



Enex Turns 21: Crayons, Cranes and The Big Kahuna

A significant milestone was achieved in January, the TestLab turned 21! We think this is an impressive feat in such a cut-throat sector; we've outlasted some big names and helped some even bigger ones stay competitive. For over 21 years, Enex TestLab has independently and scientifically sifted through the hype, technicality, broken promises and complexity of the global ICT industry. Today, Enex is renowned for speaking the truth about technology – enabling our customers to make informed decisions, save money and deliver success.

Our founding member, Steve Turvey, is still with us as lab manager. For 21 years he's been the cornerstone of the organisation (some say mascot as well). Back when Steve set up the lab it was the commercial testing arm of RMIT University, and there were just four staff. Today we have operations globally, cover 92 industry sectors with 8 separate specialist testing divisions. Enex has become one of the fastest growing businesses in Australia.

Over the years we have tested just about every conceivable technology and system, but it has been the more unconventional tests are the most memorable. For example;

- One of our Middle Eastern clients wished to purchase a number of 50 tonne cranes from a vendor in China. Enex was contracted to undertake testing to ensure they were in acceptable condition. Amazingly, Enex discovered that in most cases, the cranes were copies!
- Despite our suspicions that in the real world crayons would be eaten well before they ran out, one European manufacturer wanted to know absolutely, which of its colours would wear out first. So now it's official, yellow is the most durable colour – but there is no accounting for taste.
- Recently, Enex tested a range of portable promotional bars. One of the criteria was to test its support for a 100kg person. Yep, a bar tested for dancing!
- In addition to testing their built-in security features, Enex batch tested passports for wear and tear. The test ran for over 12 months (exceeding 1 million page turns).

Considering all that's happened so far, Enex is very excited about its next 21 years. And secretly, we're all hoping we'll get to test robots and jet packs sooner rather than later.

Back in the present, in addition to a huge birthday party, Q1 2010 was as busy as ever. Our eMetric products have been a major focus, with a number of broadband performance testing projects happening across metropolitan, regional and rural Australia. At the same time, Enex has been working closely with a group of network service providers and vendors to better develop the capabilities and functionality of the eMetric hardware device. We are also negotiating with a number of networking equipment vendors to embed eMetric code into their Customer Premises Equipment (CPE) enabling ubiquitous testing of broadband. The possibilities are looking very exciting.

Global expansion has also been a feature of the period. Enex is currently in the process of establishing Hong Kong operations in Fo Tan. This provides an ideal base to link with nearby geographies; Southern China, Macau, Singapore, and Southeast Asia. It will also support our existing operations in Shanghai.

European operations have had a great start to 2010. Increased local headcount will drive software testing for a number of large clients, as well as promoting broadband performance testing using eMetric.

Building on the last two years of gaining licences to operate as an Accredited Test Facility in key global jurisdictions. Enex has now been investing heavily in its domestic gaming, wagering, lotteries and casinos division human resources, with the core team now fully resourced. Enex is in a position to consolidate its place in the market, delivering experienced and cost effective services to this sector in a timely manner.

Enex media and communications is delighted to confirm the continuation of an 18 year relationship with CBS owned ZDNet (and its predecessors), and the consolidation of our 2009 relationship with Choice Magazine. A new publisher, IDG has also been added to our customer list. Our media business has come a long way over those 18 years. One of the most amusing anecdotes from our early years of publishing describes how Steve Turvey once announced the invention of the *World Wide Worm* in his monthly column. In fairness, that was many years ago – before the term Web had been coined.

Finally, and considering Enex has been celebrating, in February Enex TestLab sponsored the Internet Industry Associations (IIA) gala dinner entertainment, The Big Kahuna, whose members comprise Asia Pacific region executives from well known ICT enterprises such as Intel, Symantec, Verizon and Motorola. On this particular occasion, and perhaps for the best, Enex did not undertake any performance testing.

© Enex TestLab 2010

Quarter 1, 2010

About Your Subscription to the Enex TestLab Newsletter

If you need any further information please contact: enquiries@testlab.com.au or 1300 662 592 (within Australia) or +61 3 9436 7454 (International)

To subscribe, unsubscribe or change your subscription details click [SUBSCRIBE](#)

About Enex TestLab

Enex TestLab is a class leading international independent testing institution with offices in Australia, Asia and Europe.

Enex has eight specialist testing divisions; software testing, hardware testing, systems testing, usability & accessibility testing, product/materials testing, security testing, media & communications testing and gaming/wagering testing.

Enex TestLab maintains ISO 9001 Quality Certification, Enex TestLab is an ISO 17025 accredited test facility.

All our testing divisions place emphasis on real world user-centric consultancy and testing, providing high quality methodologies, analysis and reports. The end result of using Enex TestLab professional services is to lower your risk when developing, procuring or introducing new technology products and services.

Contact Enex TestLab

Australia 1300 662 592
Wide enquiries@testlab.com.au

US +1 408 512 2038
UK +44 20 8123 2329
HK/CN +852 8125 2550