

## Finding forgotten files fast

Jennifer Foreshew

June 8, 2004

CREATIVE Digital Technology has created a spin-off business, FileSphere, to market its media management product of the same name.

Bahram Boutorabi, chief executive of the Sydney company, says the technology will be aimed initially at small to medium-sized enterprises.

"FileSphere is a new business unit we decided to establish to commercialise the technology, with FileSphere Professional 2004 being the first product," Boutorabi says.

FileSphere, launched at CeBIT Australia 2004, was a finalist in the iAwards.

It is "10 to 100 times" faster in retrieving a file than current methods, Boutorabi says.

"One of the major implications of storing information based on files and folders is that in order to find that information, people need to remember where they stored it," Boutorabi says.

"FileSphere is different because it uses associative storage.

"If I tell my computer I am looking for a document that was done for a particular client and it was about a specific project, the document will pop up — effectively removing the need to remember where it is."

The technology, which embeds itself in Microsoft Windows Explorer and Microsoft Office, allows users to see all versions of a document and retrieve them.

FileSphere has many of the file management properties that were earmarked for Microsoft's Longhorn release sometime in 2006-7, he says.

"A lot of businesses cannot afford to spend thousands to manage their documents," he says.

"This caters for small and medium businesses and document-intensive professions such as the law, accountancy and surveying."

FileSphere desktop professional costs \$449. A soon-to-be-released version for home users, to help them organise pictures, photos and MP3s, will be about \$149.

"Once we have a few distributors in Australia, we will need to move overseas," he says. Europe and the US are likely to be the first targets overseas.

An enterprise version with workflow is expected to be released towards the end of this year.

FileSphere joins CDT's other business arm, GPayments, which has signed up MasterCard Asia-Pacific for the roll-out of its authentication product, SecureCode.

Major licensees of GPayments's software include Visa International, MasterCard International and JCB of Japan.

Boutorabi says GPayments also signed a distribution agreement with the largest telco in the United Arab Emirates.

*The Australian*