



# Technologize Your Business

SoftSolvers Corporate Presentation

January, 2012

# Agenda



Soft Solvers Technologies (M) Sdn Bhd



Corporate Profile

Solutions & Services

Partners & Associates

Key Differentiators

Q n A

# About SoftSolvers



- ❑ Founded in 2002 by Industry experts and PMP Certified Graduates.
- ❑ Global Clientele, supported from Cyberjaya, Malaysia
- ❑ Ability to provide comprehensive technology Solutions on various domains with its Cloud and Specialised Business Solutions
- ❑ 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



# Going Beyond Criteria



## Broad Expertise

Technology Skills
Social Media Integrations
Application Development
Mobile Apps & Mobile Web Apps
User Interface & User Experience
Cloud Based Development
Mobile Client for Enterprise Apps

Vertical Segments
Information Defined Industries
Contact Centres & BPO
Customer Support
Sales & Marketing
Retail & Inventory
Services Industry

# Going Beyond Criteria



## Multiple Technologies

<b>Browser Technologies</b>	HTML5, CSS3, Ajax, Javascript, jQuery, CSS, Silverlight
<b>Server Technologies</b>	IIS, Apache, Web Services, REST, JSON, WCF
<b>Microsoft Technologies</b>	ASP.Net, VB.Net, C#, MVC, SharePoint, DotNetNuke, WPF, Entity Framework, LINQ, Office Online 365
<b>Mobile Technologies</b>	iPhone, iPad, Objective C, Android, Mono Touch, Mono Droid, Windows Phone 7, Mobile Web Apps, jQuery mobile, Appcelerator
<b>Cloud Computing</b>	Microsoft Azure, Amazon Web Services, Dell Boomi, OpenStack
<b>Database</b>	SQL Server, Oracle, DB2, MySQL, PostgreSQL, EnterpriseDB,

# Clients

- ❑ Scicom Berhad
- ❑ JetPharma Sdn Bhd
- ❑ NR-C Plating Sdn Bhd
- ❑ Kulicke & Soffa
- ❑ The Media Shoppe Berhad
- ❑ MYNIC Berhad
- ❑ Commerce dot com Sdn Bhd
- ❑ OCBC Bank
- ❑ Back-office Corporate Services
- ❑ IBM Malaysia
- ❑ Holiday Tours & Travel
- ❑ Star Solutions (M) Sdn Bhd
- ❑ ParaCell (M) Sdn Bhd
- ❑ Cyberview Sdn Bhd
- ❑ KoinFlip Pte Ltd
- ❑ MYOB South Asia
- ❑ ICE Corporation
- ❑ TPM

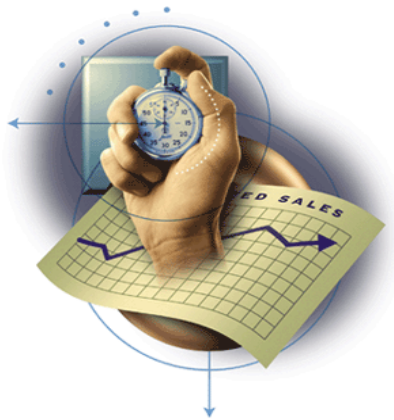


**Unblemished record**  
Never lost a customer for  
non-performance

# Agenda



Soft Solvers Technologies (M) Sdn Bhd



Corporate Profile

Solutions & Services

Partners & Associates

Key Differentiators

Q n A

# Solutions



## ☐ Cloud Solutions

- ✓ SoftSolvers Cloud Solutions help Small and Medium Enterprises, automating key business processes and speeds up transactions across the organization, without purchasing any software or hardware or even hiring an IT guy.

[www.seconddcrm.com](http://www.seconddcrm.com)

## ☐ Specialised Business Solutions

- ✓ SoftSolvers Specialised Business Solutions offer Product Engineering and Web and Mobile Application development services. SoftSolvers' highly talented team of dedicated professionals, provide our valued customers with bespoke solutions and great-value services.

[www.softsolvers.com](http://www.softsolvers.com)

# Cloud Solutions



## Second CRM – On Demand Customer Relationships

- ❑ Especially for Small & Medium Enterprises, who has never used any automated tool other than *MS Excel - Everybody's First CRM*
  - ✓ Sales Force Automation
  - ✓ Marketing Automation
  - ✓ Customer Support
  - ✓ Invoicing & Payment
  - ✓ Purchasing & Inventory Tracking
  - ✓ Reporting & Analytics
- ❑ On Demand, No Investment on Servers or Software, No hassles to hire IT Guy, Secure Server, Automated daily backup, No Data loss
- ❑ Easy-to-use, customizable, can use Any Time, Any Where, or on Any Device
- ❑ Free Trial, Online Activation, Free Support, Pay As you Use



# Specialised Business Solutions



- ❑ SoftSolvers Specialised Business Solutions help organizations focus on their core activities and outsource non core activities for better business outcome. SoftSolvers provide Product Engineering, Web and Mobile Application development, System Integration and 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 customer through best of breed process, methodology and practices



# Specialised Business Solutions



## □ Web Application Development

- ✓ SoftSolvers Web Application development services offer building next generation applications from the ground up, or modernize existing applications for businesses and web startups.



Windows Azure™

Microsoft  
.NET



## □ Mobile Application Development

- ✓ SoftSolvers Mobile Application development services offer building next generation mobile apps and mobile web apps for business and consumer in a variety of domains.



iOS



# Agenda



Soft Solvers Technologies (M) Sdn Bhd



Corporate Profile

Solutions & Services

Partners & Associates

Key Differentiators

Q n A

# Partners & Associates



## □ Technopreneurs Association of Malaysia (“TeAM”)

- ✓ The Technopreneurs Association of Malaysia has been formed by a group of Malaysian Technopreneurs to further the interests of Technopreneurs and to assist in the development of the Digital Economy in Malaysia.
- ✓ TeAM takes an active role in fostering ICT development efforts in support of initiatives by the Government of Malaysia to make Malaysia a major ICT and Biotechnology player in the region.

## □ SoftSolvers is involved in and leading many TeAM initiatives

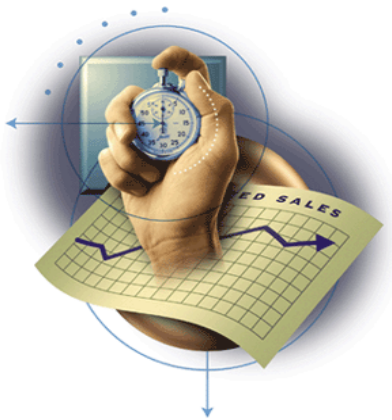
- ✓ Go Global Programme
- ✓ SME Excellence Programme (SMECONNECT.ASIA)
- ✓ Adoption of Cloud Computing among SME’s



# Agenda



Soft Solvers Technologies (M) Sdn Bhd



Corporate Profile

Solutions & Services

Partners & Associates

Key Differentiators

Q n A

# Going Beyond Criteria



## 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 follow Software Development Processes religiously, using systems based approach. CMMI 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



## □ User friendly Partnership Model

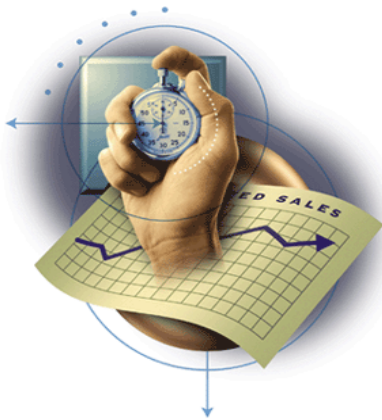
- ✓ Relationship driven – not contract or project driven
- ✓ Local client partners, executive management and practice leaders – decision making close to clients
- ✓ Extend and leverage client organization – “the power beside you”
- ✓ Customer satisfaction process and metrics

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

# Agenda



Soft Solvers Technologies (M) Sdn Bhd



Corporate Profile

Solutions & Services

Partners & Associates

Key Differentiators

Q n A

# Thank You

## Questions & Answers

**Soft Solvers Technologies (M) Sdn Bhd**

C-G-17, SME Technopreneur Centre, 2270 Jalan Usahawan 2,

Cyberjaya, 63000, Selangor, MALAYSIA

Tel: +603 8315 6101 Fax: +603 8315 6102

Web: [www.softsolvers.com](http://www.softsolvers.com) Email: [info@softsolvers.com.my](mailto:info@softsolvers.com.my)