

Digital Enterprise Program – Darwin, NT

CASE STUDY: Nakara Consulting

Dr Iain Waller runs Nakara Consulting, a specialist private sector consultancy firm based in Darwin, NT, but consulting internationally.

Nakara Consulting needed an online vehicle for showcasing the thought leadership of Dr Waller as part of its marketing, as well as facilitate a simple method for casual clients to purchase a one-off allocation of consultation time online.

While website production was overseen by Dr Waller as a separate arrangement, he used his NBN-funded mentoring time with Steve Davis to plan information architecture and assess best online technologies to meet his objectives.

"Steve was great to work with. We were able to collaborate to guide creation of my site. His online technology experience and my strategic skills overlaid with a shared love of marketing and consumer psychology," says Dr Waller.

The addition of the pay-per-consultation button means Nakara Consulting is now poised to exploit its NBN broadband connection when it arrives. Dr Waller will be able to offer online video consultations globally, solving his perennial problem of needing to be in 'three places at once'.



Figure 1: Dr Iain Waller works predominately on an iPad and has created apps for smart phones and tablets that are useful for clients.



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