Microsoft 2013
Cloud potential

Oracle 2013
Revolution in the IT department

Deloitte 2013
The PC is not dead
REVOLUTION IN THE IT DEPARTMENT

Cloud potential

The PC is not dead

NICHE PROGRAMMER FOR AGRICULTURE

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Thanks for 2012 and hello
to an exciting 2013

Although the market was often under pressure in 2012, it was a good year overall for ProData Consult: More than 535 ProData Consult consultants of nine different nationalities provided services to roughly 170 clients in six countries.

Our Polish subsidiary took off in earnest and began turning a profit in November. We also experienced a breakthrough in Norway in 2012, where we now have many Danish consultants on assignment for us.

We won several large contracts and have just attended the kick-off for SKI 02.15 – the Danish National Procurement of IT consultant services on an hourly basis to the public sector. We were one of very few suppliers to be awarded contracts.

We launched a major upgrade of our CV site, which we dare say is one of the best in the business. And we launched new and updated websites.

Once again, Computerworld named us the best IT consultancy in Denmark in 2012 at their Top 100 event. This is the fourth time ProData Consult has been so honoured in the last eight years.

It was a very good year, indeed – our best ever, as a matter of fact. But there is no getting away from the fact that the IT sector is under pressure. Several large, IT-intensive companies made deep reductions in permanent staff and consultants in late 2012 and early 2013.

Still, I encourage everyone to hang tough and resist the temptation to chase after the first available permanent position. As a talented IT consultant, you are in the right business. Even though we too experienced a steeper than usual decline in activity at the end of the year, the activity level is climbing and we are seeing a steady increase in the number of new enquiries. Several clients that implemented the major cutbacks are now buying consultant services again.

In 2013, we intend to continue our strenuous efforts to be the best IT consultancy house to be affiliated with – for the best IT consultants. You are going to see further improvements to our IT solutions, more and better consultant events and even more exciting assignments at our clients all over northern Europe.

In this first edition of Consultant News for 2013, we have asked the major software vendors Microsoft and Oracle to share their predictions for the new year.

On behalf of everyone in management, I would like to thank you for your good and loyal cooperation in 2012 and wish you a successful consultancy year in 2013.

Søren Rode
Managing Director
REVOLUTION IN THE IT DEPARTMENT

Companies are demanding more for less from their IT departments in an IT revolution that is going to force many IT consultants to seek new pastures, and customer experience is the new black. Those are the predictions of Oracle’s Director of Corporate Communications when asked about the tendencies for 2013 and beyond.

Interview with Anders Lund Rendtorff,
Director Corporate Communications, Oracle
Anders Lund Rendtorff, Oracle’s Director of Corporate Communications, the most important tendency for 2013 will be reductions in complexity and costs – and the IT department must be in a position to support innovation.

‘And this is something of a challenge when the company has invested money in traditional on-premise, and on top of that 60-70 percent of the IT budget is allocated to simply maintaining the existing infrastructure. There is not much left over for innovation,’ he says. Oracle is meeting customer challenges with integrated systems, which are the tech industry’s answer to simplifying IT, driving innovation and handling big data – and yes, the last item is once again among the trends this year.

‘I am not saying that the integrated systems are going to put a lot of people out of work, but it is worth thinking about where the jobs are going to be in the future.’

Anders Lund Rendtorff

CONSULTANTS MUST ASSESS SKILLS
Costs have to come down, and Oracle’s customers are extremely focused on carefully selecting projects for investment. A project will be considered only if there is a business case, such as a customer need that cannot be postponed or the expectation of a return on investment, in that it will equip the company to attract new customers. When the companies are simultaneously intent on simplifying their infrastructure and making it more dynamic, IT consultants should, according to Anders Rendtorff, ask themselves whether their skills support this powerful trend.

‘Handling the data explosion is going to be an ongoing challenge for businesses, so as a consultant you must be aware of how you are helping the company deal with it – and assess whether your skills are good enough.’

A change is coming with regard to how resources are used. Oracle is on the
forefront of development in relation to integrated systems, but the competition is working along the same lines. When there is such a strong movement towards eliminating complexity, one of the goals is also to use fewer human resources to run the infrastructure. The human resources you have need to be freed up to focus on generating business. Anders Rendtorff: ‘Our sales of integrated systems are growing at a triple-digit rate. I am sure we are going to see the same trend among our competitors. I am not saying that the integrated systems are going to put a lot of people out of work, but it is worth thinking about where the jobs are going to be in the future.’

REVOLUTION IN THE IT DEPARTMENT
There is something of a revolution going on in IT departments everywhere. At present, there is typically an IT manager in charge of subordinate skills like database managers, people who understand servers, storage and networks – employees who fine-tune and make sure everything works behind the scenes. When an error occurs, the troubleshooting process must consider compatibility between versions and operating systems. It is this complexity that integrated systems can weed out of the infrastructure. Anders Rendtorff: ‘That means some of the old skills will gradually become redundant, but the idea is that these skills should be relieved of tasks that are basically not value-creating. The fine-tuning simply means that you can deliver. The actual services are to support business operations, run the web shop, be active in social media, deliver accounts, manage the supply chain, etc.’

FOCUS ON DATA MANAGEMENT
The burgeoning mass of data is driving the revolution in IT departments because businesses need tools capable of managing big data. The way we act as consumers and employees when we operate cross-channel and use digital content is generating colossal growth in data quantity. If we keep this up, the amount of data will exceed the physical capacity of the data storage market by 2020.

‘We cannot produce storage solutions that are big enough. That creates a number of challenges in and of itself, from how you compress data to how you filter the noise and store the data you need in the most cost-effective way,’ Rendtorff says. In addition to integrated systems, Oracle is responding to the need for data management with several analytics products that are becoming a significant aspect of the Oracle cloud world.

CAPITALISING ON SOCIAL MEDIA
The analytics products will be used for purposes including extracting value from social media, which also feature prominently in the 2013 landscape. Not everyone has figured out how to capitalise on social media and if you are unable to do that, analytics become a critical component of the process. Anders Rendtorff: ‘As part of our cloud solution, we sell analytics tools that reveal what people are interested in and how their interests relate to other areas of interest. What you get is a clear “sentiment analysis” – whether people are talking about your product in favourable or critical terms and the contexts in which the product appears.’

The individual company can use this knowledge in a variety of ways. One is how you select the best spokesperson to market your brand. An American car manufacturer needed to decide which Olympic athlete they wanted to use to market a particular car. They used Oracle’s solution that connects to the Twitter tube and pokes its analytical nose into all Twitter traffic – billions of tweets. In the initial phase, the car manufacturer had a shortlist of athletes, such as basketball stars, but when they analysed what the target group were ALSO interested in, and what news they were reading about Olympic athletes, the customer discovered that they should use one of the swimmers. She was not at the top of their list, but they found the target group were actually more interested in her than in the other athletes.

Anders Rendtorff: ‘When you design your advertising, you get hold of a context that brings

**Sharp focus on customer experience**

In early February, Oracle published a new global research study related to customer experience. The study sheds light on which areas companies are prioritising and how they are planning to invest.

KEY FINDINGS:

- 81% of executives believe that delivering a great customer experience today requires leveraging social media effectively. But 35% do not have social media for sales channels or customer service.
- 91% wish to be considered a customer experience leader, but 37% are just getting started with a formal customer experience initiative.
- 93% of executives say that improving the customer experience is one of their organisation’s top three priorities in the next two years and 97% say delivering a great customer experience is critical to business advantage and results.
- The price of failure is large – 20% of annual revenue

**TOP PRIORITIES FOR THE NEXT 12 MONTHS:**

- 22% Improving the cross-channel experience
- 18% Improving the online customer support experience
- 17% Improving the online customer purchase experience

**PLANNED INVESTMENTS OVER THE NEXT TWO YEARS:**

- BI and customer analytics solutions: 31%
- Integrated customer service across channels: 29%
- Knowledge management: 25%
- Online self-service: 24%
- Mobile apps: 25%
- Click-to-chat option online: 21%
- eCommerce: 25%
- Web experience management: 25%

An independent market research firm worked on behalf of Oracle to conduct online interviews with 1,342 global senior executives in August and September of 2012.
you closer to your target group. If these tools were not available, this would have been a very difficult and time-consuming analytics task. And since the tools are available as a cloud service, you can simply assess whether or not you want to pay the price. You do not have to first go out and invest in an infrastructure, build it up and acquire internal skills.’

THE GOLD MINE OF CUSTOMER EXPERIENCE
One of the areas in which consultants may find future projects is customer experience, a major focus for Oracle right now.
A study Oracle performed in Europe shows that 80 percent of customers have switched suppliers at least once due to a bad experience. In addition, four out of five are willing to pay more for a product in order to gain a better experience or feel that they have been treated well. We consumers are getting less patient as we discover what is actually possible. Once you have experienced good, fast service, you cannot understand why another supplier cannot offer the same. From an IT perspective, the customer experience is determined by a wide array of components. One of these is classic CRM – knowing who the customer is – but it is also pertinent if the customer has a clear overview of their involvement with their phone company, bank, or insurance company for example.
Anders Rendtorff: ‘Customers are sending clear signals. You have to react to such strong signals and there will be quite a bit of consultancy work involved in helping companies provide a good and consistent customer experience. Especially if you can clarify what has to be done to improve the customer experience and you can help businesses make their infrastructure more interoperable.’
The greatest challenge for businesses is going to be exactly that – to tie the systems together and take a business-like approach to the challenge. The solutions you deliver have to be designed together. A lot of companies have an embedded conflict between business and IT: Management do not feel that the IT department is supporting business and the IT department feel they are seen only as a cost. These attitudes towards each other make it difficult to create solutions where you think of business and technology as one, but this is absolutely critical to customer experience success.

AREAS OF HIGHEST ACTIVITY IN ORACLE CONSULTING
By Simon Mørup-Petersen, Consulting Director, Oracle

1. ENGINEERED SYSTEMS – primarily Exadata and Exalytics – are our most important business areas right now. Nowadays, all of our core tech consultants work with Exadata and we have made massive investments in building up a large centre of excellence in this area.

2. DATA CENTRE CONSOLIDATION is another very important area for us. In our new initiative related to Migration Factory, we do everything in our power to make migrations and consolidations as simple, effective and secure for our customers as technically possible. We are seeing the highest growth in this area across Europe.

3. In SERVICE ORIENTED ARCHITECTURE, we are seeing a lot of activity in the area of integration standardisation, where we are working with very large customers that want to move away from classic point-to-point integration to a more SOA-driven approach. These projects are being driven by increasing customer demands for always-available operational data in a world that is becoming steadily more complex and data rich.

4. SECURITY is another area where we are seeing heightened focus.
A financial services company engages me from time to time to make sure all the security aspects are in order, as required by law and the auditors, such as emergency management exercises and the IT security policy, but no more. They are afraid that if they buy more time and get more done, their costs will be higher than the competition’s, which will be reflected in the key figures by which executives are evaluated.

Over the course of our partnership, I have tried to make it clear to them that some of their activities are putting them in the risk zone and that a somewhat more proactive approach to protecting accessibility, privacy and credibility would be a demonstration of timely prudence. But they have thus far rejected that approach.

I have instead tried to illustrate the risks through the company’s annual emergency management exercise, which I am in charge of. Last year, I held a ‘tabletop’ exercise for executives and IT managers. The exercise consisted of several tasks and cases, one of which involved a massive security breach. The executives thought the exercise was too theoretical and that such a security breach was unlikely. In my estimation, their emergency management system was full of holes, but the executives maintained that they had everything under control and that I was exaggerating the risks. For example, media management was not particularly high on the agenda and awareness training of the company’s IT users was considered a needless expense. The head of PR could easily manage that kind of thing.

One year ago, the unlikely occurred – the security breach was a reality. Just as I had assessed it, emergency management was inadequate – which applied to both media management and awareness training. I got the first indication that something had gone wrong via a social medium, where one of the company’s employees described a breakdown.

The next day I was called in urgently and set to work with the financial services company and their suppliers to assess and repair the damage.

The six-figure bill was proof that an ounce of prevention is worth a pound of cure. Today, the company’s approach to IT security is much more proactive. They now have risk assessments and vulnerability analyses performed because management has acknowledged that threats change over time and that IT security is not merely a defined task that can be ticked off on a to-do list during the annual audit.

**CONTACT** If you have dealt with a fascinating problem that colleagues might learn from, write to the editor: tinalee@prodata.dk.
HYBRID SOLUTIONS

Cloud computing is going to get even bigger in 2013, but the technology is not going to corner the market for infrastructure solutions. Total virtualisation is a long way off and it may not even be the right solution. The strongest tendency is that we are going to see solutions – partly or entirely – put up in the cloud more than in the past. Customers often elect to establish a hybrid solution in which only part of an existing and costlier on-premise solution is moved out to the cloud. This opportunity has arisen only in the last few years and appeals to a lot of customers who can now gradually move their solutions up into the cloud and gain the advantages that come along with that paradigm as a matter of course, says Ole Kjeldsen.

But the cloud makes sense especially for small, newly established enterprises. They start in the cloud and build the company’s infrastructure up there. Both because they can simultaneously reach a global market without major initial costs and because it allows the IT solution to grow with the business. Ole Kjeldsen: ‘The cloud will not replace everything. It will take over the IT areas where it makes sense, but it is hard to say whether that will be 30, 40, or 50 percent. What we can see is marked advantages for large, medium-size and small enterprises as well as all the private consumers.’

**GRADUAL PARADIGM SHIFT**

But you have to understand as a consultant – and as a business – that the cloud is not an all or nothing proposition. ‘Yes, it is a paradigm shift, but one that is happening gradually. Over the medium-term, we can see there will still be a lot of on-premise solutions. Millions have been invested in them and they work pretty well. At the same time, they can be linked to cloud solutions and achieve added value,’ says Kjeldsen.

Quite often, a cloud solution does not make sense until the equipment has to be updated or the business is growing and the infrastructure cannot keep up. In that situation, you can look at whether expansion might pay off or whether everything should be moved to a cloud solution. Ole Kjeldsen: ‘There is no doubt that the quality of what

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**Total turnover in the cloud computing market reached $109 billion in 2012.**

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**Cloud potential**

The new year at Microsoft is going to be characterised by the autumn product launch, the largest in the company’s history. The potential of products and initiatives will be realised in 2013. Beyond that, the next version of MS Office will be released, a version tightly linked with the cloud, an area where Microsoft is making a major push.

*Interview with Ole Kjeldsen, Director, Developer & Platform, Microsoft*
you can get in the cloud, in relation to the price you pay for it, is not only competitive, but actually incredibly cheap compared to running an infrastructure yourself.

**MOBILITY**

The cloud is the fulcrum of many other major trends that are driving the IT industry. Mobility is one of them, whether we are talking smartphones or tablets. ‘Mobile devices can do a lot offline, but the experience is enhanced when they are connected to a cloud or web solution. This is where the cloud becomes more important in relation to storage,’ says the Microsoft Director, Developer & Platform.

‘Big data is rising exponentially and driving more solutions out to the cloud because it is too expensive for companies to maintain storage themselves. All the while, more data is coming in and everything has to be stored and analysed. In purely economic terms, a cloud platform is the best way to do this.’

**SOCIAL NETWORKING**

Social networking is huge in the IT business. We are supposed to be able to share everything, which is another reason more is being put in the cloud. Microsoft bases its actions on what people ask for. The other side of the coin is that what a lot of people have been asking for is not necessarily the best point of departure.

‘But that is the way usage of social networking is going. We can see that a lot of people are asking questions on Twitter, for example, instead of using a search engine. Is this more right or wrong than if the work were qualified some other way? This trend is found among younger users, selected industries and IT developers, who use this medium intensively.’

**80 BILLION APPS**

Research and advisory services giant Gartner is forecasting that about 80 billion apps will be downloaded in 2013 – which puts apps among the top five IT trends for the year. We are looking for apps for every imaginable interaction. A lot of apps work offline, but a great many are also dependent on cloud services of one kind or another.

‘The coolest user experiences, where the magic happens, are when the interaction is connected to a cloud service and takes place with others on the net,’ says Kjeldsen.

Up to this point, a lot of apps have worked as monoliths that can only do one thing, like show the weather in Denmark or recipes. But more are starting to see the opportunities in platforms like Windows Phone, where an app can link several different scenarios so that relevant data from your contacts, for example in Facebook, LinkedIn and Twitter, are accessible in one place. The focus is on gathering together everything you interact with your contacts about, such as pictures, status updates, texts, phone, e-mail, etc., and on not whether you are inside a particular app like Facebook.

**TOUCH**

The advent of the touch screen set off an explosion in mobile devices. These days, touch screens are standard fare. One out of every four or five devices on the market includes a touch screen, and Ole Kjeldsen predicts that within two years, it will no longer be profitable to produce small and medium-size screens without touch, since software experiences are starting to be based on touch. Kjeldsen expands on the subject:

‘Consumers are getting used to touch on smartphones and in many cases, it is a good, intuitive way to interact with their data, because it is app-based. And because our apps are there and people are starting to see the values, PC makers are also starting to use touch screens.’

You can talk to Xbox and a few Samsung TVs, but the technology is not optimal in a room where people are talking to each other. According to Kjeldsen, touch is going to spread more rapidly because the technology is more intuitive. And touch screens are affordable.

‘I bought my 21-inch touch screen, which I use in the kitchen to find recipes, two years ago for less than 200 euros. So, touch screens are here and available at reasonable prices.’

**CONSULTANTS SHOULD THINK ROI**

Price is also an important consideration when consultants are working with IT projects. You have to keep ROI – Return on Investment – at the forefront of your mind, and consultants, as always, have to keep both feet firmly on the ground. Trends like the cloud, for instance, are not the answer to everything.

‘But the cloud is the solution to quite a lot of things and there is a clear ROI for all the projects we have run in recent years,’ says Kjeldsen.

The same applies to apps. They are not the answer to everything either. So, IT consultants have to always have their antennae up and be aware of the opportunities, but also exploit the fact that it is in the linking of various trends like the cloud, touch and social networking that actual value is created. Ole Kjeldsen:

‘You should not develop apps just because apps are the new black. As a consultant, you must be able to foresee and exploit opportunities for synergy across these megatrends.’
Microsoft Xbox IllumiRoom

One of the more fun examples of what big data can be used for is the Xbox system IllumiRoom, which uses Kinect and a projector to expand the space around the TV screen. By transforming extreme quantities of data and projecting them into the room, IllumiRoom changes the appearance of the room, expands the viewing field and provides an entirely new gaming experience.
Deloitte predicts that in 2013, more than 80 percent of Internet traffic measured in bits will continue to come from traditional desktop and laptop personal computers. In addition, more than 70 percent of the hours we spend on computing devices (PCs, smartphones and tablets) will be on a PC. Time at work accounts for a large portion of that, but even in our non-work lives we are likely to use PCs more than 50 percent of the time. For most people, the PC will continue to be the primary computing device.

Strong sales of tablets and smartphones have prompted some to suggest that the PC is becoming an anachronism. From 2010 to 2012, combined sales of tablets and smartphones have grown from over 350 million to around 1 billion units. This is far greater than the volume of PC sales. PC sales also grew over that period, just at a lower rate. So while not matching the growth of tablets and smartphones, PC sales have remained strong. Also, the total installed base of PCs should continue to increase in 2013, albeit at a slower pace than over the past two decades.

Why has the PC endured and why is it continuing to endure? The simple reason is that although smartphones all have processors, memory, storage, connectivity and user interfaces, each form factor has a unique mix of these attributes that makes it better suited to certain tasks. The most important reasons why more than a billion people will continue to perform the bulk of their computing on traditional PCs in 2013 are basic physical attributes: PCs have larger screens, full- or mid-size keyboards and mice or trackpads.

Whether reviewing documents, browsing the web or watching video, the image offered by a PC screen dwarfs that on a mobile device. A desktop monitor with a diagonal measurement six times larger than a smartphone screen actually has a screen area that is 39 times larger. Preference for larger screens manifests itself in other products, such as televisions. Billions of people will – when they have the option – almost always choose to look at the largest screen available.

Further, people sometimes need to create content, not just view it passively. And while it is fairly straightforward to review a spreadsheet on a tablet, using the tablet to edit even a single cell of a spreadsheet is much more difficult. What’s more, creating a spreadsheet on a tablet is almost impossible. Writing a 50-word e-mail is fine on a smartphone or tablet, but longer writing demands a full keyboard. The cutoff appears to be about 500 words.

Certainly, there are hundreds of millions of people who almost never need to use a spreadsheet or type hundreds or thousands of words. However there are hundreds of millions who do. And for those consumers, it would be practically impossible to replace their PCs with a smartphone or tablet. A recent survey asked smartphone owners which device – smart-phone, tablet or PC – they preferred to perform 13 common tasks. Across every single use case queried, the respondents said they preferred to use their PC.

Despite the seeming ubiquity of smartphones, PCs still drive the vast majority of connected device traffic. In a study published in April 2012, 91.8 percent of all connected device traffic in the United States was from PCs, with only 5.2 percent from smartphones and 2.5 percent from tablets. Although the share of connected device traffic from mobile devices is rising, even with very strong mobile and tablet growth their share will be no more than 15 percent worldwide by the end of 2013.
NICHE PROGRAMS FOR AGRICULTURE

DEVELOPER ERIK LUND HAS BEEN INVOLVED IN IT SINCE ITS INFANCY. HE HAS RACKED UP ALMOST 30 YEARS’ EXPERIENCE IN THE IT INDUSTRY, INCLUDING 13 AS AN IT CONSULTANT. BUT EVEN THOUGH ERIK HAS REACHED THE AGE OF RETIREMENT, HE HAS NO INTENTION OF QUITTING. HE IS WELL ON THE WAY TO CREATING A POTENTIALLY LUCRATIVE BUSINESS.

Interview with IT consultant Erik Lund

Alongside his consultancy assignments, Erik Lund develops niche programs for agriculture. He lives on a farm himself and the whole thing started when his wife got interested in Gotland Pelt sheep. Soon afterwards, his wife Trine and her colleagues challenged Erik to develop a breeding and registration program.

‘Breeding and registering livestock is a complicated endeavour. Before my first program, developed in 1993, hobby breeders were documenting everything with pencil and paper,’ Lund explains.

Today, Trine Lund is one of the ten most important breeders of Gotland Pelt sheep in Denmark. Gotdata, as the program is called, is constantly in use, and Erik has just begun to develop a new version.

THE BIGGEST LAMB PRODUCER

People outside Gotland Pelt breeding circles have also heard about the breeding and registration program. In 2010, Erik was contacted by Frank Hansen, the biggest lamb producer in Scandinavia. He was looking for help managing the logistics related to his livestock.

“He was running a program developed by the Danish Agriculture and Food Council, but it was complicated to use and they stopped developing it, so Hansen wanted something new,’ Lund explains.

Larger software houses were not interested, as the market is too small to cover development costs. But Lund took on the job even though he knew it was not going to be a goldmine. The program, called Fåredata (which means sheep data), was developed in cooperation with the lamb producer and his employees. The process took a year, since lamb production covers several phases over an annual cycle. ‘I started in February 2010. The program was supposed to be ready, with the help of earmarking and PDA, to register some 3,500 lambs coming in April.’ And the lamb producer has considerable need for IT. The animals have to be weighed, sick animals have to be treated, the slaughtering starts in the autumn and preparations must be made for the next season: Which ewes and lambs will be included in the breeding program, the right ram combinations must be identified, etc. All of this has now become much easier for Frank Hansen, who cannot do without Erik Lund’s program and happily pays about 700 euros a year for the right to use it. The investment pays off handsomely in an improved response to this program.’

‘I have just finished developing the program, which the slaughterhouse is going to start using in February. Thereafter, the lamb producer will receive automated data by e-mail, which can be read into a database with a single click.’ Lund has also received enthusiastic response to this program.

HAPPY ABOUT REGULATORY REQUIREMENTS

Agricultural programs are a niche area. There are not many developers who take on the challenge because it demands insight and the finances have to work. And they do for Lund, who is aiming to acquire 50 users of Fåredata over time, which he says is a realistic goal. ‘Inspections were rare before 2000, but now you get huge fines and lose your farm subsidies if you do not document everything about every single animal in your flock – for the past five years. I am almost happy about all the regulatory requirements because they generate greater demand for IT solutions.’ But monetary considerations are not the only reason Lund values his IT niche. Purely in terms of programming, he finds the work very exciting.

‘There are so many aspects you have to consider in relation to breeding programs, for instance. Based on the rules from the Veterinary and Agricultural School, I developed a function for Gotdata that calculates the coefficient of inbreeding for nine generations back. The underlying mathematical computations are incredibly complex, but it worked.’

NO DRAWBACKS

Developing programs and solving mathematical puzzles in particular help keep the 67-year-old IT consultant at the top of his game. When asked whether he has felt prejudice on the part of his customers, the answer is no. ‘I have never experienced overt age discrimination. I cannot say for sure that a client has never passed me over in favour of a younger consultant, but I do not believe that has happened. One of the great advantages of being a consultant is that your age doesn’t matter. All that counts is what you deliver.’

In return, there is a tremendous advantage to maturity. The experience, both in professional terms, since he has an arsenal of previous solutions to draw upon, and in human terms, because he has a feeling his age makes it easier to talk to all kinds of people – perhaps because he has proven his worth. And that experience will not go to waste.

‘As long as I have ideas and customers who can use my experience and skills, I have no intention of retiring.’
Name: Erik Lund  
Age: 67  
Education: Engineer and B.Comm  
Title: IT Consultant  
Focus: Office suite, Visual Studio and databases

Erik Lund has been in IT since 1985 and has been a consultant since 2000.
In November, December and January more than 396 ProData consultants were working on projects for clients. Among them, the following 40 consultants began completely new assignments:

Adam Markiewicz  
Henning Jørck  
Marc Hutnik  
Niclas Lundqvist  
Rafał Groń  

Andreas Juul Hirszhorn  
Jacek Starzycki  
Martin Eiler  
Nicolas Duminil  
Ray McCarthy  

Arjen Geerse  
Karsten Feddersen  
Mette Nielsen  
Ole Eggers-Larsen  
Robin Westerhoff  

Bence Löcsej  
Katarzyna Kuc  
Michael Kofoed  
Paweł Dziadek  
Roman Pawlik  

Birgitte M. Pedersen  
Ketil Johansen  
Mikkel C. Kjærgaard  
Peter Kristiansen  
Stevan Janosevic  

Carsten Bejder Nielsen  
Kjeld Borup Pedersen  
Morten Schmidt-Petersen  
Peter Liebst  
Søren Lassen  

Dorthe Lysdahl  
Krzysztof Rychta  
Morten Sonne  
Poul Fischer  
Taras Kravtchouk
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Skills in demand

ProData Consult is on the lookout for heavyweight IT consultants in the following areas. If you have the skills we need or know someone who does, you are invited to phone us on +45 43 43 11 71.

**PLATFORMS**
- .NET
- Android
- AS/400
- CICS
- iOS
- Java EE
- Java
- Linux
- MVS
- Qt
- SAP
- SAS
- Symbian OS
- Tivoli
- UNIX (AIX, HP, SUN …)
- Ubuntu
- VMS
- Windows
- Windows CE
- Windows NT/2000/XP
- Windows Phone

**METHODS**
- Basel III
- CMMI
- GMP
- ITIL
- LEAN
- Multi threading
- PRINCE2
- Scrum
- Six Sigma

**LANGUAGES/TOOLS**
- ASP
- ASP.NET
- JSP
- AXAPTA
- C++
- CGI
- ColdFusion
- CoolGen
- Java
- JavaScript
- LINQ
- NUnit
- Oracle Developer
- Oracle Designer
- PHP
- PL/1
- PL/SQL
- PowerBuilder
- GML
- SAP ABAP
- SAP R/3
- TestDirector/HP
- Quality Center
- Visual Basic/
- VB.NET
- Visual Studio.NET
- Weblogic
- WebSphere
- WordPress

**TECHNOLOGIES**
- .NET
- 3-Tier
- AJAX
- BI/ETL
- Client/Server
- Embedded
- Internet/Intranet
- iDHTML
- FTP
- HTML
- HTTP
- POP3
- SMTP
- XML
- XHTML
- Sharepoint
- Silverlight
- SOAP
- SOA
- TFS
- WebServices
- WebLogic
- WAP/WML
- WCF

**DATABASES**
- Access
- Adabas
- DB2
- Microsoft SQL Server
- MySQL
- Oracle
- Progress
- Sybase

**BUSINESS AND OFFICE SUPPORT APPLICATIONS**
- Movex
- Papyrus
- GTP

ProData Consult expanding in the Netherlands

ProData Consult is opening a branch office in the Netherlands and has appointed Toine van Kastel as Country Manager. Van Kastel has more than 15 years’ experience in sales, IT and HR and has successfully helped organisations recruit top-flight freelance resources and permanent staff.

This is ProData Consult’s second entry to the Netherlands. Prior to 2010, ProData Consult in the Netherlands was a licensed franchise, but the owner, Dataman, lost their license when they went bankrupt in October 2010. At the time, ProData Consult Holland was a successful enterprise. Accordingly, ProData Consult is eager to recreate the success with the help of van Kastel, who managed the ProData franchise under the ownership of Dataman.

The object of the Dutch branch of ProData Consult is to establish a solid business and recover the former clients and consultants so that a new client and consultant database can be built up. The goal is to achieve a healthy turnover by the end of 2013.

ProData Consult Holland has an office in Gorinchem and the local sales team will consist of Toine van Kastel and an assistant. All back office services will be managed by the head office in Denmark.

ProData consultant websites

If you are an Expert IT Consultant and interested in being part of a strong local and global network, you should get to know the ProData consultant websites.

On these websites you can apply for available projects, you can join the consultant database and you can update your CV.

Find your local website:

- Denmark: www.konsulenter.dk
- Sweden: www.konsulter.net
- Norway: www.it-konsulenter.no
- Poland: www.itconsultants.pl
- Germany: www.berater-it.de
- Other nationalities: www.it-consultant.com

Redesign of it-consultant.com

it-consultant.com has a new look. The goal was to simplify navigation and retain only the most important information.

The CV site was updated last summer with a new interface and improved ease of use, so all we have done here is change the colours to match the new design: We have introduced a new ProData blue and the bees have been retired.

If you haven’t already seen the change, you can experience it at www.it-consultant.com.