

PHOENIX



Phoenix Company Profile

About us

Management & Engineering Services

Phoenix provides management and engineering expertise and services, with over 25 years experience in developing and producing innovative, efficient and practical solutions for all its customers.

Operating with clients in the Defence, Oil/Gas, IT and Transport industries, Phoenix has assisted both local and global businesses in the development, industrialisation, production and through life support of complex engineering based products.

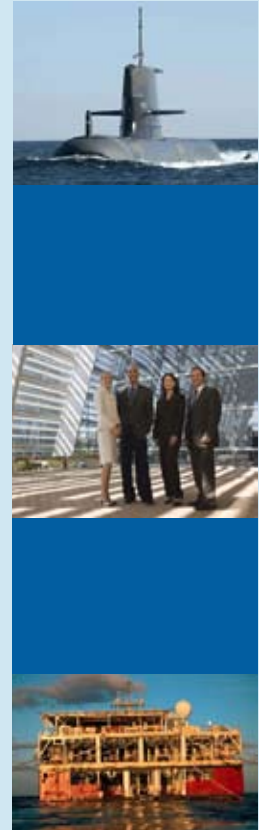
Phoenix management services provide direct support, advice and solutions spanning a range of industry and business activities. The management services team prides itself on not only recommending solutions, but also seeing a successful final outcome achieved through active involvement in the implementation.

We provide our clients with know how, methodology, tools and ongoing support to effect lasting and sustainable process and technical improvements for their business performance and products.

Our wide range of engineering services applies a systematic approach to design and implementation to ensure the product under development works within the total system which in turn fulfils all requirements and specifications.

We have been involved in developing seismic and defence systems for over 15 years and have been part of the successful development of a number of seismic marine towed and ocean bottom systems as well as naval sonar systems.

We are strongly committed to collaboration, working in partnership with clients, the development and achievement of shared goals and outcomes, as well as a transfer of skills to facilitate sustainability.



“Phoenix has been able to work seamlessly with our management group to actively seek and gain a full understanding of our business strategy and culture before proposing logical and viable solutions. Phoenix then commits itself through the implementation process to ensure the desired results are achieved.

The depth of their management skills and their collaborative approach to solutions has been a key factor in successfully completing their projects on time.

We have engaged Phoenix on a number of sensitive projects, they have respected the business sensitivity and the outcomes have exceeded our expectations.”

*Chris Jenkins
VP Operations, Thales Australia*

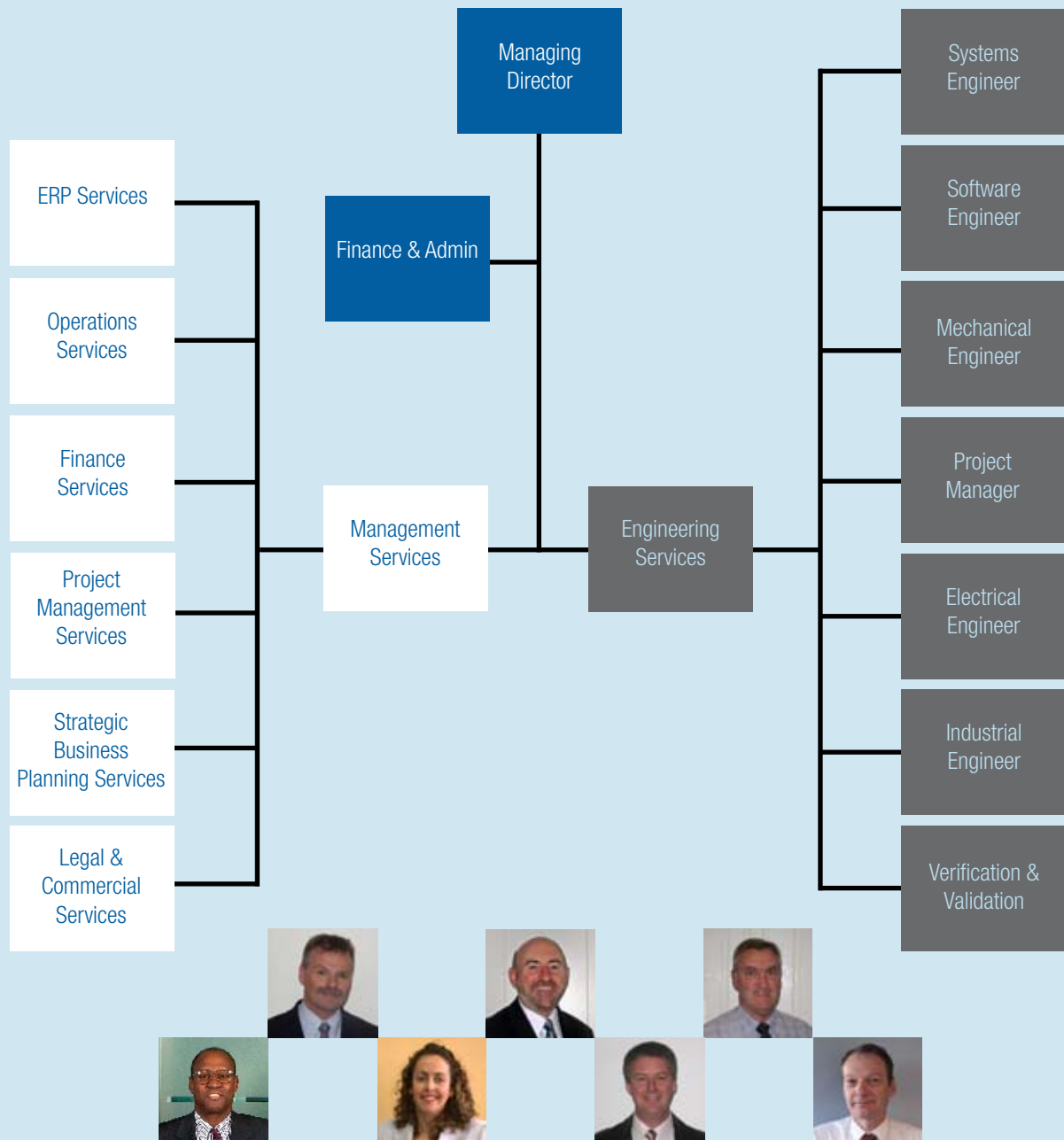
Business Management & Engineering Development

Phoenix provides highly skilled staff with expertise across the full spectrum of engineering and management services. Phoenix is able to provide services ranging from complete turnkey engineering product development through to detailed business management services and solutions. The organisation has two business units, namely:

- » Phoenix Management Services
- » Phoenix Engineering Services

The Phoenix team is able to span the range of services encompassing engineering development, strategic business engineering development, strategic business management and financial services.

Organisational Structure



Management

Phoenix provides a range of management services offering direct support, advisory services and solution development and implementation. Phoenix not only provides solutions it is also able to implement the resultant improvements to achieve the desired outcomes for the client organisation.

Our management team includes a qualified CPA, lawyer and managing director of a 500+ multinational. We cover six broad categories of management: Strategic Business Planning, Project Management, Enterprise Resource Planning, Commercial and Legal, Bid Development and Operations Support.



Strategic Business Planning

- » Change management
- » Detailed business analysis
- » Mentoring
- » Investigative research
- » Strategic business planning
- » Financial systems
- » Communications planning
- » Business resource planning
- » Feasibility development & planning

Commercial and Legal

- » Dispute resolution
- » Company secretary
- » Process improvement
- » Compliance management
- » Business strategic planning
- » Commercial & legal management
- » Government tendering & negotiations
- » Contract / Agreement drafting negotiation

Project Management

- » Training
- » Improvement implementation
- » Strategic project management
- » CMMI implementation & assessment

Bid Development

- » Structure & finance
- » Systems engineering
- » Project management
- » Risk analysis & plans
- » Business resource planning
- » Australia industry involvement

Enterprise Resource Planning (ERP)

- » System evaluation
- » Change management model
- » Implementation engagement
- » Continuous improvement & system refinement
- » Training

Operations Support

- » Security planning
- » Environment evaluation
- » IT systems planning
- » Facilities relocation or updates
- » Operations process improvements

Engineering

The Phoenix engineering team is active in a number of industries particularly sonar, the seismic and military markets. We commonly work on turnkey projects but often integrate our team members into customer's project teams on a consulting basis.

Having been simultaneously active in both the military and civil markets over a number of years, our team has developed an engineering philosophy that achieves a strong synergy between the technical rigour of the military and the commercial focus of the civil environments. Our approach to engineering projects is based on the following key principles:

- » Systems engineering approach
- » Low and managed risk
- » Team culture
- » Practical engineering solutions
- » Quality on time

Our core team can field a broad range of skills and deploy them in all parts of the product lifecycle through product planning, project management, engineering design and development, integration and testing, production planning and development, and engineering support in the field.



Our ability to support such a broad range of activities is the result of having assembled the team from professional senior engineers who specialise in the key disciplines of engineering and project management, systems engineering, mechanical engineering, electrical and electronic engineering, software development and production engineering and management.

Not only do the team members possess these complimentary skills but they have many years of experience in marine sonar. For the past several years they have worked as a team delivering successful projects in both the marine seismic and military sonar fields. All of our team members have over 20 years of engineering experience and knowledge gained through actual exposure to the marine engineering and marine seismic engineering and operational environments.

Phoenix also maintains a network allowing access to specialised skills depending on the project requirement. For example:

- » Mechanical design and drafting
- » Additional capacity in systems engineering, software development and electronics design
- » Specialised finite element analysis
- » Mechanical engineering

We also maintain a network of suppliers that enables us to access competitive manufacturing capabilities such as:

- » Machining of common and exotic metals
- » Low and medium volume assembly
- » Electronic manufacture

“Phoenix assisted us in managing a very important project by providing systems engineering and project management skills.

We have found their experienced staff to be very helpful in helping keep our project on scope and on time.”

*Dale Lambert
VP of Engineering,
I/O Marine Imaging Systems Division USA*

SPOTLIGHT

Seismic Exploration Engineering Services

Our team has a very strong background in engineering design, development and manufacture of products for the marine seismic environment.

We have been involved in some very high profile projects including some industry firsts such as solid streamers, RAID based data acquisition and management systems and anonymous ocean bottom recording systems.

The success of these developments was the result of our rigorous approach to engineering, which ensured requirements and qualification traceability through the entire development cycle.

We are able to take on turnkey projects or support existing project teams in many areas of marine seismic such as:

- » Project management
- » Marine streamer design
- » Digital and analogue telemetry design and development
- » Telemetry module and sensor housing design and development
- » Data management and acquisition software development
- » Computer system hardware design and integration
- » Manufacturing system design and development
- » Mechanical, electrical, optical and acoustic test equipment design and development

The team continues today to be involved in the development of leading edge technology for the seismic industry across a wide range of products and is continually developing its own skills and tools through an active internal R&D program.



Facilities

The Phoenix head office is located in Sydney, Australia. This facility is arranged to provide engineering and management areas and is serviced by a secure computer network with offsite backup.

We have the capability to deliver a range of training and, within our management area, we can offer meeting and training facilities for up to 20 participants.

Our software engineers have access to Windows™ and Linux™ based software development environments. Additionally toolkits are available for UML modelling and Object Oriented (OO) design as well as interactive development environments for backend and GUI code development. Also available are tools for requirements management, bug tracking and test planning.

Systems integration work for projects such as seismic data acquisition and management systems is carried out on site in our dedicated systems lab.

The mechanical and industrial engineers use common CAD design and FMEA tools which allows for rapid prototyping and production testing.

The Phoenix team also has access to various off site testing facilities such as:

- » Marine testing environments
- » Large and small mechanical and electrical bench test facilities
- » Environmental testing including thermal cycling for electronic components



“The Phoenix team is strong from both a business and technical perspective and has approached our relationship as true partners. Their friendly and honest approach enables them to take a full part in adding value to the teams’ activities.”

Alistair Beaton

Project Manager Business Systems , Thales Australia



PHOENIX



Phoenix Engineering Systems Pty Ltd
ABN 13 120 021 034
Unit 6/7 Salisbury Rd,
Castle Hill NSW 2154
Australia

Tel: +61 (0)2 9899 8611
Fax: +61 (0)2 9899 2888
Email: contact@phoenixengsys.com

www.phoenixengsys.com

Postal Address:
12/159 Ridgescrop Drive,
Castle Hill NSW 2154
Australia