

AUSTRALIA'S #1 RATED MANAGED SERVICE PROVIDER

2018 - 2023



First Focus

We help people use technology to make a difference

First Focus is the #1 rated Managed Service Provider in Australia. Our philosophy is to provide intelligent, flexible, and value-driven IT solutions. We deliver on our promise by combining our enterprise-quality infrastructure, tools and processes with personalised service, advice, and responsiveness.

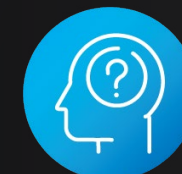


About Us

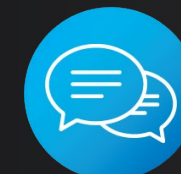
First Focus is Australia's best managed service provider for medium-sized organisations. With tens of thousands of end-users supported across hundreds of customers, First Focus has the experience and capability to deliver comprehensive managed services, support, and technology to your organisation.

Our 20 years of partnering with mid-size organisations have led us to develop and continually refine a world-class process and capability that maximises both value for money and customer satisfaction. First Focus has the experience and capability to deliver comprehensive managed services, support, and technology for SMB to Enterprise organisations.

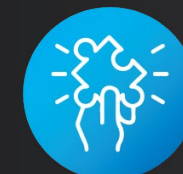
We employ Australia's best technical, customer service, and account management professionals. We're constantly investing in world-class technology to ensure our solutions are the most reliable, cost-effective, and efficient. And we've certified our industry-leading processes with three ISO standards.



Live Curiously



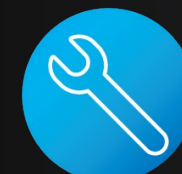
Always
Communicate



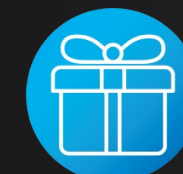
Be the Solution



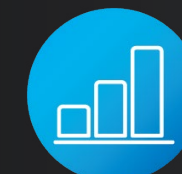
Win Together



Keep it Simple



Wow the
Customer



Never Stop
Growing

Our Values

“

We recently partnered with First Focus over a year ago, and have been delighted with their **quality of service**, attention to detail, and the care taken to **understand our business** and provide a support solution that fits our needs - both now and as we change.

MARK IBRAHIM
CFO | CONSOLIDATED PROPERTIES GROUP

”

“

After experiencing exponential growth, we needed improvements in support, security, and future-proofing of our IT environment....First Focus **showed us the breadth of what was possible**. We now have **improved mobility, increased responsiveness**, and quarterly planning sessions to **help get us ahead** of the IT curve. Compared to where we are now, it's just chalk and cheese.

BEN FLAPPER CFO
PRECISE AIR GROUP

”



REVIEWED ON
cloud**tango**

Our Services



IT SUPPORT

Per User Support Plans
IT Service Desk
On-site Service



CLOUD

Private and Public Cloud
Backup and Disaster Recovery
Cloud Migration Projects



SECURITY

Managed Security Services
Security Assessment
SIEM/SOC



IT STRATEGY

Virtual CIO
Business Continuity Planning
Digital Transformation



UNIFIED COMMUNICATIONS

Mitel, RingCentral, 3CX, Cisco
Phone with Teams & Zoom



CONNECTIVITY

MPLS
SD-WAN
Internet Services



APPLICATIONS

Microsoft 365
Business Intelligence
SharePoint Consulting



END USER COMPUTING

Device Management
Mobility Solutions
Procurement



PROFESSIONAL SERVICES

Infrastructure Projects
Consulting
Staffing and Recruitment



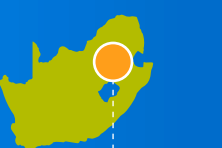
Where We Are



Dublin



Manila



Johannesburg



Perth

Adelaide

Melbourne

Hobart

Auckland

Wollongong

Sydney

Newcastle

Brisbane

“
The team in Manila are amazing! Very proactive and professional with excellent customer service!
”

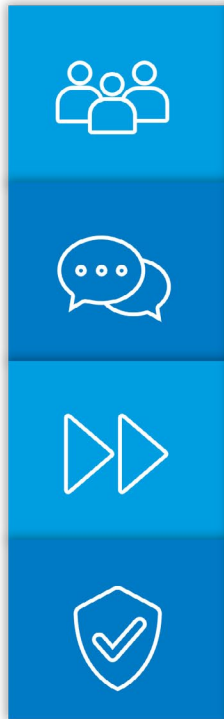
ALYSSA DOHERTY,
LIPMAN BURGON & PARTNERS

“
The quality and professionalism of First Focus are of a very high standard and the support coverage provided from NZ to Perth works extremely well.
”

DEBBIE BENNETT,
COO AT BETASHARES

Brand Promise

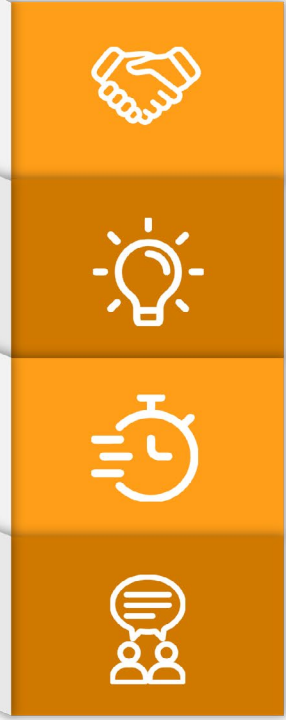
WHAT WE PROMISE



- BEST PEOPLE**
We hire the best people available from all over Australia, NZ and the Philippines, then provide them with ongoing structured training, along with the best tools, support, processes, and leadership.
- EXPERT ADVICE**
Our technical teams have considerable experience designing and supporting solutions across the full spectrum. You gain the benefit of balanced advice without any vendor bias.
- FAST RESPONSE**
We have invested in the best support tools and the best people in the market to deliver our clients the responsiveness they need - whether for a single ticket or an engineering project.
- ZERO RISK**
We work with clients to eliminate risks from technical infrastructure and support. Our flexible terms and guarantees remove commercial risks and our partnering approach removes employee and key-man risks.

WHAT WE EXPECT

- MUTUAL RESPECT**
A successful partnership is built upon relationships that are based in understanding, consideration, and the shared belief that every individual deserves to be heard and respected.
- ACT ON ADVICE**
Our clients agree to act on the proactive advice provided, driving towards best practice, lowering risk and maximising the return on their technology investment.
- FAST RESPONSE**
We expect our clients to respond promptly. This allows both parties to seize opportunities and solve challenges swiftly, driving success in a fast-paced business landscape.
- OPEN COMMUNICATION**
Prioritising transparency and communication at all levels creates a collaborative environment. Our clients share their needs, goals and challenges, and build mutual trust through open dialogue and rapid feedback.



Our Story

- 100% Australian and privately owned
-  Primary focus is end-user satisfaction
-  Staff in every Australian state

Founded as one of Australia's first true Managed Service Providers. 2003

Over 100 staff across Australia
Opened Manila office. 2017

Acquired Flexnet and Ordys
Expanded capacity in Unified Communications and Enterprise IT. 2020

Achieved ISO certifications
9001 (Quality), 14001 (Environment),
and 27001 (Information security). 2021

Partnered with Carbon Neutral to start sequestering
more carbon than we produce, while supporting
initiatives that improve biodiversity in Australia. 2022

Supporting over 30,000 users
across more than 250 clients
Staff throughout Australia, New Zealand,
the Philippines, Ireland, and South Africa. NOW

Who We Are



ROSS SARDI
Chief Executive Officer
Strategy, Innovation & Culture



PHIL BARTON
Head of Client Services
Lead Generation, Technical Account Management,
Procurement & Consulting Services



EDGAR NASR
Head of Service Delivery
Major Incident Management, Service Quality,
Scheduling & Dispatch



ALEX GAHONA
Head of Support
Service Desk, Field Services & Onsite Staffing



MERRYL MACLEOD
Head of Finance & Operations
Finance, Administration & Contract Management



KARL RICHARDSON
Head of Technology
Project Delivery, Cloud Services, Security Services
& Internal Systems



NICOLE HOLMES
Head of Digital Experience
System Integration, & Software Roadmap



NEIL SMITH
Head of People & Strategy
Recruitment, Talent Development, Labour Hire,
& Strategic Projects

First Focus goes **Climate Positive**



Making a Difference

We're proud to be the leader in sustainable managed IT services. Whenever possible we use technology to deliver environmental solutions. And we're always finding new and innovative ways to mitigate our activities' effects on our planet and provide net-positive outcomes where possible.

Some of our initiatives include:

- Certified ISO 14001 Environmental Management System.
- Reducing e-waste with recycling partner.
- Recycling all recyclable waste in our offices.
- Utilising renewable energy sources.
- Replacing vehicle fleet with electric vehicles.
- Offsetting beyond remaining carbon emissions.





OUR PARTNERS



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sales@firstfocus.com.au

www.firstfocus.com.au

SYDNEY | MELBOURNE | BRISBANE | PERTH | ADELAIDE | HOBART | NEWCASTLE | WOLLONGONG | AUCKLAND | MANILA | DUBLIN | JOHANNESBURG | MONTREAL