre optic communications links into Asia and the United States, and incorporates the latest wireless technology – GSM/HSPA, CDMA2000/HSPA and the upcoming LTE standard.

An early adopter of wireless technology, New Zealand companies are creating specialised wireless applications that are in international demand. Mobile technology standards operate alongside numerous fixed wireless networks operating in both the licensed and unlicensed spectrum.

New Zealand also has extensive expertise in GPS technology innovation for niche markets such as marine and transport. Its success in this sector was spearheaded by companies such as Navman. Navico, now owners of the former Navman's marine division, is moving a research and development base to New Zealand.

And, with a population of four million, New Zealand provides a well-defined test market of early technology adopters – compact but large enough to provide realistic results.

Vodafone is just one of the international companies that has used New Zealand as a test bed, initially for the introduction of its world-leading GPRS network and subsequently for other new products and services.



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### **Fast facts**

- New Zealand telecommunications and wireless hardware and services are exported to more than 100 countries around the globe.
- Major markets include the United States, Europe, Australia, South America and Asia. The Middle East is an emerging market.
- In 2007 the New Zealand ICT sector recorded NZ\$1.65 billion in export earnings.
- More than 80 percent of New Zealand telecommunications companies regularly innovate, putting New Zealand at the top of the OECD rankings for company-level innovation.

### **International innovations**

#### **Datasquirt**

Datasquirt's software application CONTACT™ enables call centres to fully integrate text messages, email, fax and other non-voice contacts into existing customer management processes. The advantage over competing products is that CONTACT™ allows call centres to manage and record message replies and enquiries via text message.

#### **OpenCloud**

OpenCloud developed the JAINSLEE platform for telecommunications technology. With its head office now in the United Kingdom, OpenCloud is further developing its evolutionary industry standard for migrating from legacy systems to new IP (internet protocol) based telephony solutions.

#### **Zeacom**

Founded in New Zealand, Zeacom now derives 60 percent of its income from the United States, providing leading-edge unified communications solutions that offer centralised reporting and a single administration interface, with a contact centre as just one of the elements.

#### **Rakon**

Rakon pioneered the development of oscillators capable of maintaining high levels of accuracy and unique lock-on stability in extreme environments. A large multinational, Rakon's manufacturing and research and development operations are based in Auckland with offices in the United Kingdom, France, China, Taiwan, Japan and the United States. Rakon supplies over 50 percent of the frequency control devices used by the GPS industry.

### **International collaborations**

#### **CMCTEC**

CMC Technology is a joint venture between CMC Ltd (part of India's biggest software house Tata Consulting Services) and e-Centre (a business unit of Massey University). This has so far resulted in agreements between CMC and a number of New Zealand businesses, including SMX, which recently signed a resale agreement with CMC. Under



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the three-year contract CMC has exclusive rights to sell SMX's spam and virus filtering services for email to its customers in India and the Middle-East and non-exclusive rights to sell in African markets.

### **Historical milestones**

- The early deregulation of New Zealand's telecommunication's industry in 1989 helped make the industry internationally competitive. Following deregulation, the market rapidly became one of the most open in the world, meaning that only New Zealand companies developing world-leading technology were able to survive and thrive.
- Following unbundling regulations in 2007, Telecom New Zealand has been split into three parts – network, wholesale and retail.

### **Industry contacts**

#### **TUANZ**

The Telecommunications Users Association of New Zealand (TUANZ) is a not-for-profit organisation representing the interests of telecommunications users. Its 500 corporate members represent a cross-section of the major business users of telecommunications.