Internetrix weaves web of top clients

Internetrix is a leading Information Technology company based in Wollongong that has developed a strong national and international corporate and government client base.

Internetrix General Manager Daniel Rowan and some of his team at the company's Wollongong headquarters.

Established in Wollongong in 2000 to capitalise on the emerging demand for specialist internet-related IT services, Internetrix has utilised the city's many advantages to grow into a national and international player in this highly competitive industry.

Internetrix provides a range of services including website development, online performance management, digital strategy consulting and software licensing.

As commercial uses for the internet have become more sophisticated and competitive, Internetrix has developed a world-class analytics platform to assist companies to improve their online performance and make the most of their presence on the net. In 2007 it became only the second IT services company in Australia to become a Google Analytics Certified Partner.

"Our analytics platform allows us to drive traffic to our clients' websites, help them understand that traffic and remove bottlenecks," Internetrix General Manager Daniel Rowan said.

Internetrix has a strong government client base from the three levels of government in Australia, and is a member of five Australian Government tender panels including the panels for the Department of Broadband, Communication and the Digital Economy and the Department of Human Services.

The company's other major national clients range from travel, construction and service companies to universities, while it also developing an export market with clients in China, Hong Kong, Taiwan and New Zealand. Internetrix opened an export office in China in 2010 and is steadily building its client base there. One Chinese client, a car sales website, receives four million page views a day.

Mr Rowan says Internetrix's location in Wollongong has been a key factor in its success.

"A key advantage is access to talented graduates from the University of Wollongong (UOW). It has the biggest IT faculty in Australia and we have been able to tap into that, with most of our staff trained there," said Mr Rowan, himself a UOW Computer Science graduate.

"Many students would prefer to stay living in Wollongong when they graduate, because the city has such a great lifestyle and is quite affordable. But they'd prefer not to commute to Sydney to work, so we are able to recruit top people. Many of our staff live near the beach at North Wollongong and can walk to work, so they really like that."

Mr Rowan said lifestyle factors also meant Internetrix enjoyed higher staff retention rates than companies based in Sydney, while other commercial advantages included more affordable rents for commercial office space.

He also believes the early roll-out of the National Broadband Network in Wollongong in 2013 will be "transformational" for the city.

"We already have a number of advantages, but having the NBN much earlier than most other centres in Australia will be transformational for IT companies operating out of Wollongong," he said.

As a shining light in Wollongong's knowledge services sector, Internetrix has been successful in gaining a grant through the Illawarra Regional Investment Fund (funding by the Australian and NSW Governments and BlueScope Steel) to develop a website manufacturing engine.

Mr Rowan said the $200,000 grant was helping Internetrix develop new technology that would enable the company to fully configure websites and automate their selling and delivery.

"This will help us expand our business and deliver new jobs for the Illawarra," he said.

For more information on Internetrix, visit www.internetrix.net

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Internetrix

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