

BUZZ

net

www.buzznetlabs.com



*Designing technology
solutions beyond boundaries*



Corporate Overview



The Buzznet Advantage



Buzznet is a valuable partner in your enterprise software efforts as we don't just deliver applications - we deliver **business solutions that work**. Of course we deliver Internet business (or e-business) applications, and use the latest Java and .NET technologies, but that isn't half the story.

A key principle in our approach is where possible to re-use, not dispose of, existing information systems components you may have. This means you **no longer need huge budgets** to throw away legacy applications and data in order to purchase new integrated software. We enable you to get additional ROI from your existing code and data, rather than having to start the ROI counter all over again with totally new software.

Our approach to software development combines the best of recent practices in the software industry, including the Rational Unified Process (RUP) and Extreme Programming (XP), thus resulting in a rapid, but comprehensive, delivery of business solutions. Unlike typical "waterfall" methods, and even a full-blown RUP process, our approach typically delivers **business results in no more than six months**.

Combined with aggressive project management, thorough business documentation and the use of our proprietary SEATM (Service Engines for Acceleration) delivery tool, you can be assured of rapid delivery of quality custom deliverables, at a price that won't blow the budget.

Client benefits

- Extend life of existing applications.**
- Faster realization of application benefits.**
- Zero maintenance client effort.**
- Modifications can be made as needed.**
- No hidden development costs.**
- Streamline existing business processes.**
- Extend business processes to partners, customers and suppliers.**





Solutions Portfolio

Integration Infrastructure

This is a practice where Buzznet offers fundamental data and applications connectivity between disparate information systems. Our services in this area allow organizations to **connect processes, information, applications and people within the organization**, as well as to partners, suppliers, customers and other stakeholders.

Applied Integration

Once organizations build connectivity amongst information systems, it is possible **add rich business solutions on top of an integration infrastructure**. Our services in this area address several key technology initiatives organizations undertake today, including customer relationship management (CRM), business intelligence, straight-through processing (STP) and others.

Architecture

Strong application architectural foundations ensure business success and our offerings in this area assists organizations in fixing, designing and implementing robust application architectures.



Internet Business Applications Development

Buzznet also undertakes end-to-end development of business applications using cutting-edge Java J2EE, Microsoft .NET and open source technologies.

Knowledge Management

Looking to build your ideal learning organization? Buzznet can help you exploit technology to build a learning organization, with tools ranging from knowledge repositories, custom content delivery and enterprise portals as well as integration with operations systems.

Business Requirements Consulting

Software projects often fail due to incomplete, inconsistent or unclear business user requirements. Buzznet's use-case driven requirements modeling ensures that **software projects are on-target by delivering the features and functions users want**.

Project Management

Another reason software projects fail is due to project management. Buzznet is able to offer a range of project management services, including software development project audits, project planning, communication, risk mitigation and engineering management, as well as tools such as issue tracking and project repositories.



If you are undertaking an EAI exercise, Buzznet is able to assist in designing the appropriate **EAI solution according to your individual business needs** and then implementing it. Our EAI experience gives us a vendor-neutral view of the EAI space, giving us the ability to select the right tool for the right job.

And when it comes to implementation, the Buzznet team has worked with a number of EAI tools and platforms from vendors such as:

TIBCO Software
IBM (Websphere / MQSeries)
WebMethods
BEA WebLogic
Microsoft BizTalk
Vitria BusinessWare

Our core technology skills in this area include:

XML (eXtensible Markup Language)
Java J2EE technologies
Java Messaging Service (JMS)
Web Services (SOAP, WSDL, UDDI and Microsoft .NET)
Strong Java and C/C++ skills

Integration Infrastructure



Given our breadth and depth of experience in enterprise application integration (EAI) technologies, we are able to assist you in architecting, developing and implementing software integration infrastructure, or "plumbing", to **connect your enterprise applications together**.

As such, we are able to provide the following services in building EAI infrastructure in your organization:

EAI Architecture
EAI Messaging Infrastructure Implementation
Custom EAI Adapter Construction
One-to-One Application Connectivity
Workflow and Business Rules Management and Implementation
Data Aggregation, ETL (Extract, Transform, Load) Services
Web Services Architecture
Web Services Implementation





B2B Integration

Organizations today are looking to build bridges to their partners and suppliers, and this is where B2B integration can help. With B2B integration, organizations are able to link up partners and suppliers in a "value web", thus making it easy for organizations to procure goods and services from their suppliers.

A simple example of B2B integration is a process known as "punch out" where a buyer's online procurement tool is automatically able to synchronize with a supplier's online catalog to reflect changes in products, prices, etc.

Buzznet is able to deliver integrated B2B solutions, either from the standpoint of a simple point-to-point integration, all the way to complex B2B exchanges.

Continued...

Applied Integration



Applied Integration is a set of services we offer that make use of EAI Infrastructure (see Integration Infrastructure for more details) to build rich business solutions. As EAI is only an enabling technology, Buzznet provides additional expertise in building **value-added applications that use the technology to deliver a competitive business edge** in the following areas:

Straight Through Processing (STP)

While the securities industry is actively looking for STP solutions, STP is actually a generic technology organizations can apply to optimize business processes. It ensures that the movement of information within an organization and its partners is electronic and with minimal human intervention. This approach allows organizations to use its human resources in a value-added manner, attending to customer service and exceptions, rather than processing mundane, repetitive transactions.

An example of STP in use is in the securities industry, where a trade placed with a brokerage can move through the different functions and stages of the trade within the brokerage with minimal human intervention.

Buzznet can help assess your current business processes and information systems to best design and deliver an STP implementation.





Customer Relationship Management (CRM)

CRM is gaining in popularity due to the fact that it addresses a key component of an organization's existence: revenue.

While CRM technology is desirable, it is often a complex undertaking for many organizations, typically bringing together the processes, people and applications from many different functional areas of the organization, including sales, marketing, customer service, production, logistics, etc.

In addition, organizations usually don't enjoy the luxury of having a gentler introduction to CRM, and instead find themselves having to spend tremendous amounts of money to get full-blown CRM packages. Worse, the features found in these packages are often under-utilized or unutilized, and thus the CRM project is often deemed a failure.

Buzznet's customized approach allows organizations to pick and choose CRM features most appropriate to their current needs and then invest in building on those features. This incremental approach allows organizations to jumpstart their CRM initiatives, with lowered risk and without the need to spend large amounts of money.

Continued...

Applied Integration (Cont.)



EIP / EAP (Enterprise Information Portal / Enterprise Applications Portal)

Enterprises are now trying to bring to their employees the same user-friendly metaphor and powerful single-view of data and applications that were first popularized by portals such as Yahoo!.

Enterprise portals empower employees by giving them a single customized page from which to access all the relevant data and tools they need to perform their jobs. The drawback is that enterprise portals are a complex undertaking which require rich software integration and usability skills in order to ensure that employees get a single-view of all the key information and applications they require.

With Buzznet's EAI and portal building skills, **we can have your enterprise information portal up and running rapidly, giving employees an electronic workspace.**

Business Intelligence / Data Mining

Organizations with disparate information systems often face an uphill task of consolidating or obtaining a single-view of information which is often critical for operations, management control, and marketing purposes.

By building on a strong foundation of EAI, data aggregation and data warehousing, Buzznet is able to help organizations take the next step and actually **produce actionable business intelligence.**

Buzznet's approach enables organizations to enjoy additional returns on investments they have already made in information systems, without the need for complex and expensive ERP (enterprise resource planning) software.





Applied Integration (Cont.)

Internet-Enabled Business Applications

Many existing business applications within organizations were originally built around client-server or mainframe platforms. While these applications work fine, organizations are seeking ways to deploy access to these applications – both within the enterprise and outside the corporate firewall - by using cheaper and publicly-accessible Internet connections.

This driving force, coupled with the ubiquity, ease-of-use and sophistication of the modern web browser has made it imperative for organizations to start putting a friendly Internet front end on top of their legacy applications.

Using **cutting-edge tools and technologies**, Buzznet is able to ensure that Internet-enabled business applications are rapidly rolled out, ensuring quick ROI.

Web Services

Many organizations are today exploring application connectivity and interaction using XML and Web Services standards. Certainly Web Services present an attractive way of integrating applications which are standardized and cost-effective. Trouble is, there is a steep learning curve associated with learning these new standards and their associated tools. In addition, given the relatively nascent stage the market is in right now, there isn't sufficient architectural and deployment expertise surrounding Web Services.

Thanks to **team experience and internal R&D**, Buzznet has been architecting and deploying Web Services solutions for the past three years, even before the Web Services standards had coalesced. This experience has given the Buzznet team tremendous insights into the nature of Web Services, as well as the pitfalls in implementing them.



Application Feature / Architecture Extension

Many legacy applications today need new features, or have outgrown their architectures and cannot scale to support new business requirements. Worse yet, often the original developers, source code for the application, or programming skills in legacy technologies are not available. Therefore changing these systems to meet current requirements is often not feasible, and neither is shutting off these systems (due to considerable investments already made).

In these instances, Buzznet is able to assist organizations either in **adding new features or re-architecting the application, often without the need to touch the legacy system**. By using an "embrace-and-extend" model, Buzznet is able to deploy a new front-end -- typically Internet-based -- with new features and architecture, and simultaneously connecting to legacy systems using EAI technologies.

For many organizations that want only incremental, but critical, changes in features or architecture and **don't want to throw away their investments in legacy code**, this approach is the best way to go.



Security

With security vulnerabilities being highlighted each day in the press, application security is certainly uppermost in the minds of chief information officers. Buzznet's expertise and partnerships in the area of security can get you up and running rapidly in a number of application security areas, including:

- Security audits
- Single application sign-on
- Integrated security solutions where a single access device provides physical building and application access

High-Availability

Building high-availability into distributed applications is a challenge. Given that distributed applications present many more points of failure, how do organizations ensure the availability of these applications?

Fortunately, Buzznet's architecture and integration experience can help address **high-availability planning, design and implementation**.

Architecture



Buzznet understands that great business applications begin with a solid foundation. Thus with technology increasing in complexity, there is a stronger need now than ever before to **design software architectures that can meet present and future business needs** - before a single line of code is written. Buzznet's Architecture practice helps organizations design robust application architectures, which can then be translated into robust applications. Buzznet's Architecture practice includes consulting in the following areas:

Applications Architecture Review

When current application architectures aren't optimal, Buzznet is able to provide diagnostic capabilities to **pin-point architectural inefficiencies**, bottlenecks or points of failure. Based on this understanding, Buzznet is then able to offer remedies to overcome the architectural issues.

Applications Architecture Design

Will it scale? Will it be able to withstand access from thousands of users? Will it be secure? These and other questions are often asked at the outset when application architectures are being drawn up to ensure that applications withstand the expected user loads.

Buzznet is able to assist in answering these questions by **going from business vision and requirements to architectural solution**. Our past experience in architecting large, enterprise-critical application architectures ensures that your new application will be robust enough to meet the demanding loads applications are put under today.





Fact Sheet

Board and Management - KL

Tan Sri Abdul Halim Ali (Chairman)

-Former Chief Secretary to Government and the current Chairman of EPF

Datuk Oh Chong Peng (Director)

-Chairman : Land & General Bhd. and Nanyang Press Holdings Bhd. Director : Renong Bhd., British American Tobacco, Star Publications.

Mr. Zain Puteh (Executive Director)

-Former Managing Director of Pernas Group of Hotels

Mr. Sanjoy Bose (Founder and Director)

-Former VP Sales of Inventa Corporation - USA, Managing Director for Inventa - Malaysia, Founder and President - iBusinessHub Inc.

Mr. T. T. Balaji (Co Founder and CTO)

-Former technical head at Inventa Corporation - USA, Founder - iBusinessHub Inc.

Mr. B. S. Srekantha (President - Malaysian operations)

-Formerly Managing Director for Inventa Corporation's Malaysian operations

Experience

Buzznet has successfully delivered several projects in the US, India and Malaysia which include:

- Re-Architecture of a legacy platform
- Custom 'EAI' solution
- B2B exchange for a leading International bank
- Unified Messaging Architecture
- Application and data porting
- Unit Trust management system
- Human capital system
- Plant production planning system
- Corrosion monitoring system
- Share accounting system
- e-Learning

Clients

Some of our clients include:

- Malaysian Technology Development Corporation
- Citibank Malaysia
- POS Malaysia
- Bank Simpanan Nasional
- RHB Bank
- RHB Securities
- RHB Unit Trust Management
- Rashid Hussain Asset Management
- Telecom Smart Schools
- Standard Chartered Bank
- iBusiness Hub
- Clinfosource

Global Offices

Kuala Lumpur, Malaysia (Development Centre)

Chennai, India (Development Centre)

Santa Clara, USA



BUZZ

net

www.buzznetlabs.com



*Designing technology
solutions beyond boundaries*



For more information please visit our website at
www.buzznetlabs.com.


MSC Status
Company
382460 - U

Buzznet Sdn. Bhd.
13A - 11, Block B
Phileo Damansara 2
Jalan 16/11, 46350 Petaling Jaya
+60 3 79602151 (main)
+60 3 76653054 (fax)

