

Domino's deliveries on the right track

ELI GREENBLAT
FAST FOOD

An idea four years ago by Domino's Pizza to attach GPS trackers to its fleet to ensure pizza delivery staff weren't speeding and putting the lives of themselves and others in danger has blossomed into a full rollout.

The technology will now help customers track how far away their meal is, creating 3000 jobs in Australia and New Zealand.

The nation's biggest pizza company said the jobs — 2500 in Australia — were the biggest intake of new employees in the group's history, as it geared up to manage the increased volume of deliveries set to come from the introduction of its GPS Driver Tracker across all stores.

Domino's chief executive and self-confessed gadget addict, Don Meij, said he was inspired by the huge global take-up of the Uber taxi service, also known as the "uberfication movement".

He said the group's tracking technology used strategies similar to taxi industry disrupter Uber's, but would extend much further, given Domino's owns and operates its delivery fleet.

"The GPS Driver Tracker enables customers to track pizza deliveries directly from the store to their door, but most importantly it will keep Domino's delivery drivers safe," Mr Meij said.

"We have seen an incredible response to the GPS Driver Tracker in the test markets, with it not only improving efficiency at a store level but our customers love engaging with the technology and our drivers.

"Changing the relationship between driver and customer, we have made the tracker technology dynamic and engaging, meaning that customers can get to know their driver — what music they like listening to, their favourite pizza and even their favourite sport."

Domino's owns pizza franchises in France, The Netherlands, Belgium and Japan, with a combined network of 1500 stores. It plans to open between 25 and 30 stores in Australia and New Zealand in coming months.

The company recently reported a half-year net profit of \$29.1 million, up 44.2 per cent on the previous corresponding period.

Domino's share price has increased 100 per cent over the past 12 months, closing yesterday up \$1.47 at \$38.88.

We'll beat Telstra in Asia, BT boss declares

EXCLUSIVE

MITCHELL BINGEMANN
TELCOS

The boss of Britain's No 1 telco, British Telecom, has described the cyber-attack on Telstra's Asian subsidiary Pacnet as "embarrassing" and pledged to beat Australia's telco giant in the battle to win customers in the burgeoning Asian market.

BT and Telstra are going head to head in Asia to snare big-ticket corporate clients as both companies look to capitalise on the region's booming growth.

The two telcos are fighting for a piece of the lucrative corporate and managed services market in Asia by targeting Australian, European and US businesses, such as Google or Facebook, to sell network services that link back to their home markets.

Despite the contest between the two telco giants, BT's chief executive Gavin Patterson said he was not fazed by Telstra's growing presence in the region, saying BT had a strong head start and a better service proposition to lure customers to its network.

"If you look at the global services marketplace, I think they (Telstra) would probably aspire to our performance," Mr Patterson told *The Australian*.

"Over the last couple of years we've refocused the business much more around multinationals — be those Australian businesses expanding west and north, or western businesses, in particular, looking to move into AsiaPac with a partner. We believe we are the best-placed telco to be their partner in many cases."

Mr Patterson's comments come just a day after Telstra took a major reputational hit to its Asian ambitions when it revealed that its corporate services arm Pacnet was hacked by unknown sources in early April, exposing legions of the telco's corporate customers.

"It's embarrassing. (But) every company is facing it more and more in terms of cyber threats and the nature of the threats is becoming more and more sophisticated," Mr Patterson said.

Despite the attack on Pacnet, Mr Patterson said he believed the Asian region did not present more of a security risk than other regions.

"The actors in this space, some of them are state-sponsored and some of them aren't, but they attack companies, governments, all over the world. I don't think it's a particular issue to this region," he said.

BT — as Britain's largest telecoms company — is one of the few telcos in the world with the fi-



HOLLIE ADAMS

British Telecom chief executive Gavin Patterson says the cyber-attack on Telstra's Asian subsidiary was embarrassing

Cyber-security threat growing

EXCLUSIVE

ANNABEL HEPWORTH
TECHNOLOGY

Cyber-security is a growing concern to company boards, a high-powered conference was told yesterday.

"The specific question of cyber-security and even more so terrorism is becoming an increasing issue," Graeme Liebelt told the Australian Institute of Company Directors conference in Kuala Lumpur.

Mr Liebelt — who chairs Amcor and is on boards including ANZ and the Australian Foundation Investment Company — said this affected board composition.

"What we need, though, is not people who are experts at the

technology itself. We need people who have a very clear understanding of the big forces at work in relation to technology."

On Wednesday, the Australian Crime Commission released a report warning that organised crime was increasingly exploiting technology.

The report said that in the first quarter of 2015, more than \$234 million of financial losses were reported via the Australian Cyber-crime Online Reporting Network (ACORN), that allows people and small to medium-sized enterprises to report cybercrime.

That equated to \$936m over one year, the report said, noting this figure only covered the losses for the public and small to medium-sized business.

The government will release its response to that report at the Law, Crime and Community

Safety Council meeting today. Cyber-security has become a growing concern for company directors, with the directors at last year's AICD conference nominating it as the topic they most wanted to hear about at this year's event.

Forbes Calamity Prevention director Nathaniel Forbes told the AICD conference that whistleblower Edward Snowden had done directors a "big favour" because there was now awareness about "colossal forces" impacting companies.

"... Snowden made us all aware that cyber risk is no longer theft of information," Mr Forbes told the conference.

"It is the weaponisation of information."

Annabel Hepworth travelled to Malaysia courtesy of the AICD.

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