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Sydney company flies flag for NSW and wins business at G'Day USA

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Minister for State Development Ian Macdonald has congratulated Sydney software technology company Nuix Pty Ltd for representing NSW in the final of an Innovation Shootout in San Francisco as part of G'Day USA - and securing a major US business deal as a result.

The third annual Innovation Shootout, held in Silicon Valley on January 16, saw six State finalists from across Australia pitch to a panel of American judges, technology experts, venture capitalists, and members of the media, on why their innovation has what it takes to make it in the US market.

Nuix has spent the past nine years developing and refining the world's most advanced electronic investigation software.

Its software analyses email data and traffic to find critical information such as leaked intellectual property or evidence for a court case, even if it has been permanently deleted or encrypted.

Nuix's technology can process large amounts of data at speeds up to 40 times faster than competitors and has powerful search capabilities.

While Nuix of Ultimo was pipped at the post in the innovation shootout final, the company's participation in G'Day USA has helped it secure a major business partnership with a US company.

Nuix secured a deal with Los Angeles litigation consultancy firm, eClarix, which will use its most advanced software to process its clients' electronic data.

Nuix has previously secured contracts with US Homeland Security and a Texan investment bank, and is also reporting potential interest from venture capital companies as well as a number of large corporations that are looking at partnering opportunities.

Mr Macdonald thanked Nuix for flying the flag for NSW innovation at G'Day USA.

"Congratulations on Nuix for being chosen to represent NSW in the 2009 Innovation Shootout and helping demonstrate that NSW is home to some of the world's best technology companies," Mr Macdonald said.

"Despite the difficult economic environment, quality technologies such as Nuix will continue to grow and attract global interest as has been demonstrated (at G'Day USA).

"I am proud to say that Nuix is a member of the NSW Government supported Australian Technology Showcase (ATS) program, which promotes outstanding technology companies to international markets, and was a finalist in our 2008 ATS Patrons Award for export success."

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