



RADICAL  
APPROACH:  
Bahram  
Boutorabi.  
Picture:  
SIMON DEAN

# Sphere of influence

**W**ARRIEWOOD IT company Creative Digital Technologies has formed a new division to market revolutionary software its founder Bahram Boutorabi believes will become as pervasive as Microsoft *Word* or *Excel*.

He predicted the technology used to develop the new document management system, *FileSphere*, would be embedded in all computers within 10 years.

"Every company that has Windows installed and has *Office* applications running on it can make use of this software to manage all their information - all their e-mails, their *Word* documents, videos, music, everything," he said.



**business**  
Sue Hoban

*FileSphere* has already attracted rave reviews from a .NET development expert from Microsoft who saw it when it was launched at the recent CeBit technology

exhibition. He has since lauded it in a review posted for the Microsoft Development Network.

Mr Boutorabi said it adopted a radical new approach to file and media management, taking advantage of RDF (resource definition framework), a new mechanism for classifying information in a way that could be understood intuitively by computers.

"Existing solutions in the marketplace are designed to simply replicate the functionality of a filing cabinet so they are only catering for needs we had five or 10 years ago," he said.

"None of them is catering for the new

world of digital content creation. They haven't adjusted to a world where the amount of information being produced is probably doubling every three months.

"A computer has files and folders which look and act like a physical filing cabinet, so what happens is that as the amount of information increases you need more and more files and folders and filing cabinets to put this information into.

"But eventually the amount of information will increase so much that the user is no longer able to remember where a certain file is kept on the system."

# New approach to filing

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He said *FileSphere* took a multi-dimensional approach to classifying, storing and retrieving files, which was more closely aligned with the way the human brain worked.

"A human brain has associative functions," he said. "For example, it associates the name of a person with how they look, where they live, the tone of their voice and, if we want to find that information in our brain, we don't have to remember where in our brains it is stored.

"We think of one of those elements and our brain finds any other information we want about them.

"This system works the same way – you throw all your documents at it and it self-classifies information so you never have to remember where you stored a file, just what you are looking for."

Boutorabi has a very successful track record since he set up Creative Digital Technology on the peninsula 12 years ago. It now has three companies under its umbrella, with the newest, *FileSphere*, sitting alongside *GPayments*, a developer of Internet banking, security and authentication products used by companies like Visa International, MasterCard International and JCB of Japan.

The original entity, CDT, is the division which provides services and custom software development for large organisations – it developed the Sydney Opera House's online ticketing system and the Federal Court's electronic filing system.

But Boutorabi said nothing had excited him as much as *FileSphere*. "This is absolutely the most exciting and best software we have been able to produce to date," he said. "It is a really good quality product, it is extremely innovative, it saves time and money and it is not just



**SUCCESSFUL RECORD:** Bahram Boutorabi, who describes *FileSphere* as revolutionary

5 per cent better than something else, it is radically improving what we're doing."

He said the first release of the product was the *FileSphere Professional* version for the small and medium-sized enterprise level of the market and there would also be a personal home version coming out. But the big target was the top end, enterprise-level market and that version was now completed and undergoing testing.

Boutorabi said his company could not hope to capture the whole market for this radical new approach to information management, which others would no

doubt pick up, but it would do its best to capitalise on its first-to-market advantage.

"We have the recognition of the largest software development company in the world – Microsoft – so with that recognition and hopefully with their support, we will be able to bring this software to the market very quickly."

He said Microsoft had planned to incorporate a similar facility in its next major Windows operating system release, codenamed Longhorn – but not until 2006.

He said his company was considering a

number of ways to achieve maximum market penetration and could consider selling its IP to Microsoft if such an offer were ever made.

"Obviously our aim is to make sure this software is successful and really addresses today's problem of information management in small business, medium businesses and large enterprises and if that means we need the help of someone like Microsoft in one form or another, why not?" he said.

"We are actively working to get this software out there."

"I have never seen people get so excited about software as they have about this,"

- BAHRAM BOUTORABI