



Fraame and Designertech meet in the cloud

A synergistic partnership between *Fraame Solutions* and Systems Integration Company *Designertech* will have a positive impact at the cutting edge of New Zealand's healthcare sector.

Both companies have a major interest in the healthcare industry. In their individual ways they provide back-up infrastructural and software support, to create healthcare provider efficiencies.

Now a new relationship being forged between the two companies will enhance healthcare further, according to CEOs of each; Gavin Wright (Fraame) and Ray Delany (Designertech).

Fraame's signature software product, FileVision, will now be underpinned by Designertech's cloud computing offering.

Cloud computing allows customers to access sophisticated software on a demand driven basis through a monthly subscription instead of a major capital cost.

Having cloud computing applied to Fraame's FileVision package will aid everything from 24/7 secure access and rapid response in healthcare organisations, to the ability such organisations have to economically scale their IT systems up or down, according to current demands on their services.

"In our industry, cloud computing is enabling organisations to better manage their operations without hugely expensive IT infrastructure," Gavin says.

"Each healthcare provider community can therefore have its IT capability managed externally in a really cost-effective way, which has major benefits for this non-governmental care sector," he adds.

The offering currently being established is the SaaS, or 'Software as a Service' model, as applied to Fraame's FileVision product. Ray Delany of Designertech sees a major demand from customers for this particular delivery model.

"The analogy I use is that of electric power. You can either generate it yourself with your own generator, or you can get it without needing to worry about the details - from the grid. In businesses, traditionally each server has been like a manual generator. For a business owner, having to keep it maintained has usually been a total distraction. Getting it from the 'cloud' and paying for this monthly is a far more satisfactory and professional way to go," Ray says.

The argument for using the cloud, in which information technology services are elegantly provided remotely without dramas, comes down to simple economics for many healthcare provider organisations. Most IT systems need to be upgraded every three to five years, which represents a significant cost. In particular, the not-for-profit, typically cash-poor sector struggles to meet such demands, on top of the disruption caused by such upgrades. Many organisations are endowed with limited operational funding, but also lack adequate capital funding, or vice-versa.

“Outsourcing to the cloud makes sense. It becomes a utility that you buy,” Ray says. “What clients get is a service where all information and documentation is very secure, very reliable, speedily available and all at a relatively low price-point.”

Ray says companies and organisations worried about their ‘data sovereignty’ while availing themselves of the cloud have legitimate concerns. However, he says his service operates to the highest standards of network security which is often superior to that implemented by organisations using on-premises equipment.

The biggest risk of data-theft, he says, other than via traditionally non-secure emails - has always been building security, and with cloud services, that is much more secure. Also, with a software solution such as FileVision, security is built into the application.

While Designertech work to provide infrastructure and the delivery of many different software applications, Ray is very confident about working with Fraame’s FileVision package.

“In the healthcare sector which Gavin knows intimately, we’re dealing with a company and offering that is best-of-breed. He is highly experienced with this particular market, our company is good at fine-tuning the mechanisms of IT delivery, and we also understand the health sector pretty well. There’s a level of synergy and trust between us, which makes this a good, solid relationship,” Ray says.

Both Designertech and Fraame are passionate about the not-for-profit sector because organisations within it typically make a real difference to people’s lives. In addition, non-governmental organisations are smaller in scale and therefore often open to innovative ideas.

“Not-for-profit healthcare providers are doing real, non-theoretical stuff, and larger IT service providers are often *not* lining up to help them. Fraame and Designertech are smaller companies too, but are highly innovative, boutique operations. So we see ourselves as ideally placed to help them provide a better service while spending less on their systems,” Ray says.

Gavin sees the linking of the companies as a three-way synergy, allowing healthcare providers to move away from their fixed, high-capital investments whilst allowing them enhanced security and better disaster-recovery.

“You’re obviously in a more robust, 24/7 environment when you’re not reliant on one server in one location,” Gavin says.

“The user experience is going to be so much better now, delivering to the internet more effectively. Designertech and Fraame are embracing the pay-as-you-use way the world is now moving. It’s simply going to be more flexible, economical, and secure for organisations of all sizes. There’s currently a real buzz in the industry as a result.”