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Delpride takes on BI consulting

TIM LOHMAN, ARN

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Data warehousing specialist, Delpride, has launched a new consulting division to tap into the business intelligence market.

GTC will offer services around systems auditing and Web-based applications as well as system and database design.

The Melbourne-based company has until now been best known for its provision of data warehousing related services to the likes of Officeworks, Suncorp and Telstra.

With the creation of a formal consulting capacity, Delpride would broaden its horizons, according to company director, Geoff Peach.

"The consulting arm will let us go in at the high end and put together strategic business plans," he said. "We now have the ability to compete at the level of the big five accounting and large consulting firms."

While GTC would create some cross-sales of the company's core data warehousing business, new opportunities in business intelligence would be the main target, Peach said.

"We're looking more at the project consolidation market where people are suffering the consequences of bad advice," he said. "We will help them to move forward with what they've already got."

Peach would not be drawn on growth targets for the new Sydney-based division but said the company would continue to target the insurance and banking verticals and mine its own customer base for new revenue.

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