



Buzznet – building partnerships for success

Buzznet offers expertise with a focused approach to architecture development, Internet business applications and smart integration techniques.

Areas of Specialization

Actionable Consulting

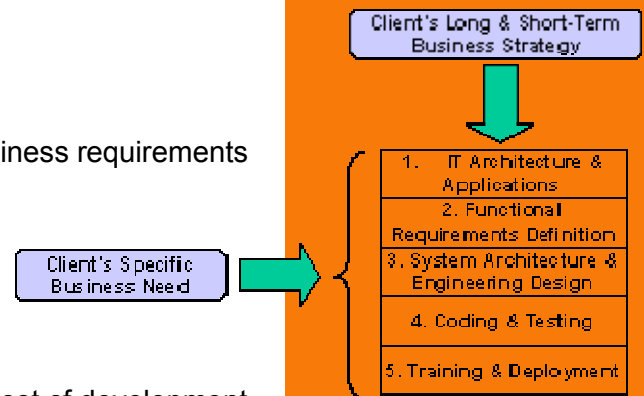
- Define IT architecture to meet business needs
- Deliver business requirements consulting where necessary
- Provide an impartial view on new IT procurement
- Realize additional returns from existing IT Investments.

Software Development

- Provides custom software development, as per specific business requirements
- Allows customer to retain full IP rights
- Includes full documentation and training
- Allows for optional maintenance

The Malaysian off-shore base Advantage

- IP protection, Data Security & Information Privacy.
- Low cost of infrastructure and low attrition reduces overall cost of development cycle, and provides for a stable environment.
- Stable political climate backed by consistent economic growth which makes it attractive for sensitive, high end applications in banking and finance.



What We Do	Your Advantage
Reuse, integrate and extend existing applications.	<ul style="list-style-type: none"> ▪ Extend life of existing applications ▪ Minimize re-training ▪ Additional returns on existing investments
Smart integration	<ul style="list-style-type: none"> ▪ Bring together best-of-breed solutions ▪ Enterprise-wide business intelligence out of legacy systems
Accelerated delivery of solutions.	<ul style="list-style-type: none"> ▪ Faster realization of application benefits
Full intellectual property rights, unrestricted deployment.	<ul style="list-style-type: none"> ▪ No additional licensing fees to be paid - unlimited deployment rights within the organization.
Fixed-price bid model.	<ul style="list-style-type: none"> ▪ No hidden development costs



A stock broking company and participating organization of Bursa Malaysia Bhd holding shareholders' funds of over US\$63 million

Customer Requirement:

Development of a custom built Integration platform - Unified Messaging Architecture

Business Problem

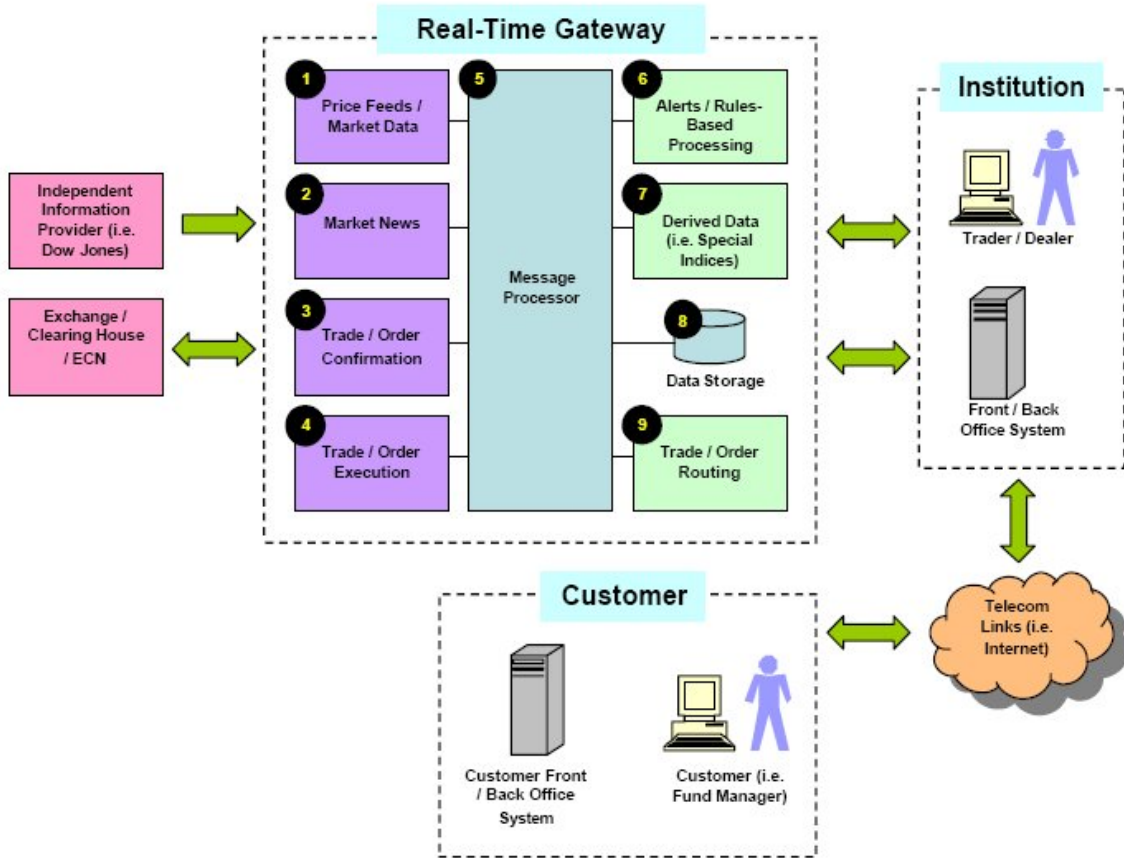
The company had implemented an off-the-shelf middleware platform to provide Straight Through Processing but couldn't be implemented due to some limitations in the middleware.

Solution:

- The Unified Messaging Architecture provides a communications and message brokering service.
- It leverages a unified communication channel to connect various data sources such as KLSE Feed (real-time price feed and order confirmations), Dow Jones, Islamic Index, and Tech Index.
- In addition, UMA provides a facility to route orders to KLSE and the corresponding order confirmations to any ORS (Order Routing System) application outside of RHS.
- It also provides extension points to manage other data sources that may come up in future.

Results and Key Benefits:

Allow the efficient routing of order and order confirmations through any Order Routing System (see diagram overleaf)



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