



Business Plan, Responsive Website and Mobile Application

**NIT3274 - Small IT Business
Group Project
Group 06**

Website: https://dersett.github.io/Small_ITBusiness/

Mobile App Download Link: <https://median.co/share/epdkqk#apk>

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Business Plan

Vision

- To secure the connected world by making IoT devices intelligently defended

Mission

- Secure Enterprise IOT devices, with a IOT specific Intrusion detection system to ensure protected transmission.

Our Services

We provide an innovative intrusion detection system specifically designed for IOT devices. This solution aims to bring focus to real - time threat detection and incident response.

- Anomaly-Based Detection: Uses behavioral modeling and specification - based approaches to identify abnormal device behavior from specific IoT devices.
- DDoS Detection: Uses traffic pattern analysis and anomaly markers to detect distributed denial - of service attack activities.
- Authentication Methods: Supports biometric and password-based (hashed) authentication for user login.
- Alert Management: Includes features such as reset/clear button, alert notifications, and automatic alert escalation when storage thresholds are reached.
- Dashboard & Logging: Intuitive dashboard with KPIs, event logging, alert classification (Critical, High, Medium, Low), and searchable/filterable incident history.

12 Month Business Goals SMART

Quarter 1: Foundation & Validation

Theme: Establishing Core Team, Legal Framework, and Market Feasibility

Goal 1: Strategic Talent Acquisition

- Specific: Successfully onboard 2 new full-time employees for Accounting and Marketing.
- Measurable: Number of signed employment contracts and employees commencing work.
- Achievable: Based on a robust recruitment plan and competitive compensation packages.
- Relevant: Essential for building the initial operational capacity of the company.
- Time-bound: By the start of Q1 February 15, 2026.

Goal 2: Comprehensive Employee Development

- Specific: Design and implement a mandatory 2-week employee training program for all 2 new hires.
- Measurable: 100% completion rate, Attendance & Assessments.
- Achievable: Dedicated resources and a structured curriculum will be developed.
- Relevant: Ensures new employees are productive and up to date.
- Time-bound: Program to be completed by March 31st, 2026.

Goal 3: Full Legal & Compliance Establishment

- Specific: Complete all necessary legal registrations (ABN, GDPR).
- Measurable: All required legal documents filed and approved.
- Achievable: Engaging legal counsel and dedicated internal resources.
- Relevant: Ensures the business operates legally and ethically.
- Time-bound: By End of Q1.

Goal 4: Pilot Program Validation

- Specific: Design and execute a pilot program with a minimum of 10 early adopter participants to test core service feasibility and gather user feedback.
- Measurable: 10+ participants enrolled and collection of at least 5 detailed feedback forms/interviews.
- Achievable: Requires a defined target audience and a clear pilot program scope.
- Relevant: Identifies areas for improvement and generates initial testimonials.
- Time-bound: Pilot program launched and concluded by March 31.

Quarter 2: Infrastructure & Initial Market Entry

Theme: Scaling Operations, Team Completion, and Market Launch

Goal 1: Operational office Establishment

- Specific: Secure and fully set up office space capable of accommodating 7 employees, with all necessary utilities and connectivity.
- Measurable: Lease agreement signed; office furnished with essentials and operational
- Achievable: Budget allocated, and real estate search initiated in Q1.
- Relevant: Provides a central location for team collaboration.
- Time-bound: By end date of Q2

Goal 2: Logistics Acquisition

- Specific: Acquire necessary logistics assets, specifically one company van
- Measurable: Vehicle purchased/leased and registered.
- Achievable: Budget allocated, and vendor research completed.
- Relevant: Enables efficient delivery and picks up necessary devices for service operations.
- Time-bound: By end of Q2

Goal 3: Awareness Campaign & Client Acquisition

- Specific: Execute a comprehensive marketing and brand awareness campaign, by showcasing a demo at an ICT conference
- Measurable: Gain at least 10 paid subscriptions.
- Achievable: Based on a well-defined marketing budget
- Relevant: Generates an initial user base and establishes market presence.
- Time-bound: Attend conference by May 1, 2026

Quarter 3: Growth & Optimization

Theme: Revenue Growth, Customer Expansion, and Service Diversification

Goal 1: Profitability Enhancement

- Specific: Increase net profit by 10%
- Measurable: Financial statements showing a 10% increase in net profit.
- Achievable: Achieved through increased revenue from customer acquisition and initial cost optimization.
- Relevant: Ensures financial health and sustainable growth.
- Time-bound: By end date of Q3: September 30, 2026

Goal 2: Customer Base Expansion

- Specific: Increase the active customer base by 10% compared to the end of Q2.
- Measurable: 10% growth in active paying customer accounts.
- Achievable: Supported by ongoing marketing and positive word-of-mouth from initial clients.
- Relevant: Drives revenue growth and market penetration.
- Time-bound: By September 30, 2026.

Quarter 4: Scaling & Future Planning

Theme: Efficiency and Strategic Foresight

Goal 1: Operational Process Streamlining

- Specific: Optimize at least 3 core business processes completion time by 10% and error rates by 10%.
- Measurable: Baseline metrics: 10% reduction in average completion time; 10% reduction in error rates.
- Achievable: Implementation of new tools/workflows, and team training.
- Relevant: Increases efficiency, reduces costs, and improves customer satisfaction.
- Time-bound: Optimization implemented end of Q4, December 31, 2026.

Goal 2: Annual Strategic Business Plan

- Specific: Develop and finalize a comprehensive business plan for the next 12 months
- Measurable: Approval from partners
- Achievable: Leveraging insights from the first year of operations and dedicated leadership time.
- Relevant: Provides a clear direction and strategic framework for the upcoming year's growth.
- Time-bound: Plan completed and approved by end of Q4

Key Actions of the Next Quarter (First Quarter)

Goal 1: Strategic Talent Acquisition

Goal 2: Comprehensive Employee Development

Goal 3: Full Legal & Compliance Establishment

Goal 4: Pilot Program Validation

Uniqueness of Our Business

Selling Points

- Our IDS is 1st in the market to specialize in the IOT devices, on top of that we use a Distributional framework with anomaly based and device profiling / specification - based model to make sure our IDS doesn't consume a lot of resources but still accurate (97.5%)

- Seamless integration with existing systems, no need to replace existing tools saving time and retraining.
- Enterprise-grade Encryption and Security, Security-first approach to minimize risks.
- Real-time monitoring systems offer continuous data collection and instant updates on device status and performance
- Local Support with remote support, reliable after sales support and quick issue resolutions

Who Will Buy Our Services

(Business to Business service model)

- Micro Business – Mainly focusing on sole traders with a few IOT devices.
- Small Business - owners who use smart devices for retail, services, or logistics need to protect them.
- Teams and Medium Enterprises - Helping businesses monitor and control IoT assets and threats from a single platform.
- Large Business - Providing strong, flexible security for critical IoT and complex infrastructures.

Market Size

Platform	Deployments/Users	As of	Featuring
Armis Centrix	Adopted by 35 of <i>the Fortune 100</i> (and many large orgs)	Aug 2024	Utilize DPI and ML to profile devices, employing anomaly-based IDS for enterprise networks.
Claroty xDome/CTD	>1,000 Consumers, 24 of Fortune 100	June 2025	Offers signature and anomaly-based IDS for industrial control systems.
Nozomi Networks	~115 million devices, and deployed in thousands of sites	Dec 2024	Monitoring and threat detection utilizing AI/ML for identifying anomalous behavior in industrial settings.
Radiflow iSID	Deployed at >8,000 industrial sites worldwide	2024/25	Anomaly-based, with risk assessment focusing on manufacturing and utilities.

Prices and Subscriptions

We have psychological pricing:

1. Micro Business Plan

\$129.99/month 10% off for Yearly Payment

Features	Description
Dashboard	Lite dashboard (live status + alert log)
Alerts & Notifications	Real-time alerts
Data Retention	7-14 days
User Access	1 admin user
Support	Email-only (business hours)
Firmware Updates	Automatic updates included

2. Small Business Plan

\$559.99/month 15% off for Yearly Payment

Features	Description
Dashboard	Basic real-time monitoring dashboard
Alerts & Notifications	Real-time intrusion alerts (Email + Mobile) Low-level threat alerts
Data Retention	30-day historical logs
Reports	Weekly incident summaries
User Access	1 admin user
Support	Email-only (business hours) 24/5 remote monitoring
Firmware Updates	Automatic updates included

3. Large Business plan

\$1999.99/month 20% off for Yearly Payment

Features	Description
Dashboard	Advanced real - time dashboard
Alerts & Notifications	Real-time intrusion alerts (Email + Mobile) Escalation protocols (alert hierarchy)
Data Retention	180-day historical logs (extendable)
Reports	Customizable daily/weekly/monthly reports Audit logs and exportable PDFs
User Access	Multi - user access with roles & permissions Admin and viewer roles 3 Admin users
Support	Priority support (Email, Phone, Live Chat) 24/7 remote monitoring
Firmware Updates	Automatic OTA updates

	Advanced encryption (AES-256) Security compliance
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Add-Ons (Available for all plans)

- **Extended Data Retention:** Up to 1 year of data storage at AUD 100/month
- **SMS Alerts:** SMS notifications for alerts at AUD 50/month
- **White Label Branding:** Portal and app branded for your company at AUD 100/month

Where and How to Find Our Customers

- **Manufacturing Sector: Apparel, Electronic & Automotive**
 - Lot of apparel, Automotive and Electronic companies like, MAS, Vega, Tesla they use a lot of IOT devices in their manufacturing process (RFID, current/voltage sensors and temperature sensors, etc.)
- **Healthcare Sector**
 - In some areas of healthcare sector, there are certain cyber security that's lacking which can be improved, and since the healthcare sector is full of IOT devices for monitoring and surgeries.
- **Agriculture Sector**
 - Agriculture is a big part of the economy, and many have been converting into smart agriculture implementing many IOT devices to improve efficiency and effectiveness and the security aspect is often disregarded.
- **Tech Companies and Projects**
 - Any other companies or ongoing research projects which cooperate with IOT devices to their projects, because of the growing industry of IOT, the market is always in need of Cyber security solutions specific to IOT devices. Companies like Dialog Axiata, Verizon, CrowdStrike and projects like smart city infrastructure.

We can arrange partnerships and collaboration projects with the said companies by attending conferences, events etc. Publish our own research to attract businessmen with same interests with IOT to network with.

Normal marketing like strategies showcasing our capabilities through video promotions and social media posts on Instagram, Tiktok, YouTube and Facebook.

Joining a business conferences/ research demonstrations to showcase the capabilities of our company in working with IOT specific cybersecurity since interested and

likeminded people attend to these conferences like National Information Technology Conference (NITC) or Australia Summit 2025 in Gold Coast. Other potential customers could be in Education sector (Universities), Logistics, Food sector, Electricity board since there's a lot of IOT devices helping these sectors be more effective.

Risks

An intrusion detection system always has variable technical and operational challenges that need to be overcome through adequate model training. Anomaly-based detection itself struggles to achieve both high detection rates and low false alarms under the IoT constraints. Considering the resource requirements, it is impossible to achieve 100% detection without any false alarms.

Technical Risks

Detection accuracy and false alarms: Anomaly detection in IoT environments is prone to high false-positive rates, overly sensitive detectors may inundate the system with false alerts, which can present a significant problem.

Resource and Performance constraints: High-speed IoT networks generate massive data volumes, potentially exceeding an IDS's capacity. Overhead traffic can cause an IDS to drop numerous packets without checking them.

Manipulation and Model Robustness: ML-based IDSs are vulnerable to evasion and poisoning. Research indicates that attackers can subtly alter packet flows by tricking anomaly detectors or create malicious false alerts.

System Security and Reliability: An IDS itself may become a potential target. A compromised IDS could hinder monitoring or expose sensitive network data.

Operational Risks

Deployment Architecture and Scalability: A centralized IDS is easier to manage but may become a single point of failure and a bottleneck. A distributed IDS disperses detection across devices. But complexity is an issue.

Heterogeneity and Integration: Industrial IoT environments involve diverse device types, protocols, and legacy systems. Feature extraction and traffic parsing may fail with unknown protocols.

Privacy and Legal Risks

Data Privacy and Compliance: The IDS inspects network traffic and device behavior, potentially capturing personal or sensitive data. Depending on the jurisdiction, this could breach privacy laws unless managed carefully. Logging or profiling could be perceived as surveillance without explicit consent.

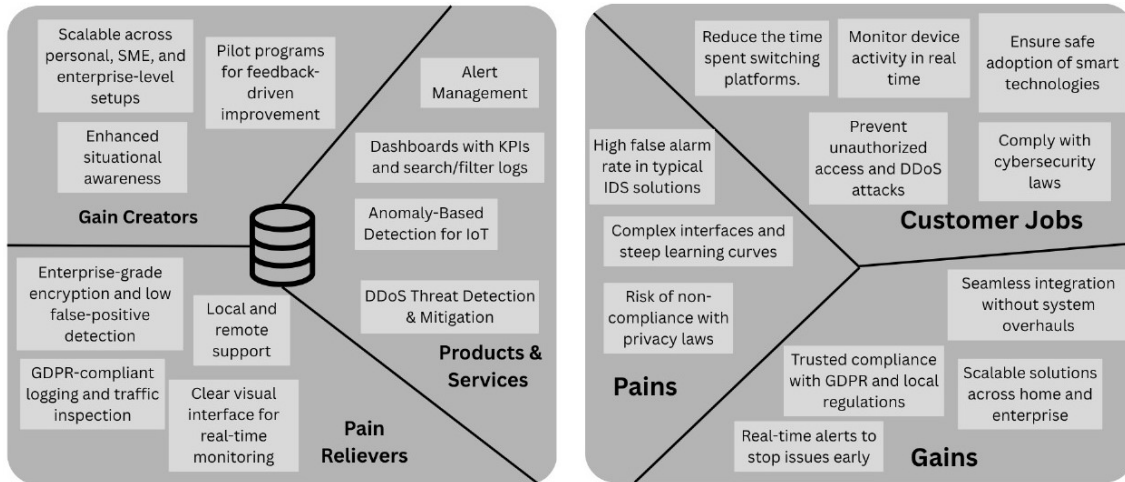
Regulatory Standards for Industrial Use: This considers stringent standards. An IDS may require certification or conformance to be deemed acceptable. If the IDS is not designed in accordance with these guidelines, safety-critical customers may reject it.

Strategic and Market Risks

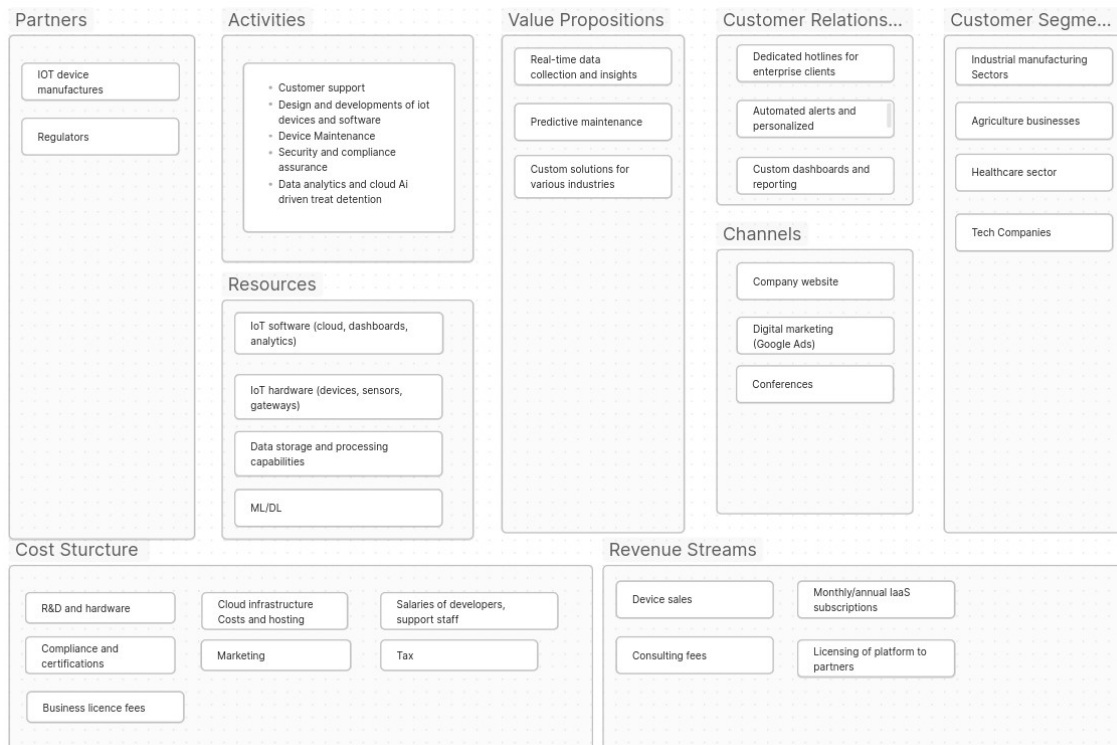
Adoption and Trust: If the IDS produces excessive false alerts or fails to detect attacks during initial trials, user trust will diminish, and adoption will stall.

Product Viability and Maintenance: Regular updates are a requirement. A product that cannot maintain long-term viability risks obsolescence.

Value Proposition Canvas



Business Model Canvas



Capital Required

Setting up a Small Business Partnership

* All the currency (\$) is in AUD

1. Business Name Registration

- \$45 per year

2. Commonwealth Bank Account

- \$10 per month
- \$120 per year

3. Website (Hosting + Domain)

- Namecheap Hosting (Server + SSL)
 - \$6.85 per month
 - \$82.2 per year
- Namecheap Domain(threatsenseiot.com)
 - \$25.96 per year

4. Social Media

- Meta Verification Fee (Facebook, Instagram, WhatsApp Business)
 - \$22.91 per month
 - \$274.92 per year
- LinkedIn Business Premium Plan
 - \$46.98 per month
 - \$563.76 per year

5. Other Expenses (Software licensing, Database Hosting, Marketing etc.)

- \$1000 per year

6. Salaries

- **Employee Salary**
 - \$ 7,584.8 per month (2 employees)
 - \$ 91,017.6 per year (2 employees)
- **Superannuation**
 - \$10,467 per year (2 employees)

To break the event, we need to generate approximately **\$104,000 annually**. Our current annual expenses total \$103,596.44, covering employee salary, superannuation, insurance, software licenses, and essential digital subscriptions. While we are required to pay GST if our annual revenue exceeds \$75,000 AUD, we are nearing this threshold.

Financial Requirements

Capital Invested **\$50,000 Each, \$50,000 X 5 = \$250,000**

20% Partnership Share - each partner holding equal control

- Achira Thilakarathne
- Dulsara Nipunanga
- Rehan Dulsara
- Dulan Liyanarachchi
- Sahan Gajaweera

1. Partners receive **10% of the business's income (50%)**

- Each partner reports their share of partnership income on their personal tax return and pays individual tax as follows:
 - o \$0 - \$18,200(AUD): 0% tax
 - o \$18,201 - \$45,000(AUD): 19% on the amount over \$18,200
 - o \$45,001 - \$120,000(AUD): 32.5% on the amount over \$45,000

Threat Sense's Budget & Expenses (**reinvestment**): **40%**

- Covers costs like business name registration, bank account setup, social media, website, salaries, and superannuation
- Register for GST because annual income exceeds \$75,000 AUD

2. Future Business Use (**Disaster Preparation**): **10%**

Income distribution

- Partners - **50%**
- Threat Sense reinvestment - **40%**
- Future Business Use - **10%**

ThreatSense Must Have

- Tax File Number (TFN): Unique number from ATO for tax purposes
- Australian Business Number (ABN): 11 - digit public ID for business operations
- Annual Tax Return: Must be lodged every year
- Record Keeping: Essential for tax, super, GST, and BAS compliance
- Business Bank Account: Mandatory for partnerships, companies, and trusts

Legal Requirements

Starting a small business in Australia requires understanding and complying with relevant laws. For ThreatSense, this means managing personal liability, properly registering the business, meeting tax obligations (like obtaining an ABN and TFN), and following employment laws.

ThreatSense is a partnership of five equal partners, so a formal Partnership Agreement must be made under the Partnership Act 1958 (Vic), Version No. 084, effective 1 March 2020.

Business Registration

Before starting operations, ThreatSense must complete key registrations with the Australian Government and ATO to ensure legal and tax compliance. As a partnership, we need to obtain

- Australian Business Number (ABN): Identifies the business for tax and regulatory purposes
- Tax File Number (TFN): Required to lodge partnership tax returns
- GST Registration: Mandatory if annual turnover exceeds \$75,000 AUD
- Australian Company Number (ACN): Not applicable, since ThreatSense is a partnership, not a company

Business Licensing Requirements

To ensure legal compliance, ThreatSense must secure and maintain all required licenses, permits, and registrations. The Australian Business License & Information Service (ABLIS) offers tailored guidance via an online questionnaire to identify specific obligations.

To support future growth, Threat Sense will develop clear policies, procedures, and training manuals focused on

- Employee Awareness: Ensuring staff understand secure use of services like anomaly detection and alert management
- Consistent Decision - Making: Defining conduct and security guidelines for reliable operations
- Positive Workplace Culture: Promoting openness and trust to enhance productivity and reputation

Key Legal Areas for ThreatSense Requiring Formal Attention

- Anti - Bullying Laws: Ensure compliance with Fair Work Commission rules for a respected workplace
- Workplace Health & Safety (WHS): Address physical and digital risks to create a safe, efficient environment
- Unfair Dismissal Protections: Establish fair disciplinary and training procedures to prevent unjust terminations and support staff development

To maintain client trust and protect its reputation, ThreatSense must strictly follow Australian consumer laws. This involves regular self-assessments to comply with the Victoria Fair Trading Act 1999 and Trade Practices Act 1974, ensuring transparent contracts, clear receipts, and upholding customer rights like refunds and exchanges.

business.gov.au

Australian Government ABLIS business.gov.au

Search for licences by name

Enter a keyword to search for specific licences or compliance information...

show more

Website License 3000, Melbourne, VIC Search

If you don't know which licences and regulations you need for your business, use our [Guided Search](#) instead.

Email results

Refine by

Type

- Form (0)
- Service (11)
- Other resource (0)

Council

- City of Melbourne (0)
- City of Port Phillip (0)

Jurisdiction

- Australian Government (10)
- Victoria (1)

11 results

Dining Music Licence Service

You will need this licence to play copyrighted music at your restaurant or cafe business, including counter-service fast food and full table service restaurants.

You will be entitled to use background music, featured music, website use and telephone on hold music.

Descriptive Name: Play Music At Your Restaurant or Cafe Business

Published by: AG - Australasian Performing Right Association

Service Type: Licence

Retail and Service Provider Music Licence Service

You will need this licence to play music protected by copyright at a retail business or a business that sells professional and personal services to the public.

You will be entitled to play background music at your business and may also apply for telephone on hold music, showing music videos, music on your website, featured music, workplace music and more.

Descriptive Name: Play Music at Your Retail or Service Business

Published by: AG - Australasian Performing Right Association

Service Type: Licence

Corporate Copyright Licences Service

You will require a licence if you are a business that intends to copy or communicate third party copyright text and images including newspapers, magazines, journals, books or websites. This is a blanket licence that covers the use of digital, online and hardcopy material.

Figure 1

Online Business Legal Considerations

As an online business, ThreatSense must implement Policies & Procedures that comply with current legislation, including

- Privacy Act 1988: Governs how personal information is collected, used, stored, and disposed
- Spam Act 2003: Requires opt-in consent, clear sender ID, and easy unsubscribe options for electronic communications
- Electronic Transactions Act 1999: Recognizes the legal validity of electronic communications, records, and signatures
- Victorian Electronic Transactions Act 2000: Reinforces these standards within Victoria

Threat Sense's digital services - like real - time alerts, anomaly reports, and digital agreements - must fully comply with these laws, ensuring electronic processes are legally valid and secure.

Data Protection and Compliances

To protect data across all environments, ThreatSense will implement a unified framework including

- BYOD Policy & IT Procedures
- Privacy Act 1988 for personal data protection
- IP Laws: Patents Act 1990, Copyright Act 1968
- Cybersecurity Measures aligned with ThreatSense services

BYOD policies supported by MDM tools will regulate device use, ensure compliance, and reduce risk.

Cybersecurity protocols will

- Detect abnormal IoT behavior (Anomaly-Based Detection)
- Identify DDoS attacks via pattern/anomaly analysis
- Enforce strong authentication (biometrics, hashed passwords)
- Automate alert resolution with escalation/notifications
- Provide real-time visibility via centralized dashboard/logs
- Require regular password updates (e.g., every 90 days)
- Prevent identity theft through phishing/scam detection

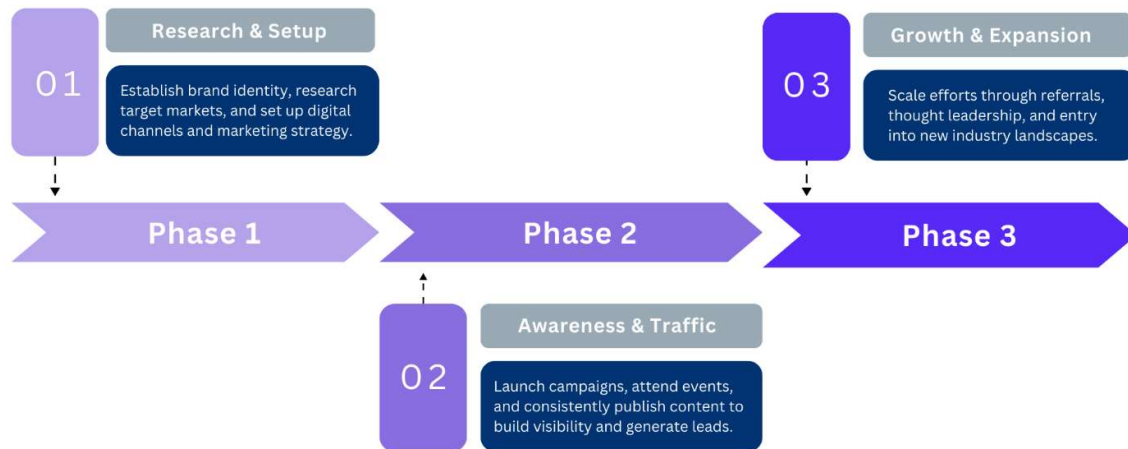
These combined measures will ensure end-to-end security, especially in mobile and remote settings.

Reality Check (Consultation from an industry expert)

"It's clear the market for the product is present, because of the rapid growth of IoT devices has created a significant gap in cybersecurity that traditional systems can't fill. By focusing exclusively on IoT - specific IDS, we're establishing a crucial, underserved niche. This first-to-market approach will ensure we're perfectly positioned to gain considerable traction"

- Tharuka Kolonne, Executive Data Analyst, Hutchison Telecommunications Lanka (Pvt) Ltd

Marketing Plan



Phase 01 Research

- **Situational Analysis (SWOT) -**
 - **S** - 1st in the market
 - **W** - **No prior experience**
 - **O** - **First** to provide a solution for IOT specific attacks, growing IOT demand
 - **T** - Reputation risks from security breaches, Production line downtime from IoT attacks, Patient data breaches
- **Target Market Analysis (Demographics, Customer Behaviors, Geographics)**
 - **Cities / Rural areas/ industrial areas**
 - **Age (17 - 50)**
 - **Going to conferences, events**
- **Marketing goals**
 - **15 New clients**
 - **100k Views**
 - **50k Likes.**
 - **Become recognized leader in IoT security.**
- **KPI - website traffic, conversion rate, revenue**
- **Pricing Strategy - value-based**
- **Channels - Websites, Google AdSense , Social media, Conferences**

Phase 02 Establish Presence

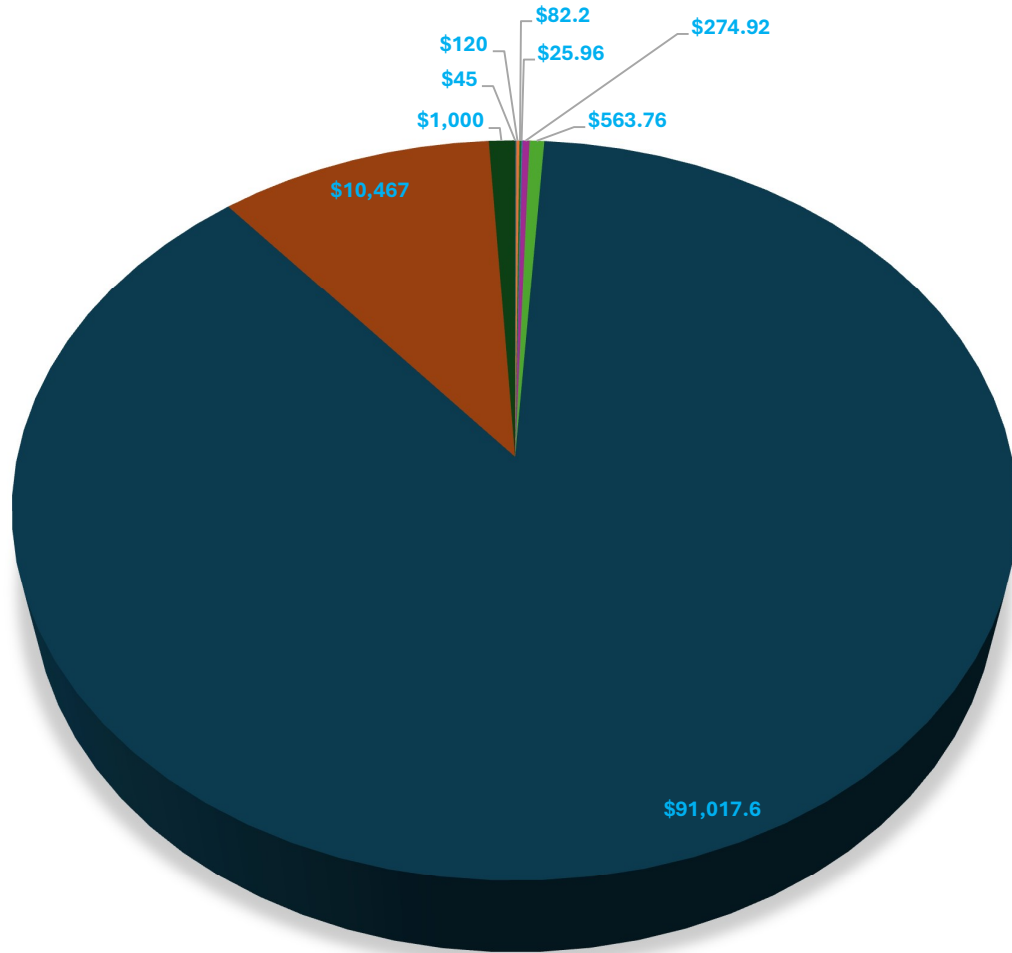
- Launch industry-specific content marketing
- Attend key event in each sector
- Participate in NITC and SLASSCOM conferences
- Weekly uploads on Instagram, TikTok, LinkedIn, Facebook and AdSense boosting

Phase 03

- Launch customer referral programs
- Publish research papers
- Expand to secondary markets (Education, Logistics, Utilities)
- Weekly uploads on Instagram, TikTok, LinkedIn, Facebook
- Attend more conferences and events

Budget Break down for 12 months

Expenses vs Yearly Total



- Business Name Registration
- Website Hosting
- Meta Verification
- Employee Salary
- Commonwealth Bank Account
- Website Domain
- LinkedIn Business Premium Plan
- Superannuation

Appendix

Budget Breakdown for 12 Months

	A	B	C	D	E	F
1	Expenses	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25
2	Business Name Registration	\$45	\$0	\$0	\$0	\$0
3	Commonwealth Bank Account	\$10	\$10	\$10	\$10	\$10
4	Website Hosting	\$6.85	\$6.85	\$6.85	\$6.85	\$6.85
5	Website Domain	\$25.96	\$0	\$0	\$0	\$0
6	Meta Verification	\$22.91	\$22.91	\$22.91	\$22.91	\$22.91
7	LinkedIn Business Premium Plan	\$46.98	\$46.98	\$46.98	\$46.98	\$46.98
8	Employee Salary	\$7,584.8	\$7,584.8	\$7,584.8	\$7,584.8	\$7,584.8
9	Superannuation	\$10,467	\$0	\$0	\$0	\$0
10	Other Expenses	\$1,000	\$0	\$0	\$0	\$0
11	Monthly Total	\$19,209.5	\$7,671.54	\$7,671.54	\$7,671.54	\$7,671.54

Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Yearly Total
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$45
\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$120
\$6.85	\$6.85	\$6.85	\$6.85	\$6.85	\$6.85	\$6.85	\$82.2
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25.96
\$22.91	\$22.91	\$22.91	\$22.91	\$22.91	\$22.91	\$22.91	\$274.92
\$46.98	\$46.98	\$46.98	\$46.98	\$46.98	\$46.98	\$46.98	\$563.76
\$7,584.8	\$7,584.8	\$7,584.8	\$7,584.8	\$7,584.8	\$7,584.8	\$7,584.8	\$91,017.6
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,467
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000
\$7,671.54	\$7,671.54	\$7,671.54	\$7,671.54	\$7,671.54	\$7,671.54	\$7,671.54	\$103,596.44

Glossary

ABN: Australian Business Number

ABLIS: Australian Business Licence and Information Service

ACN: Australian Company Number

AES-256: Advanced Encryption Standard with a 256-bit key

ATO: Australian Taxation Office

AUD: Australian Dollars

BAS: Business Activity Statement

BYOD: Bring Your Own Device

DDoS: Distributed Denial of Service

DPI: Deep Packet Inspection

FWC: Fair Work Commission

GDPR: General Data Protection Regulation

GST: Goods and Services Tax

IDS: Intrusion Detection System

ICT: Information and Communication Technology

IOT: Internet of Things

IP Laws: Intellectual Property Laws

IT: Information Technology

KPIs: Key Performance Indicators

Ltd: Limited

ML: Machine Learning

MDM: Mobile Device Management

NITC: National Information Technology Conference

OTA: Over-The-Air

Pvt: Private

Q1: Quarter 1

Q2: Quarter 2

Q3: Quarter 3

Q4: Quarter 4

RFID: Radio-Frequency Identification

SMART: Specific, Measurable, Achievable, Relevant, Time-bound

TFN: Tax File Number

WHS: Workplace Health & Safety

References

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