



ON DEMAND
IT SOLUTIONS

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Company Profile

Founded in 2007, On Demand IT Solutions Pty Ltd amalgamated a broad spectrum of inventive IT expertise and resources. Under the direction of James Bertschik and Liam Suckling, progressive software development and specialised consultancy services have facilitated opportunities for innovation in a diversity of applications. The momentum of its premiere software development - the **On Demand Media Delivery System** quickly saw live implementations in the UK and Australia and a rapid acquisition of ideas and approaches to industry.

Development has since become one of three major streams of daily operations, alongside **Solutions** and **Consulting**. 2008 saw an organic expansion into consultancy, and an opportunity to offer a breadth of open and closed source solutions to classic and custom ICT demands of small and medium businesses. Valuable interactions with ICT demands in the workplace have helped refine the offering of a variety of archetypal and custom business solutions.

On Demand supports and maintains close relationships with Australia's electronic gaming industry, making technically possible some of the largest e-sport events and exhibitions in Australia. On Demand played an integral role in the inception and development of the Anything Interactive National Cup; in 2007 On Demand broke internet broadcast records, first to video broadcast a live, commentated Australian e-sport event.

As principal technical sponsors, On Demand were behind Gamerthon, Australia's largest e-sports event. With data partner **iiNet/OGN**, On Demand broke IPTV records again in April 2008, facilitating the longest continual broadcast of an e-sport event in history (168 hours), broadcasting from **Melbourne's Federation Square** at state of the art studios of **ACMI** (Australian Centre of the Moving Image).

In 2007 the company received a grant from **Multimedia Victoria** acknowledging innovations in software and web technology development. 2009 has seen the expansion of consultancy services and business solutions, and sees the launch of in-house developed, much anticipated event ticketing engine GoLiveTix.