



SoftSolvers Technologies



Technologize Your Business™

Outsourcing Solutions

June 2010

Soft Solvers Technologies (M) Sdn Bhd



Corporate Profile

SoftSolvers Outsourcing Services

Project Undertaking

Case Studies

Why SoftSolvers?

About SoftSolvers



- ❑ Founded in 2002 by Industry experts and PMP Certified Graduates.
- ❑ Global Clientele, supported from Cyberjaya, Malaysia – The Intelligent City
- ❑ Ability to provide comprehensive technology Business Solutions on various domains and multiple modes like On Demand (SAAS), Open Source & Custom development
- ❑ Earned prestigious MSC Malaysia Status in 2004
- ❑ Focused on onsite-offshore model, with matured Engagement Governance
- ❑ Key Technology Partnerships/Alliance to help us support our clients



Broad Expertise

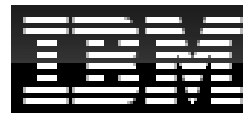
Technology Skills	Vertical Segments
Web 2.0 & Social Networks	Information Defined Industries
Application Development	Contact Centres & BPO
Applications Management	Customer Support
User Interface & User Experience	Sales & Marketing
Cloud Based Development	Retail & Inventory
Service Oriented Architecture	E-Procurement

Multiple Technologies

Browser Technologies	DHTML, Ajax, Java, VB Script, jQuery, Silverlight, Flex, GWT
Server Technologies	IIS, Web logic, Web Sphere, Apache, Tomcat, Axis2, JBoss
Sun Technologies	Java, Servlets, JSP, JSF, Springs, Struts, J2EE, EJB, Java One, Solaris
Microsoft Technologies	ASP.Net, VB.Net, C#, MVC, Web Services, SharePoint, DotNetNuke, BizTalk, Office System, WPF, Silverlight, MVC, Entity Framework
IBM Technologies	Web Sphere, DB/2, Informix, Lotus Notes, Domino, Tivoli
Security	Digital certificate, SSL, Smart Cards, Security, WSI, SAML, PKI, VPN
Development Tools	Visual Studio, Sun JFC, Visual Café, JBuilder, Eclipse, Netbeans, Apex
Open Source	PHP, Perl, Hibernate, CakePHP, Zend, Drupal, Alfresco, Compiere, Adempiere, vtigerCRM, SugarCRM, dotCMS, Project-Open, Asterisk
Database	SQL Server, Oracle, DB2, MySQL, PostgreSQL, EnterpriseDB, Derby
Case Tools	Rational Rose, MS Team Server, Clear Case

Partial List of Clients

- ❑ Scicom Berhad
- ❑ JetPharma Sdn Bhd
- ❑ NR-C Plating Sdn Bhd
- ❑ Kulicke & Soffa
- ❑ The Media Shoppe Berhad
- ❑ MYNIC Berhad
- ❑ Kenya High Commission (Malaysia)
- ❑ MyKatalog.com Sdn Bhd
- ❑ Commerce dot com Sdn Bhd
- ❑ OCBC Bank
- ❑ Back-office Corporate Services Sdn Bhd
- ❑ IBM Malaysia
- ❑ Holiday Tours & Travel
- ❑ Star Solutions (M) Sdn Bhd
- ❑ Educational, Welfare & Research Foundation Malaysia
- ❑ Cyberview Sdn Bhd
- ❑ KoinFlip Pte Ltd
- ❑ MYOB Sdn Bhd



Unblemished record
Never lost a customer for
non-performance

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SoftSolvers Outsourcing Solutions

- ❑ SoftSolvers Outsourcing Solutions offer Product Engineering and Web Application development services. SoftSolvers are a highly talented team of dedicated professionals providing our valued customers with bespoke solutions and great-value services.

- ❑ **Product Engineering**

SoftSolvers Product Engineering Services serve software companies (ISVs) that build business or consumer products in a variety of domains. We help develop new products, manage growth, and modernize products when it is time to update functionality and architecture.

- ❑ **Web Application**

SoftSolvers Web Application Services offer building next generation applications from the ground up, or modernize existing applications, for online businesses and Web Startups. SoftSolvers help powering business over the Web.



SoftSolvers Outsourcing Solutions

- ❑ SoftSolvers Outsourcing Solutions help organizations focus on their core activities and outsource non core activities for better business outcome. SoftSolvers provide Application Development, Maintenance, Reengineering, System Integration, Networking and Desktop Support Services.

- ❑ **Virtual extension of client's development groups**
 - ✓ Internalize client's processes, standards
 - ✓ Develop and retain core business knowledge
 - ✓ Aim towards a single team
 - ✓ Handling all types of work

- ❑ Reduce development cost and “time to market”
- ❑ Ability to ramp-up and ramp-down based on critical business requirement
- ❑ Add value to the customer through best of breed process, methodology and practices



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Why SoftSolvers?

One Size Does Not Fit All

❑ Multiple models available

- ✓ Pure Time & Material (T&M)
- ✓ T&M with shared incentive to improve service levels/efficiency
- ✓ Fixed-price on headcount provided
- ✓ Fixed-price for basic service levels plus guaranteed capacity on T&M basis
- ✓ Pricing to guarantee desired Bottom line benefits



❑ The Value for Money (VFM) principle

❑ The Perfect recipe (start in one mode and migrate to another)

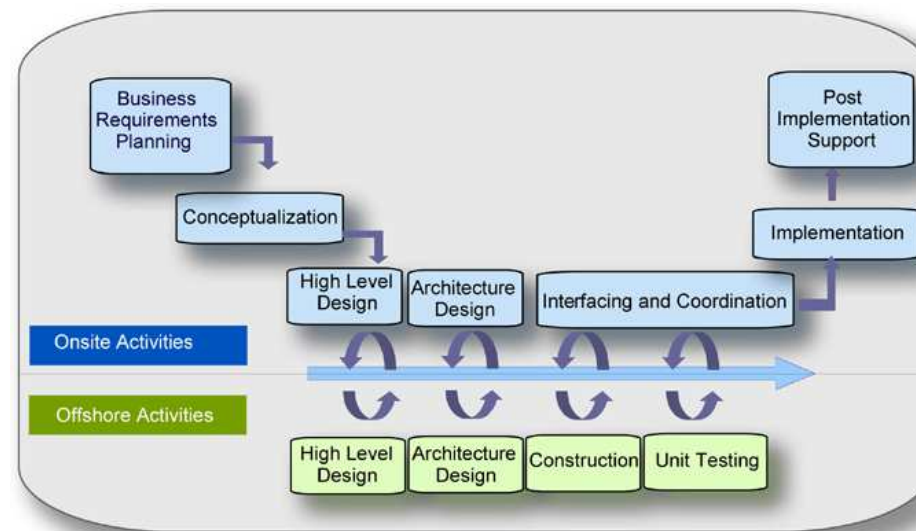
Project Execution (Typical)

Engagement Governance

Form a core dedicated team that takes complete ownership & responsibility for the customer relationship and execution. Team will be available throughout the duration of the engagement.

The governance structure consists of:

- Project Team
- Steering Committee
- Transition Team



SoftSolvers utilizes iterative process of application development for this engagement.

Project Communication

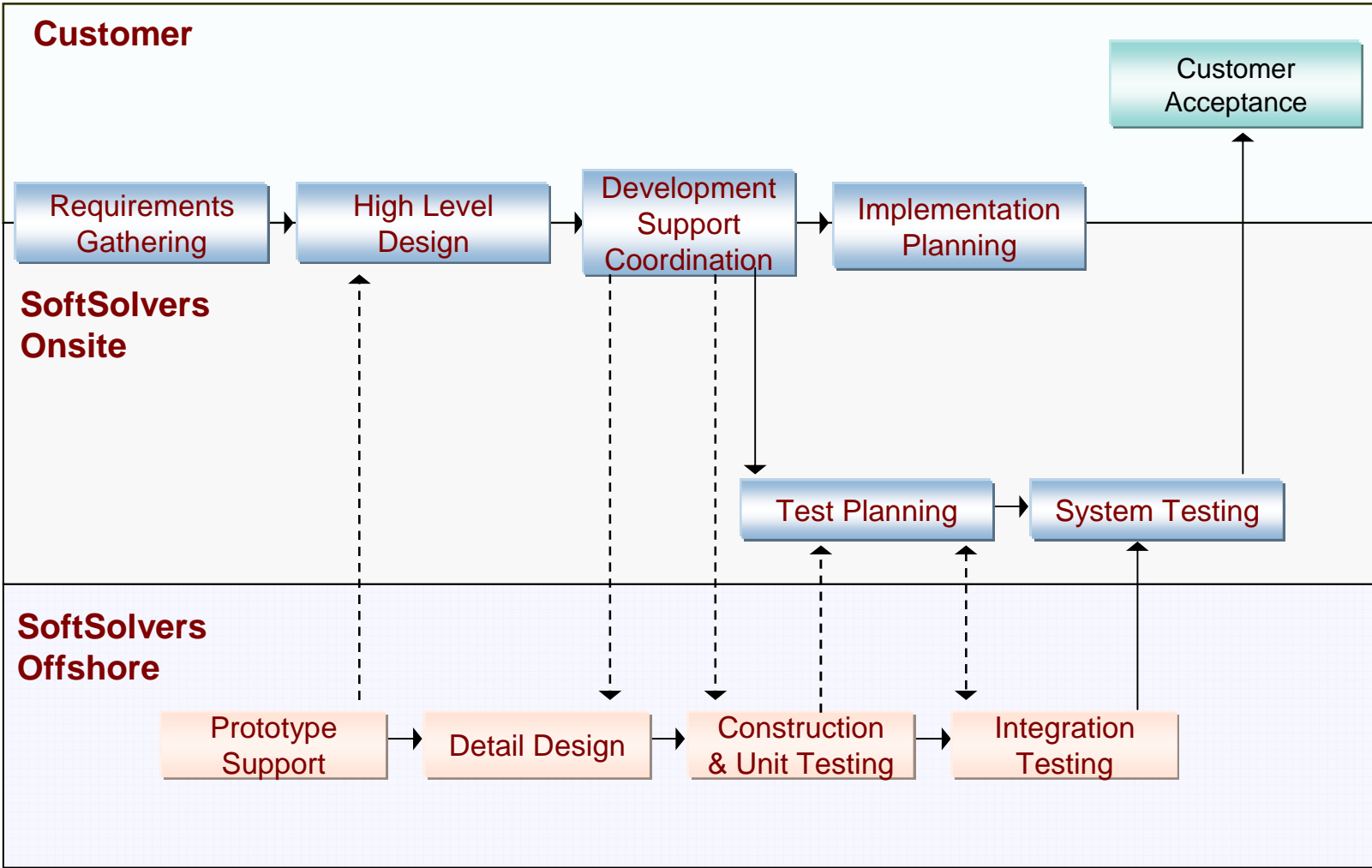
A well-established methodology for communicating project-related information, status tracking and escalation path.

The communication will consist of:

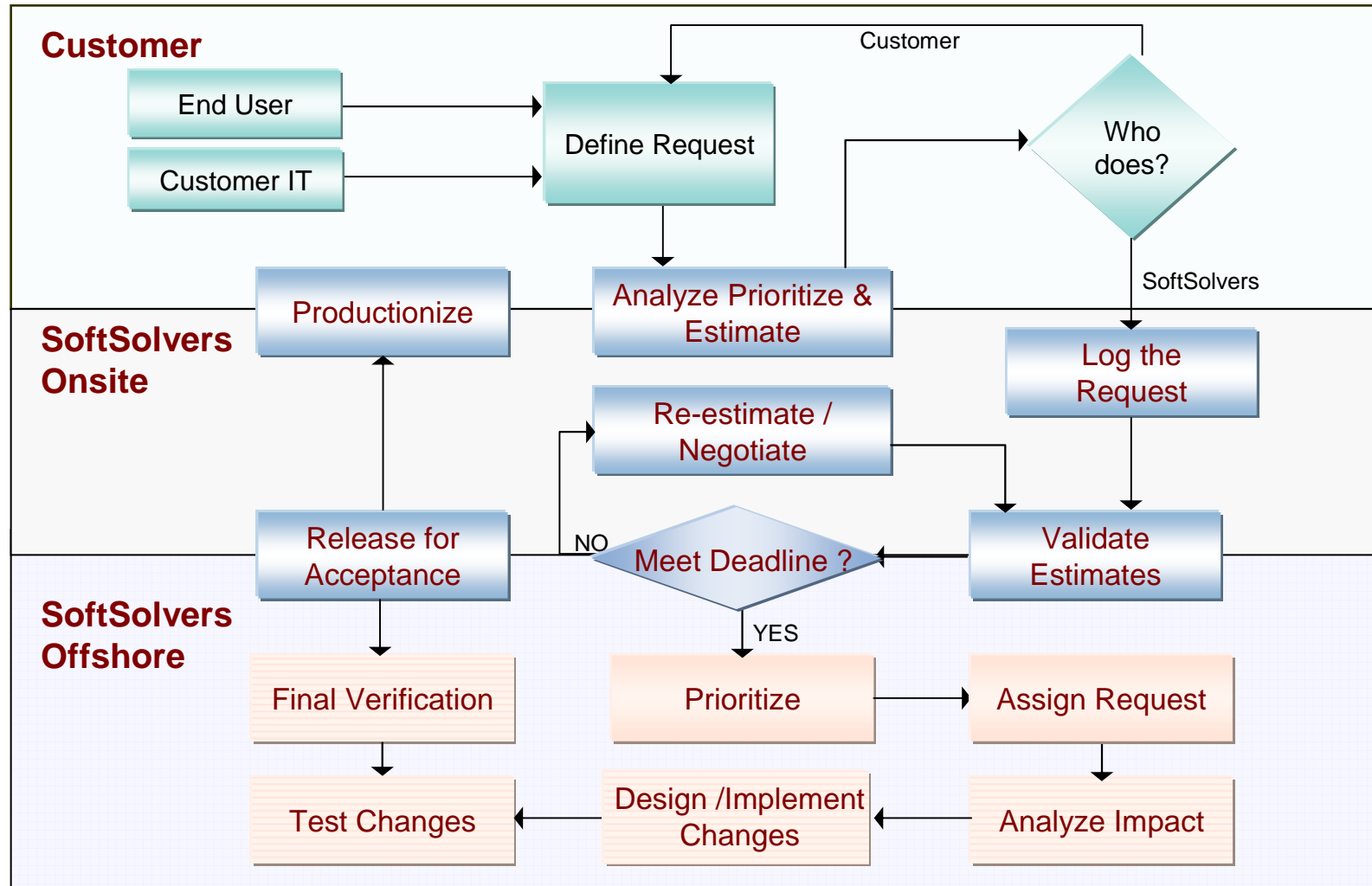
- Weekly status reports and teleconference
- Defined Escalation Process
- Early insight into product outcome

SoftSolvers invests in People, Customized Process framework, Infrastructure and Training for continuous process improvement

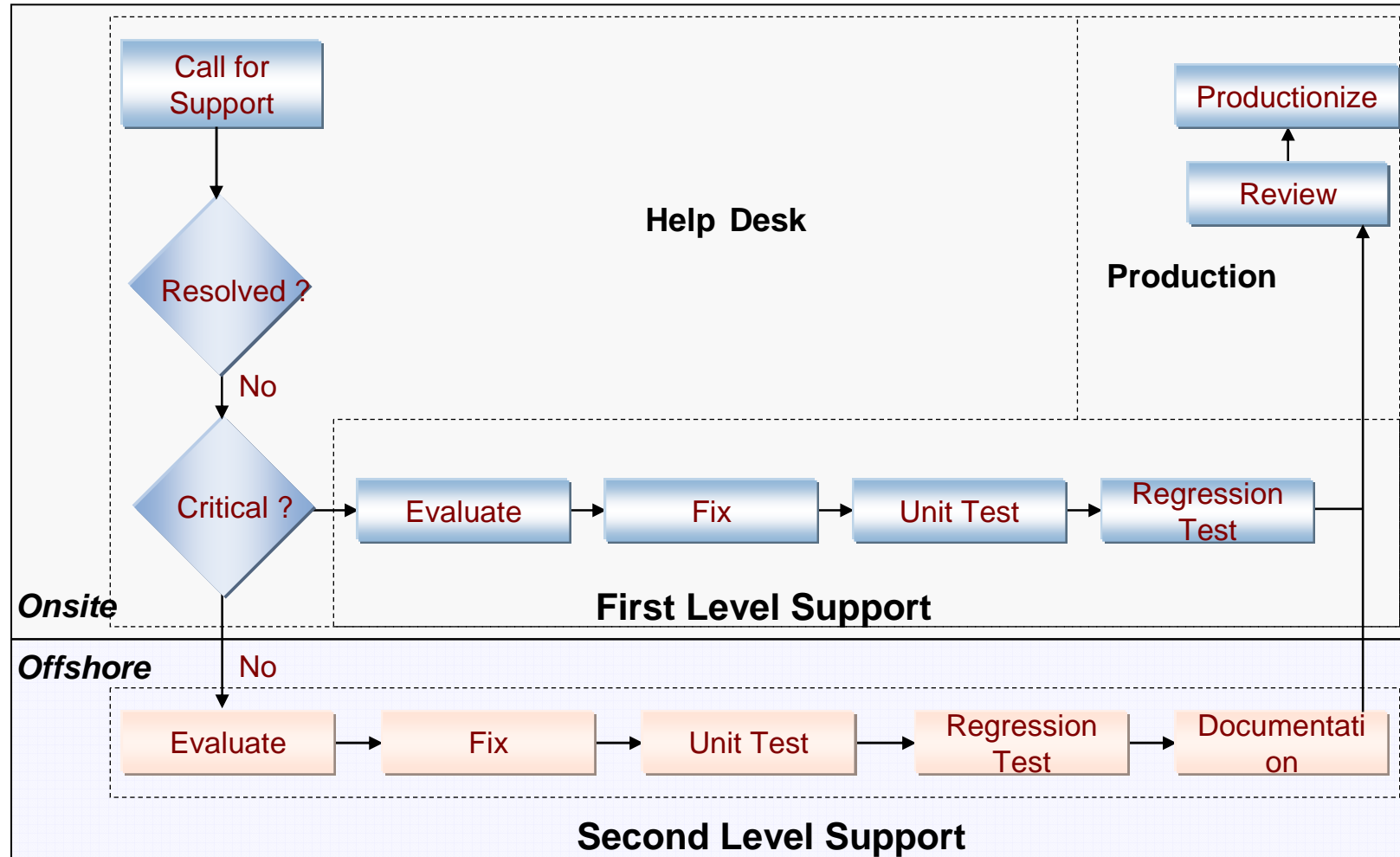
Application Development



Application Enhancement



Application Support



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Why SoftSolvers?

Scicom (MSC) Bhd

Scicom is a leading provider of BPO services in Asia Pacific region. Scicom's Business Process Outsourcing (BPO) model helps global companies build brands, reduce costs, and improve existing operations, by relocating their customer contact centers and back office services to Asia. Presently, Scicom manages multiple contact centers in Asia, handling interactions from 14 Asia Pacific countries in 13 native Asian languages, as well as English language support for the UK and US markets.

SoftSolvers is Scicom's preferred IT outsourcing partner and has worked with them on multiple projects, since last four years.



“With SoftSolvers, we have a highly skilled organization that provides the effective response we need to keep running our mission critical system.”

Viji Rajasundarm, VP Technology

Some of the Major Systems

- ❑ MeePhone Scheduling & Booking System
- ❑ Performance Management System
- ❑ MPIB CRM System
- ❑ Financial Consolidation Reporting

Kulicke & Soffa

Kulicke & Soffa is the world's leading supplier of packaging, test and assembly equipment, tools and materials that are used in the production of a wide range of semiconductor devices. Primary markets for K&S products and services include Asia, the U.S., Europe and Japan.

Kulicke & Soffa Malaysia was looking for Outsourcing some of its IT development, for its ever increasing requirements from overseas offices all over world. SoftSolvers was chosen for their experience in varied technologies platforms and strong Customer Support domain knowledge.



"SoftSolvers ability to understand the complexity of our Mission Critical Systems is really commendable, it save lot of time when you are working with intelligent Service Providers."

Randave Gill, Sr. IT Manager

Some of the Major Projects

- ❑ BTS Shipping & Tracking System
- ❑ Training Management System
- ❑ Customer Issue Tracking System
- ❑ Staff Intranet Portal

Product Engineering Case Study: OptiPro-M

iC3 - BI Solution for Contact Centres

Optipro M

iC3 is a Malaysia based consulting firm focused on improving Contact Centres operational performance using proven best practices via consulting, tools and training programs.

SoftSolvers was chosen for designing and developing **OptiPro-M**, the flagship product for integrated Performance Management System for Contact Centres that will be offered to iC3 clients as On Demand as well as Enterprise edition. The product was developed using latest .Net technologies.

“After working at Dell’s highly structured environment for many years, working with small yet highly agile company is really refreshing and eye opener, with what we can achieve in a short time.”

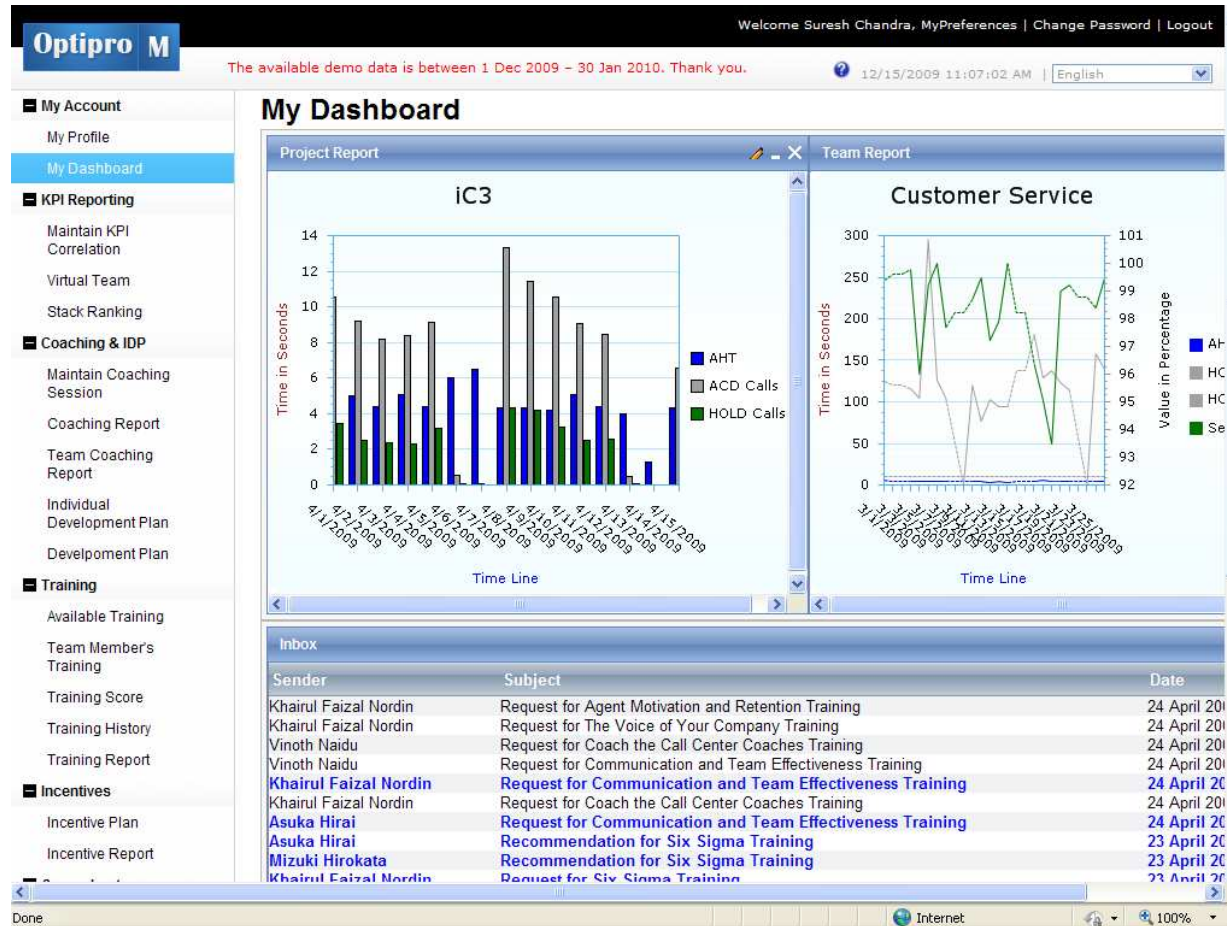
Michael Daly

System highlights

- ❑ Out-of-Box integration with Avaya Call Management System
- ❑ Multiple Selectable KPI for complex analysis, ability to see the overall Bird’s View and also to drill down, Individual and Team Performance.
- ❑ Integrates, Trainings, One-On-One Coaching Sessions, Quality Assurance, Project & Process Management for comprehensive Performance Management
- ❑ On Demand & Enterprise Edition, with flexibility for Small to Large Enterprises

www.ic3i.com.my

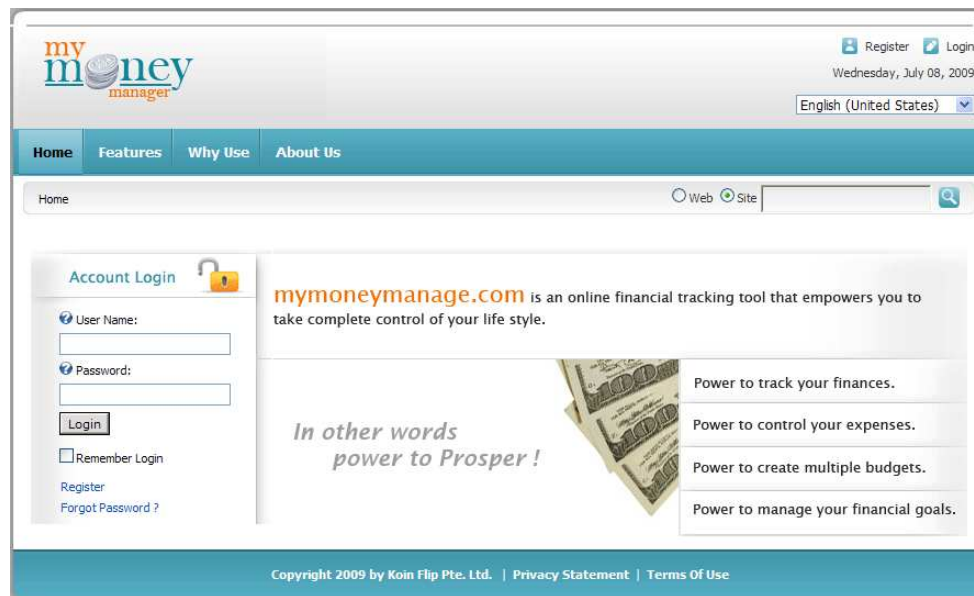
Product Engineering Case Study: OptiPro-M



Optipro M

Web Development Case Study: My Money Manager

KoinFlip – Online Financial Tracking Tool



www.mymoneymanage.com

System Highlights

- ❑ Create a family portfolio which allows you to view the financial status of the entire family.
- ❑ Track your spend against budgets.
- ❑ Ability to create multiple budgets for specific needs viz. Holidays, Monthly expenses, Savings Plan, Educational Funds.
- ❑ Alerts available to automatically inform when a spend reaches a specified threshold.
- ❑ Consolidate all financial and non-financial information in a single place for ease of retrieval.
- ❑ Compare your spending with others in your peer group for a better understanding of your lifestyle.

Web Development Case Study: My Money Manager

The screenshot displays the 'My Money Manager' web application dashboard. At the top left is the logo 'my money manager'. The top right shows the user 'caesartan', a 'Logout' link, the date 'Wednesday, July 08, 2009', and a language dropdown set to 'English (United States)'. A navigation bar contains 'Dashboard', 'Reports', 'Community', 'My Profile', and 'Feedback'. Below this is a search bar with 'Web' and 'Site' radio buttons. The main content area is divided into several sections:

- UsersOnline:** Shows membership statistics for 'pegan18', including 'New Today: 0', 'New Yesterday: 0', and 'Overall: 21'. It also shows 'People Online' (Visitors: 0, Members: 0, Total: 0) and 'Online Now'.
- My Bank:** Lists 'MayBank' (Balance: CAD 467) and 'CimBi Bank' (Balance: RM 1730). Each entry has links for 'View Transactions' and 'Add Transaction', and an 'Add new account' button.
- My Credit Cards:** Lists 'Cimb Master Card' (Balance: RM320) and 'MayBank Visa Card' (Balance: RM150). Each entry has links for 'View Transactions' and 'Add Transaction', and an 'Add new card' button.
- Alerts:** Displays two alerts: 'CimBi Bank exceed maximum budget' and 'MayBank Visa Card exceed maximum budget'.
- My Expenses:** A table with columns 'Category' and 'Amount':

Category	Amount
ATM/Cash Withdrawals	RM1813.6
WifesPocketMoney	RM300
Checks	RM150
- My Income:** A table with columns 'Category' and 'Amount':

Category	Amount
Deposits	RM320
Part-Time	RM24.8
Salary	RM136

On the right side, there are vertical links for 'Account Type' and 'Help'. The footer contains 'Copyright 2009 by Koin Flip Pte. Ltd. | Privacy Statement | Terms Of Use'.

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SoftSolvers Capabilities

- 1 Proven Track Record**

SoftSolvers has performed projects for medium and large size companies and has a high customer retention rate.
- 2 Disciplined Methodology**

SoftSolvers is one of very few companies in Malaysia to be assessed at CMMI*. CMM standards are built into the company's software development standards.
- 3 Adequate Number of Qualified Resources**

SoftSolvers has high skilled technology professionals, offshore facilities and dedicated R&D groups and offshore development Centres.
- 4 Experienced Onsite Project Management**

SoftSolvers operational model is built around strong client site project management in accordance with standards to allow the use of a collaborative model.

Value driven Partnership Model



□ User friendly Partnership Model

- ✓ Relationship driven – not contract or project driven
- ✓ Local client partners, executive management and practice leaders – decision making close to clients
- ✓ Extend and leverage client organization – “the power beside you”
- ✓ Customer satisfaction process and metrics

- Guarantee bottom line results from large-scale application development
- Easy to use high performance alternative to the Big Providers
- Industry, domain and client knowledge



Thank You



Soft Solvers Technologies (M) Sdn Bhd

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Outsourcing can add value to you
business, please visit
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