



KDR Creative Software

## Our ARIC export award was the icing on the cake

Since introducing our FMMS product to the Asset Management Software Market in 1991, KDR Creative Software has assisted a very broad cross-section of industry to get the most out of their assets.

While several rail customers stumbled upon the benefits of FMMS during the early years, it was not until our more recent success with the Coal and Freight Services group of Queensland Rail, that we decided to focus on the rail industry.

For me personally, it was like returning to an old friend.

**This recent focus on rail has taken us around the world with KDR participating in rail activities**

I married into a rail family. My wife worked for the Victorian Railways at their Head Office in Spencer St and her father was a shunter at their Dynon Yards.



This recent focus on Rail has taken us around the world, with KDR participating in rail related activities in Shanghai, Hong Kong, Hanoi, Manila, Seoul, Chicago, Nashville, Pueblo, Johannesburg and London. As I write this, I am on my way to Beijing for the China Railways 2004 conference.

Based on our observations during this period, there would appear to be a number of drivers that have generated a renewed interest in Asset Management by the rail industry:-

A focus on safety and related statutory requirements has resulted in a customer driven extension of our FMMS product to include a Risk Management capability based on asset condition and failure consequence/ likelihood assessments.

New technology has led to the introduction of productivity tools that enable efficiencies in areas such as inventory management and maintenance planning.

Competition has forced rail companies to keep a handle on maintenance costs by being smarter rather than by cutting back. This can be as simple as a process to ensure that when a wagon is delivered to a workshop for maintenance, it actually needs to be maintained.

Finally, increased demand for rail has introduced modernisation of both rolling stock and infrastructure assets for which management plans must be implemented from the outset. As a software vendor to the rail industry, we have thoroughly enjoyed its "work hard, play hard" ethic and look forward with great optimism to the period ahead.

Our efforts overseas were recently rewarded when we received an export award from ARIC at the AusRail 2004 Gala Dinner at the Crown Palladium. This was icing on the cake. ♦

**KEVIN RAMSEY**  
Chief Executive Officer  
KDR Creative Software

**i<sub>n</sub>**  
**perspective**