CELEBRATING 20 YEARS OF SERVICE

In 2016 ASG is celebrating their 20th anniversary of business.

ASG Group celebrates its 20th anniversary in 2016, a proud national IT services group serving major corporate and government clients with commitment and distinction.

From its origins in Perth in 1996 when CEO Geoff Lewis founded the two-man business with Stephen Tull, ASG has built its growth and reputation with an unswerving focus on customer service.

In 2003, ASG listed on the ASX through the acquisition of eSec Limited and quickly grew its national footprint as a leading provider of consulting, professional and managed services.

To complement its strong organic growth, ASG made a number of strategic acquisitions to ensure its service range kept pace with burgeoning client demands and the opportunities afforded by new technology.

Starting in late 2003, ASG acquired Assist, an Oracle solutions and services company. That was followed in 2004 by the acquisition of Canberra-based government services integrator Exceed Systems Integration and in 2005 by the purchase of Vindaloo Systems, another Oracle and managed services business.

Through this time, ASG secured a number of blue chip corporate and government customers who provided the company with an outstanding springboard for growth and service enhancement.

These included Alinta, the WA Government, Iluka Resources and Qantas. Throughout, ASG’s advantage was the overwhelming focus on great outcomes for customers – which continues to be the bedrock philosophy today.


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The acquisitions allowed ASG to accelerate its geographic expansion – providing a truly national presence to customers – and to broaden its service offering with high value added additions to managed services.

In 2010, ASG was among the first to bring cloud-based managed services to the Australian market, the start of a wave of enhancements that led to the development of the Company’s ‘New World’ service capability.

New World transformed the way in which organisations – corporations and government agencies – procure and deploy technology.

It brings dramatic cost savings, unprecedented flexibility and enormous business process advantages – delivering to the commercial setting the changes we’ve seen in our personal IT consumption.

ASG’s early adoption of New World gave the Company a unique ability to compete with multi-national giants in the Australian market, securing long-term contracts from major corporate and government customers.

These now include CIMIC, ANZ, Broadspectrum, QBE, the Federal departments of Communications and Finance, WA Health Department and the Victorian Education Department.

ASG’s vision is to continue growing through delivery of best available technology solutions to customers undergoing dramatic changes in how they do business.

Our priority is delivering advice and services that make business sense first and foremost. We see technology as an agile enabler, not as a giant, static investment around which business processes must orbit.

ASG’s New World approach puts organisations back in control of technology, giving them abundant flexibility and powerful operational advantage.

It’s a philosophy that has underpinned ASG’s growth from humble beginnings 20 years ago into the business it is today – helping Australian organisations to do their jobs better and more efficiently.

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About ASG

ASG Group Limited (ASX:ASZ) is an award winning Australian IT business solutions provider offering IT Management and Consulting Services, Thought Leadership and Analytics. ASG’s Analytics specialises in Information Management, Business Intelligence (BI), data warehousing and Enterprise Performance Management (EPM). For more information visit www.asggroup.com.au.