



bluebook

Enterprise IT Resource Guide
for the
Asia/Pacific End User Community

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Aspect builds customer relationships through a combination of contact management, workforce optimization and Microsoft unified communications and collaboration platform solutions, enabling organizations to meet the expectations of today's technology-savvy, socially connected consumer by bringing customer contact to every key functional area of the enterprise and its partner ecosystem. Aspect is recognized by global industry analysts for its successful track record of helping companies achieve strategic objectives, deliver operational efficiency and enhance customer satisfaction. Aspect enables organizations of all sizes to meet their business goals with the combined power of time-tested software and professional services, including more than two-thirds of the Global Fortune 50. More information, visit www.aspect.com

Aspect customer contact and workforce optimization software can enhance business processes throughout your organization by incorporating unified communications (UC), collaboration and other Enterprise 2.0 technologies. Our UC applications for customer contact are built on feature-rich, high-availability, next-generation platforms that fully leverage real-time communications and intelligent workflows, enabling you to maintain best practices while engaging Consumer 2.0 through the channels they expect, including social media and mobile devices.

Aspect customer contact applications extract key capabilities from our unified contact center and workforce optimization platforms to deliver targeted business results.

- Seamless Customer Service™
- Streamlined Collections™
- Optimized Collections™
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Aspect next-generation customer contact platform, Aspect® Unified IP®, provides the foundation for our customer contact applications. Our unified contact center platform offers:

- Inbound ACD • Outbound Dialer • Voice Portal/IVR
- Internet Contact/Email/Web • Campaign Optimization
- Unified Communications and Collaboration

Aspect workforce optimization platform synchronizes all of the key capabilities that contact center and back office managers need to control costs, enhance service levels and align performance with strategic goals.

- Workforce Management
- Quality Management
- Performance Management

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Foreword



Jason Gorud
Vice President, Integrating Marketing Programs
IDC Asia/Pacific

To say the technology landscape is changing is not only a cliché but an understatement. Advances in technology rapidly cause shifts that give rise to new innovations. As the landscape evolves, it creates a ripple effect and affects all players in the marketplace.

A mere five years ago, companies like Nortel, Hyperion and EDS were significant independent players in their respective spaces. Today, they are part of larger organizations.

Returning to present day, we see cloud-based companies like Facebook, Google and even Amazon.com taking on new levels of importance within enterprises. The rise of social media as a business application is also presenting huge opportunities for technology experts. Undeniably, it all becomes very daunting.

As a CIO, you must not only be aware of the dynamic trends that affect your business. Importantly, it is essential to be familiar with the solutions available in the market that will help you meet the myriad of challenges ahead and improve business processes in your organization. Sorting out who does what and in what market only adds to the complexity of this task.

Enter IDC's BluBook.

As part of our on-going commitment to provide a neutral platform for connecting enterprises with technology vendors, IDC has launched BluBook, a sponsored resource guide for the Asia/Pacific end

user community.

For ease of use, we have segmented this resource guide into technology areas. Each section begins with IDC's analysis of the usage trends and determinants of the technology domain and how enterprises are maximizing its potential to gain a competitive advantage in today's marketplace. This is followed by a list of some of the technology vendors that sell into the market.

IDC's BluBook is meant to provide you, the IT professional, with a handy reference guide to everything from datacenters to desktop software. While we make every effort to maintain the accuracy and completeness of all the information listed in this resource guide, we do not endorse any one solution provider and would encourage you to look into each of the companies listed.

The road ahead is filled with challenges but also many untold possibilities. I hope this resource guide will help you along the way. Best of luck in your future projects!

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CITIC Telecom International (SEA) Pte. Ltd. provides a complete range of voice, data and mobile solutions for business needs throughout Asia Pacific. With over a decade of operation in Asia Pacific, we have built a strong track record in delivering quality service to major MNCs and SMEs. Our desire to work firmly and closely with our partners and clients to meet their telecommunication needs is evident in our continual extension of superior telecommunication services as well as our dedication to customer satisfaction. Certified as an Eco-office, our employees are dedicated to the enhancement of green-minded organizations while making a positive impact on the environment.

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Enterprise Mobile - Enjoy high quality voice, extensive coverage and cost-effective value-added services. We offer a range of service plans that will suit your needs. You can enjoy:

- Discount off Roaming Charges
- Mobile bill analysis
- Consultation on optimization and cost savings recommendation

Multi-Media Conferencing - It fully integrates audio, web and desktop video conferencing into one intuitive interface, allowing you to conduct visual and interactive meetings. With real-time interaction, you can have easy access to information, make fast decisions, and increase productivity.

MPLS IP VPN - We offer the latest standard-based technology to support private networks over MPLS infrastructure. It combines the benefits of various types of IP VPN, yet provides unique Quality-of-service (QoS) feature, thus ensuring that end-to-end performance is guaranteed.

C-Suite Barometer

"Customer Centricity and Expansion is the Top Business Priority of Organizations in Today "

Source: IDC's C-Suite Barometer, Q1 2011

Launched in Q1 2011, IDC's C-Suite Barometer provides intelligence and insights into how 1,000 organizations in Asia/Pacific (excluding Japan) or APEJ rated their IT priorities, pressures and preferences in relation to achieving business goals. This syndicated barometer is the flagship of IDC's end-user influencer program in Asia/Pacific. It is supported by IDC's CIO Innovation Survey, Buyer Conversations and InTEP Program.

IDC's C-Suite Barometer is uniquely created to enable technology vendors, service providers and channel partners to gain broader and deeper understanding and insights into the business and ICT priorities, challenges and preferences of buyer organizations across the Asia/Pacific region. Slightly over 1,000 C-level executives participated in the survey, including 506 CIOs/CTOs (i.e., traditional technology buyers) and 506 Line-of-Business Managers (i.e., business and regional heads including CFOs). 60% of the respondents have C-level titles although all respondents are heads of departments within their organizations.

These C-Suite executives shared business concerns, initiatives as well as outlook across multiple vertical industries. As businesses in this hyper growth, hyper competitive region actively look to technologies to create a competitive advantage, "advantage" technologies were highlighted by the respondents as a way to gain a foothold in the market.

Asia/Pacific Customer Insights

Technology spend for 2011/2012 is demonstrating a degree of robustness. Less than 10% of those surveyed (6% of CIOs and 9% of LoBs) indicated that IT spending would be lower than last year and almost one quarter (25% of CIOs, 23% of LoBs) stated that spend would be flat. The macro-economic environment continues to cast some uncertainty over organizational goals and companies are focused on three key business initiatives:

- Reducing /slowing the escalating costs of operations and expansion
- Identifying new innovations to gain a competitive edge
- Acquiring new customers and reducing churn.

Reflecting the importance of the balance sheet, respondents in both camps (CIO and LoB) are strongly focused on cost containment to drive business optimization. However it's not always eye to eye -- for CIOs, the priority after cost is operational efficiency and productivity improvements, whilst for LoBs the focus is on market expansion and customer centricity.

To support these goals, respondents are focusing on a number of key ICT drivers including the simplification of IT infrastructure, lowering the overall cost structure and harnessing ICT for competitive edge. Arguably, points one and two (simplification and lower costs) are fairly self-evident and it is the focus on using ICT for a competitive edge that is where we start to see interesting developments. IDC has termed this use of ICT for competitive gain "The Advantage Technologies". These "Advantage Technologies" encompass emerging (such as social networking), established (networking and outsourcing) and cusping (those moving to new deployments such as mobility, cloud computing and

C-Suite Barometer

business intelligence/analytics) technologies.

That is not to say both CIOs and LOBs are in perfect agreement. The following table shows the relative importance of these "Advantage Technologies" from both perspectives:

Interestingly, though it is not so much the occasional divergence in goals but the challenges in achieving them that splits CIOs and LoB executives. Reflecting the frustration that many non-IT professionals sometimes have with IT, LOB executives cite two key issues they feel prevent IT from supporting the business. The first is budgets -- there is just not enough money to get the job done. Yet CIOs are much more sanguine about the budget issue, with far fewer CIO respondents in the C-Suite Barometer citing budget as a key impediment. Instead, for CIOs, it is the disconnect between IT and Business alignment that is the biggest challenge to driving the business.

Does IT understand the Business and vice versa? Perhaps not always according to the LoB respondents as their second issue is the perceived lack of thought leadership in ICT strategy and roadmap. A reflection perhaps that for too many years in the past, IT concentrated heavily upon the "lights on" operations aspects of IT and less so on using IT to create competitive advantage.

CIO Ranking (highest to lowest)

Business intelligence and analytics
Network
Social media/Online Channels
Collaboration and Mobility
Cloud Computing
Global Sourcing /Offshoring

LOB Ranking (highest to lowest)

Business intelligence and analytics
Collaboration and Mobility
Network
Social Media/Online Channels
Global Sourcing / Offshoring
Cloud Computing Services

Source : IDC APEJ C-Suite Barometer Survey, Q1 2011

This "lights on" focus has begun to change however, particularly so as new technologies such as Cloud Computing threaten to turn IT into a pure utility service, and the genetic makeup of the CIO has changed to admit more LoB experience into the role. This is driving the CIO to focus more on becoming a strategic partner to the business rather than an operational one. This trend is evident in IDC's CIO Innovation Survey (June 2011), where 60% of respondents now rate Business and IT Alignment as their primary future operational focus.

The Four Factors of Change

As IT moves to align more tightly to the business, IDC's C-Suite Barometer reflects the fact that demands on the vendor community are also moving in synchronization. Outside of the pricing issue, respondents identified the top four factors that drive them to switch a vendor as:

- IT services delivery capabilities,
- Business-based outcome Service Level Agreements (SLAs),
- A strong understanding of the enterprise's specific industry dynamics, and
- A willingness to adopt a shared risk/reward model.



Matthew Healey
Program Director, Software and Services
IDC Asia/Pacific

1) IT Services Labor Market

The quality of IT services varies greatly from country to country across Asia/Pacific.

In mature market such as Australia and New Zealand (ANZ), there is a deep pool of talent but they are costly. In emerging countries like People's Republic of China (PRC) and India, the pool of talent is growing but the cost is also growing. In nascent countries like Indonesia, the pool of talent is shallow but cost is also low.

In deciding on the most suitable IT services delivery model for their respective organizations, CIOs need to first determine the business objectives that they would like to accomplish from IT. From here, they would need to evaluate the IT needs of their operations in the various countries, investigate into whether talent exists in these countries, the relative costs of hiring these talents as well as the project timeline.

The various IT services delivery models that enterprises can choose from include:

- Hire in country directly
- Hire local resources as consultants, or
- Hire an MNC or regional provider

Often, in low cost geographies, companies have an overdependence on hiring low cost local resources. For some tasks, this is entirely appropriate. However, for time sensitive mission-critical projects, the move may lead to project delays and increased costs,

which may ultimately hurt the business.

By conducting the analysis mentioned earlier, enterprises will be in a position to leverage IT resources to realize their full benefits.

2) Outsourcing

IDC assesses the playing field for global delivery on a yearly basis. In the report, "IDC's Asia/Pacific Global Delivery Index, 2010" (published in January 2011), it was reported that the investments made by the government in China to promote "Triple Play" --a convergence of fixed line, cable and broadband services and cloud technologies, particularly in Shanghai and Beijing-- will tip the global delivery scales in favor of the Chinese cities by 2014.

The demand for global delivery has also seen a shift of seismic proportions in terms of the decision making criteria. There is now a keen focus on diversifying risk and IDC is seeing more requests for "mixed shore" solutions, whereby services are delivered from more than one location. IDC expects the global delivery landscape to move toward "Offshore 3.0", a mixture of shoring solutions, platforms, best practices, risk diversification, and new technologies such as cloud.

With so many options to choose from, selecting the right models has become more difficult in the last few years because people find it very difficult to choose at all.

In determining which model to select, IDC recommends that enterprises evaluate the following factors:

- Cost

IT Services

- Speed of deployment
- Security
- Flexibility (that is, does the SLA allow the user to change terms and conditions easily)

Organizations who are able to select an appropriate model will be able to respond to market changes faster and have an overall lower cost of IT operations and therefore, achieve a higher return on investments.

Traditionally, outsourcing involves the transfer of people and asset from the end user to the provider. While this option is still available, it is not the only option that is available today. IDC is witnessing considerable growth in managed services, cloud services and hosted services. The increase in availability of outsourcing models is being driven by the need for businesses to become more flexible.

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Dimension Data helps clients plan, build, support, manage, improve and innovate their ICT infrastructures. It combines an expertise in networking, security, data centre solutions, Microsoft solutions and converged communications & contact centre technologies, with advanced skills in consulting, integration, training and managed services to design ICT solutions to accelerate the business ambitions of its clients. Dimension Data is a member of the NTT Group.

Services at Dimension Data is all about engaging with you to integrate new technologies seamlessly into your environment, while also providing the requisite level of support and management to keep your environment robust and responsive. You do business while we supply IT services.

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Our wide range of consistent and integrated consulting services help you to identify priority areas in your network, define the most effective solutions and, if desired, assist you in implementing and managing the solution.

Professional Services

Through our professional services, we support you in the planning and building of new solutions for your business. Drawing on our focus and several decades of experience, we're quickly able to recognise and understand evolving technologies as they emerge and assist you to convert the most appropriate ones into solutions that deliver measurable value to your business.

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We manage your vendors and service providers, deal with crises, troubleshoot problems and run your network on your behalf in the right way, in the right place and always at the right time so that you can focus squarely on your core competencies.

3i Infotech



3i Infotech is a global Information Technology company which provides technology solutions to over 1500 customers in more than 50 countries across 5 continents, spanning a range of verticals.

Promoted in 1999, 3i Infotech has over 20 IPRs and a revenue of 550 million to which BFSI contributes 70%. Providing products and services across verticals as well as horizontal offerings, 3i Infotech has been consistently recognized by the industry for its efforts and honoured with awards like Asian Insurance Industry award, Best Takaful Company and Meritorious Defence partner award from Ministry of Defence Singapore.

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3i Infotech provides software products, IT services and Business Process Outsourcing (BPO) for a variety of industry verticals including Insurance, Banking, Capital Markets, Mutual Funds & Asset Management, Wealth Management, Government, Manufacturing and Retail. These solutions and services include Managed IT Services, Application Software Development & Maintenance, Payment solutions, Business Intelligence, Document Imaging & Digitization, IT Consulting and various Transaction Processing services.

The Company's Global Delivery Model provides for the best resources to be drawn from its vast talent pool across the globe to offer optimal solutions. The Company integrates its products and services to create customized solutions to allow you to undertake technology-based business transformation that allows reorganization in line with today's dynamic digital business environment.

3i Infotech's Application Development and Management service teams design, build, and deploy IT applications that address the unique business and customer challenges of our clients. We combine mature processes, robust delivery models and world-class expertise to help organizations leverage technology, and drive business transformation. Our engineers enable organizations to bring about cost and operational efficiencies with streamlined and modernized application portfolios.

3i Infotech's integrated services span consulting, application development and management, infrastructure and BPO. With extensive experience across Linear, Rapid Application Development, Iterative, and Agile approaches, we match clients to methodologies depending on needs, business landscape, and maturity.

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Inspire the Next

Hitachi Business Solution Integration Division (BSI) is a leading regional systems integrator. We believe in understanding the evolving and real needs of our customers, and meeting their demands with excellent ROI ICT solutions to transform their organizations into high-performing business entities.

Smart ICT solutions to enable your business

Hitachi Asia ICT Solutions Business Group partners with and offers customers innovative consulting, business applications and systems integration solutions to enhance their businesses and reduce their ICT Total Cost of Ownership. Through our unparalleled capability and best-of-breed industry solutions, we endeavor to be your long-term trusted advisor.

We are a leading regional systems integrator. We believe in understanding the evolving and real needs of our customers, and meeting their demands with excellent ROI ICT solutions to transform their organizations into high-performing business entities.

We offer a diverse set of multi-industry, end-to-end or point ICT solutions including but not limited to:

ICT Professional Services

- Consulting, System Integration , Project Management
- IT & End-user Enablement & Change Management
- Application & System Support/Maintenance

ICT Business Applications

- ERP & various business/industry applications
- Custom application development
- Business Intelligence
- Social Innovation solutions

ICT Infrastructure Solutions

- System Management Software(JP1)
- Storage, Server, Network, Security & High-Availability solutions
- Green Data Center



Simon Piff
Director, Enterprise Infrastructure
IDC Asia/Pacific

Security in the information and communications technology (ICT) world touches all aspects of the IT spectrum. In order to understand the concerns of the chief security officer (CSO), it is important to be aware of the macro trends that impact the entire IT environment and identify where the threats lie. The macro trends affecting IT security today can be clustered into two main areas: infrastructure and applications. At the infrastructure level, the major trends taking place are around the virtualization of the datacenter, a move towards some form of cloud computing (be it internal private cloud, public cloud or a hybrid cloud environment), and the redesign of IT infrastructure to take advantage of these new computing models.

At the application or end user level, there is a huge shift in the number and type of end user devices available in the market, with smartphones and tablet PCs taking precedence over the traditional desktop PCs. At the same time, there is also a trend towards pulling data from the internet that complements existing internal data, and increasing the frequency and volume of data analytics. All these trends are the leading causes of concern for the IT security professional who is tasked with ensuring the security of their organizations.

As a result, the traditional zones of security that organizations need to consider have changed. In fact, they have extended beyond their historical boundaries. Virtualization, cloud computing and the global explosion of mobile devices have all blurred

the demarcation lines for the security professional. This trend is only going to increase as more organizations embrace new technological innovations.

From an IT security professional perspective however, security issues remain the same. How do I protect the organization's data from loss, intended or accidental? How can I ensure only authorized users are accessing the systems and services that they have been granted access to? How can I ensure that no malicious code or virus enters the systems of my organization? What has changed over the few years is the variations of how this needs to be achieved depending upon the security architecture adopted by the organization.

Take data loss as an example. This is currently one of the key concerns for end users in Asia/Pacific because it can take many forms. In the past, many organizations would concern themselves with fortifying and securing the outer edge of their networks from any form of intrusive attack, primarily with the goal of keeping out those who would steal data from them. While this is still a valid concern for many organizations, especially those with sensitive or financially valuable data, the truth of the matter is that most data is lost through either accidental means, or is taken by a disgruntled employee who is already behind the firewall and within the network that these security solutions secure. So looking more deeply into this, we realize that data loss technologies need to address two fundamental areas: the malicious user who wants to access data he or she should not, and the accidental user who, by mistake, either copies or transmits sensitive data outside the organization, or accidentally deletes information critical to the organization.

Security

Network security has also evolved over time. In the past, the primary tool to manage intrusion was the firewall. Designed to admit only the authorized traffic permitted onto the network, the firewall concept was a tried and tested way of protecting networks from unauthorized access. However, in the networking environment of today, the network perimeter has changed dramatically. Edge security needs to take into account that exchanging emails is one of the most common forms of communication via the smartphone in an enterprise environment. Due to advancements in technology, the complexity of files that can be sent as email attachments has improved. The flip side of the coin is that improvements in technology have also increased the ability for users to embed a virus, worm or Trojan as an attachment in an email. This is a key area where intrusion detection technology needs to be implemented.

Computer viruses today are rarely the type designed by the home-hobbyist computer programmer who just wants to show off his programming skill (albeit in a less than ideal manner). Cybercrime, as it is now termed, is run by organized crime syndicates who design viruses to target specific businesses or information for economic gains. This piracy of the network is similar in nature to piracy on the high seas. However, unlike the

maritime kind of piracy, network piracy has to be addressed by the organizations themselves.

Embedded within the complex and diverse challenges associated with managing security in today's IT environment lie opportunities for organizations to improve upon their systems and processes to drive greater value for their organizations. For example, the issues around data loss create an opportunity for organizations to develop a greater understanding of the types of data that they have, the sources of such data and the value that these data has to the organization.

With the emergence of cloud computing and cloud services, and the ability to analyze information provided by cloud service providers, a security policy regarding "external data sources" is likely to be created. Such a policy, modified slightly, could also be relevant to the mobile device users who are not just viewing data from the organization but are also creating new data for the organization. The opportunity here is to create a policy that can be adapted to new computing paradigms. Likewise, the security policies as they relate to the physical mobile device need not be device-specific. While smartphones and tablet PCs are different in format, their security characteristics are not hugely dissimilar to the existing laptop PCs that are physically taken out of an organization's place of business. While the actual device,

operating system and available tools to secure these devices may well vary, a common policy can certainly help improve the efficiency of organizations.

The same concept can be applied to cloud computing and server virtualization. As the datacenter evolves to become a highly virtualized environment with "compute" and "storage" systems connected by the network, the only major policy changes that need to be considered are those around whether or not this platform is internal or external to the organization. Clearly, anything external will need an added layer of security policy, and this will require the security team to understand the levels of security any cloud service provider is delivering. However, IDC believes that it is more efficient to develop a high level internal security policy first. External security policies should be developed by making minor modifications to an organization's internal security policy.

In summary, the security issues themselves have changed little over time, but the environment in which they occur has evolved and will continue to evolve rapidly. While point solutions that address specific concerns will always play a part in the solution to these issues, development of a more agile security framework that can evolve with the technologies will help organizations accelerate their ability to address the next set of new security concerns as they arise.

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In an era where cost reduction, increasing efficiency and improving business agility are driving the adoption of virtualisation, security has become a key factor in maintaining the integrity of corporate networks and safeguarding the competitive intelligence, data and communication lines they support.

Dimension Data has an unrivalled ability to design, architect and support security solutions for compliance, robustness and comprehensive cover, without compromising the agility and performance of your business systems. We have successfully completed over 15,000 security engagements in more than 44 countries, and provide security solutions to leading companies around the world.

Our experience has shown us that the most effective way to engage with our clients is by adopting a cyclical approach, whereby we can support them at any and/or all stages of their security journey.

- In the Assessment phase we assist organisations in identifying risk within different parts of their IT environment.
 - In the Planning phase we work with clients to develop a plan to address the risks that were uncovered or explored in the Assessment phase.
 - In the Architecture phase we complete - if necessary - a redesign of the network to optimally support the organisation's security objectives.
 - In the Solutions phase the most suitable security technologies are deployed to meet the organisation's current and future security needs.
 - In the Operations Management phase we provide ongoing maintenance for the deployed technologies, assisting our clients in determining whether to outsource the management of some, or their entire security environment.
- We would welcome the opportunity to discuss how we could be of assistance in helping your company to achieve your security goals. To set up an appointment, please contact us at ask.ap@dimensiondata.com.

Servers, Storage & Networking



Rajnish Aora
Associate Vice President, Enterprise Computing
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Converged Infrastructure

Cloud computing is a huge paradigm shift in the technology industry. It is radically changing the way users acquire, deploy, and consume technology, not just in the context of traditional large enterprises but also how some of the new emerging users in the mid-market space will start leveraging the Public Cloud. IDC believes that in order for "Cloud" to become truly mainstream in the next several years, IT decision makers will need to embark on a fairly aggressive plan to transform their existing infrastructure or build a brand new infrastructure, which will see the rapid adoption of Converged Infrastructure. Technology vendors, as suppliers of infrastructure building blocks or infrastructure services, will need to start asking their customers where they are in terms of their adoption of converged infrastructure journey and determine how they can quickly help them embark on this exciting journey.

IDC defines converged infrastructure as a self-contained and tightly integrated pool of server, storage and network infrastructure resources, glued together by virtualization and system management, automation and provisioning tools, that can be deployed to deliver specific business services such as a datawarehouse appliance, content repository or even business analytic services.

It comes as no surprise that the state of economy drives the business goals and investment priorities of organizations. IDC's end-user research showed that

during the recent economic and financial downturn in 2008-2009, companies were extremely focused on cost reduction. However, the tide changed dramatically towards the beginning of 2010 as the global economy started coming out of its worst downturns in recent time. Businesses in the region are once again preparing for growth, investing in areas that can help them improve their understanding of customers, expand into new markets, seize opportunities to introduce new products and services in a timely fashion, and achieve sustainable growth (Source: IDC's Datacenter and Cloud Survey 2010).

To be able to support rapid business expansion objectives while continuing to manage their cost base effectively, companies will need to embark on converged infrastructure because traditional legacy environments are far too complex which will stymie their ability to introduce new applications and services, quickly and cost-effectively. In order to derive longer term benefits for the business and create sustainable IT innovation, users will need to make investments upfront, which is typically not possible in times of economic downturn when there is a strong cost reduction focus. IDC believes that the economic rebound bodes well for a much stronger uptake for converged infrastructure over the next three to five years.

According to IDC, converged infrastructure maturity curve has three key stages. In phase one, users consolidate and virtualize their server, storage and network infrastructure. Although virtualization provides cost benefits by reducing the upfront capital acquisition cost, it does little in terms of delivering innovation and business value. In phase two, users start using provisioning and automation tools and

Servers, Storage & Networking

capabilities that enable them to parse the resources based on policies and performance metrics. Finally, in phase three, customers start thinking beyond individual pods of resources to create a seamless fabric of IT resources that not only span across the entire datacenter but may even encapsulate across multiple datacenters. IDC believes that this is where users have established a true private cloud environment in their IT environment. It is at this stage customers start thinking about how they are going to design and build application software and business services that truly leverage these new IT capabilities

Although converged infrastructure brings a number of benefits to the organization, it is not without challenges. The upfront cost of creating a converged infrastructure environment can be quite significant, which may deter users if they are taking a very short-term view of technology investments. Depending on whether the project is revolutionary (where there is minimal legacy systems) or evolutionary (where there is a lot of existing legacy systems that need to be integrated with the new technology), creating a converged infrastructure can also be a long and complex process.

In addition, along with the new technologies brought about by a converged infrastructure, existing IT professionals will need to be retrained in line with the new structure. Most existing IT departments are organized areas around highly

water-tight silos. As such, a different structure is needed to enable IT workers to see beyond their technology silos. To implement a converged infrastructure, companies will also need to break down existing cultural barriers. The concept of shared-use mindset among IT professionals would need to kick in.

In essence, building a converged infrastructure is a transformative journey in which customers and vendors need to work closely together to deliver on its promise. Even though converged infrastructure journey can be extremely challenging and highly complex, IDC believes that early adopters will gain significant competitive advantage in the long run.

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Dimension Data Asia Pacific, a wholly owned subsidiary of Dimension Data plc, operates in over 60 offices across 13 Asia Pacific countries.

Dimension Data helps clients plan, build, support, manage, improve and innovate their ICT infrastructures. It combines an expertise in networking, security, data centre solutions, Microsoft solutions and converged communications & contact centre technologies, with advanced skills in consulting, integration, training and managed services to design ICT solutions to accelerate the business ambitions of its clients. Dimension Data is a member of the NTT Group.

Organisations worldwide are placing greater demands on their data centres to provide business services faster, more efficiently and securely. This challenge to the IT department is exacerbated by growing computing and storage requirements, and the need to maintain service levels.

Dimension Data Data Centre Solutions can help address these challenges by increasing the adoption of virtualisation, optimising the management of data and ensuring that your network and data centre facilities are ready to support projects in the following areas:

- **Desktop & Server Virtualisation** - Helps you maximise the benefits of virtualisation to enable business agility, increase the availability of resources and applications, and support the journey to cloud computing.
- **Storage & Data Management** - Looks at how you can optimise the storage, retrieval, backup and recovery of our clients' data to ensure business continuity, compliance and the rapid delivery of information to the business.
- **Data Centre Networking** - Typically starts with a DCN Needs Assessment which helps you to understand existing and evolving DCN infrastructure and provides a roadmap for the future. Thereafter, we architect, design and deploy data centre networks that are scalable for future computing models.

By combining over 10 years' experience in consulting, building and managing data centre infrastructure, we help our clients on their journey towards a more efficient and agile data centre that enables greater automation and responsiveness in the delivery of business services.



Acronis is a leading provider of easy-to-use disaster recovery and data protection solutions for physical, virtual and cloud environments. Its patented disk imaging technology enables corporations, SMBs and consumers to protect their digital assets. With Acronis' disaster recovery, deployment and migration software, users protect their digital information, maintain business continuity and reduce downtime. Acronis software is sold in more than 90 countries and available in up to 14 languages

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Protecting your data and maximizing uptime in your business requires a solution that delivers speed, reliability, simplicity and cost savings.

Whatever the size of your business, Acronis® Backup & Recovery™ 11 gives you the competitive edge you need to protect your data and systems wherever they're located.

The Unified Platform

Acronis Backup & Recovery 11 functionality is built on a Unified Platform from a common code base, which is unique among competitive backup, restore, and data protection products. This allows a unique level of integration for data recovery and disaster protection of physical, virtual and cloud environments with one platform.

Backup and Recovery for Small Businesses and Individual Machines

Need easy-to-use and affordable backup and disaster recovery for just a few servers or workstations? Looking to migrate an individual machine to different hardware or a virtual machine? No need for centralized management? We offer you a solution that's specifically designed for local backup and recovery of standalone machines: Workstation, Server for Windows or Server for Linux.

Backup and Recovery for Medium and Large Businesses

If you need centralized management across your organization for Windows® or Linux servers, workstations and laptops, or virtual environments such as VMware® and Microsoft® Hyper-V™, you can count on Acronis Backup & Recovery 11 for unified backup, disaster recovery and data protection all in one integrated solution.

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BROCADE

Brocade® (Nasdaq: BRCD) networking solutions help the world's leading organizations transition smoothly to a world where applications and information reside anywhere. From data centers and enterprise campus networks to the service provider core, these solutions are based on the Brocade One™ strategy for simplifying network infrastructures through innovative technologies.

Headquartered in San Jose, California, Brocade has approximately 5000 employees worldwide and serves a wide range of industries and customers in more than 160 countries. Today, it leads the Storage Area Network (SAN) market with the industry's most reliable, energy-efficient offerings. In addition, Brocade provides innovative Ethernet fabric technology and high-performance Ethernet networking solutions as part of a complete switching, routing, security, wireless, and application delivery portfolio.

To meet the increasing requirements of distributed and mobile computing, Brocade is extending its proven data center expertise throughout the entire network. This approach helps organizations achieve their most critical consolidation, network convergence, virtualization, and cloud computing initiatives through a commitment to:

- Unmatched simplicity to overcome complexity
- Non-stop networking to maximize business uptime
- Application optimization to increase business agility
- Investment protection to provide a smooth transition to new technologies

Brocade combines a proven history of innovation with standards leadership and strategic partnerships with world-class IT companies. Supporting the industry's most extensive partner ecosystem facilitates open, best-in-class solutions for the broadest range of IT environments. To help ensure a complete solution, Brocade delivers a full range of education, support, and professional services offerings.

Some Key Highlights

- Named the 2010 "Number 1 Place to Work in the Bay Area" by San Francisco Business Times
- Named one of the 2010 Fortune 100 "Best Companies To Work For"
- 90 percent of the Global 1000 rely on Brocade solutions
- 90 percent of Internet Exchange Points (IXPs) use Brocade solutions
- More than one-third of all Internet traffic traverses Brocade technology (Source: Light Reading Today)
- More than 150,000 registered users of the MyBrocade™ technical online resource center for Brocade end-user customers
- Leader in SNIA standards body for "green" data centers

Learn more at www.brocade.com



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The Inspira Group launched its IT operations as Inspira Enterprise India (P) Ltd. in October 2008. Inspira signed up as the exclusive partner of 3Com (now a HP company) and managed end-to-end business operations for 3Com in India. Today, Inspira is a leading IT, Networking, Biometric and Homeland Security Solution Provider in partnership with globally renowned technology manufacturers. These strategic vendor alliances have positioned Inspira as a value added integrator in verticals such as Government, Defence, BFSI and Telecom. Inspira has a strong team of 100 plus professionals and a country wide operation of Sales, Pre-Sales, Service Delivery and Logistics.

Inspira's partnered with the following world leading IT manufacturers to provide value added solutions and services

- HP Networking
- Dell
- GarrettCom
- Array Networks
- Cogent
- SafeNet

Inspira's currently offers the following products from the above list of OEMs:

- Switches
- Security
- Server Load and Link Load Balancers
- Biometric Access Control Readers – Finger Print and IRIS
- Office Infrastructure – Workstations, Laptops and Printers
- Routers
- Wireless
- Servers
- Data Encryption
- Storage

Dedicated Sales Force: Our sales force is present across all major metros and Tier 2 cities. Their primary focus is engaging early in identifying opportunities with the right product mix and system integrators and also increasing consultant mindshare on various technologies available in the market.

Technical Expertise: Our strong pre-sales team helps educate, speck and support our partners/customers to design optimum solutions to meet technical and business requirements.

Customer Support & Inspira Care: Our large team of customer support representatives provide a unique 3-Dimensional support package – Extended OEM Support, Support through SI and Service Provider Support. L1 support from India and L2 & L3 telephonic technical call-back support.

Customer References

Here's a select list of projects executed where Inspira has supplied solutions or provided value added service to leading system integrators.

- eGovernance:** R-APDRP: Andhra Pradesh and Assam
State Data Centers: Pondicherry, Karnataka, Kerala, Uttar Pradesh, Haryana, Andaman and Nicobar
State Wide Area Networks: Andhra Pradesh, Mizoram, Nagaland, Haryana Horizontal
- Telecom:** BSNL, Bharti Airtel, Reliance Communications, Sify Technologies
BFSI: SEBI, ICICI, Dhanlakshmi Bank
Defense: Delhi Police, Army War College, ISRO

Cloud Services



Chris Morris
Research Director, Cloud Technologies and Services
IDC Asia/Pacific

IDC Definition of Cloud Services:
IT and business services delivered via the internet.

1) Rapid Maturation of Cloud Services and Customer Understanding

During the last two years, the breadth and quality of cloud services offerings have increased dramatically. At the same time, the level of customer understanding of where and how different types of cloud services can be used has also grown and become more widespread.

With this increased portfolio of services, customers can now consider the sourcing and delivery of new or replacement services from the cloud as a viable alternative to traditional asset ownership and on-premises operation and also, an extension of the outsourcing model. This presents the first challenge: how to best select the appropriate deployment model for each application?

CIOs have learnt that selectively choosing the right deployment model – cloud, outsourced or managed services – is dependent on the workload and the service levels demanded by their business units. For organizations that have experience in outsourcing, this enhancement to the sourcing model is not a major change. However, most organizations in Asia/Pacific do not have outsourcing experience. The required knowledge is also not easily developed.

For these organizations, an organizational adaptation and transformation needs to be under- taken in order

to take full advantage of the benefits of cloud-sourced services. The challenge will require restructuring the IT department so that there is a core team of people who are adept at the management of customer relationships as well as managing the suppliers of services. They should be far more business-oriented rather than technical, so either existing technical people (who are judged suitable) must be retrained and redeployed, or new staff must be hired and new processes put in place.

2) Hybridization of Cloud Deployments

By 2015, IDC expects most enterprises to be using cloud services from different suppliers to meet different business needs. As a result, we envisage that a common enterprise IT scenario will be one where on-premises systems being transitioned to a private cloud are supplemented by public cloud Platform as a Service (PaaS) for application development and testing; a virtual private cloud (vPC) for secure hosting of an Enterprise Resource Planning (ERP) system; a public cloud low cost storage for bulk archival of information; and, a public cloud that provides access to computing resources for occasional transient workloads.

The progression will give the CIO and their enterprise levels of flexibility and agility that will enable them to deliver new types of business services – services which would not have been commercially feasible in a traditional service delivery model.

The freeing of resource constraints will be as challenging as it is liberating. While IT applications and resources will be readily available, ensuring the timely provisioning and accurate billing and chargeback for their consumption will

Cloud Services

present problems for many organizations. Some do not have an internal chargeback model where individual business units or end users are charged for the service that they use. As such, they will be unable to readily adapt to cloud-sourcing. Others, who are well advanced in their transformation to the Dynamic IT model, will reap commercial benefits from cloud services as they can be sourced, provisioned and delivered in response to changing business conditions.

As this increasing use of cloud services spreads across organizations, the CIO will be forced to consider how to manage the delivery of a service which has components sourced from external suppliers – all of which have individual Service Level Agreements (SLAs). It presents significant challenges to the CIO in the area of IT Governance. CIOs would need to:

- Maintain compliance with an end-user SLA when the service chain contains components from a number of suppliers
- Ensure that all services comply with the relevant data security and privacy legislation Implement business continuity plans
- Provide comprehensive reporting of service consumption and costs to end users

3) Consumer-driven demand

As Asia/Pacific enterprises strive to get closer to their customers, more of the services being delivered by the enterprise will be for the end user (that is, Business-to-Customer) rather than to an

intermediary (that is, Business-to-Business). This consumerization of IT services brings both a big opportunity and a big challenge.

The opportunity lies in the business' direct exposure to customer behavior, recording of interaction data, and the ability to track and predict demand for products and services. Ordinarily, a project which captures, stores, and analyzes such potentially vast amounts of data would require very high up-front investment levels. However, the ready availability of cloud services for storage, computing and analytics changes the ROI decision making in a big way. Businesses which could not afford the investment before are now able to access the same sort of market insight that their larger competitors have used exclusively until the advent of cloud services. These smaller players are now able to consume this capability as a service for limited campaign duration, or for a permanent, on-premises solution based on cloud appliances.

But amongst this wide-ranging access to services which connects the business to the customer, there are some obstacles that must be dealt with. First and foremost is the ubiquitous access demanded by customers – any time, any place, from any device. And there is the significant issue of maintaining customer security and privacy when services are sourced from an indeterminate location.

In the medium term, CIOs will learn how they can use the expertise and specialization of cloud service providers to meet their unique application needs. From there, the ongoing challenge will be one of service management, an existing IT discipline that will be greatly tested by the cloud delivery model.

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Maximising the investment in software.

Cloud computing is an evolving area of IT and the potential benefits may be matched by new challenges. Dimension Data's range of consulting service offerings for cloud enable businesses to assess cloud-based services and define a roadmap to adoption either directly to Internet-based services or on-premise private cloud data centres.

These consulting services include:

- Cloud Computing Network & Security Readiness Assessment
- Microsoft Online Assessment and Planning Services
- Microsoft Online Migration Services
- Managed Services for Microsoft Online

Our broad infrastructure skills enable us to ensure that any organisation has the right network and data centre prerequisites to properly support cloud computing, and our migration and management services remove risk and complexity.

We welcome the opportunity to assist you in your journey to the cloud. To set up an appointment, simply get in touch with our consultants today via ask.ap@dimensiondata.com.

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About Trend Micro Incorporated

Trend Micro Incorporated (TSE:4704), a global cloud security leader, creates a world safe for exchanging digital information with its Internet content security and threat management solutions for businesses and consumers. A pioneer in server security with over 20 years' experience, we deliver top-ranked client, server and cloud-based security that fits our customers' and partners' needs, stops new threats faster, and protects data in physical, virtualized and cloud environments.

Powered by the industry-leading Trend Micro Smart Protection Network cloud security infrastructure, our products and services stop threats where they emerge – from the Internet. They are supported by 1,000+ threat intelligence experts around the globe.

Market leader in virtualization and server security

Trend Micro's momentum in the marketplace is supported by several recent independent market share reports. IDC recently declared Trend Micro the leader in server security (Worldwide Endpoint Security 2010-2014 Forecast and 2009 Vendor Shares, IDC). Trend Micro was declared the #1 market share leader in Virtualization Security (2011 Technavio – Global Virtualization Security Management Solutions Citation). And Trend Micro was declared the #1 largest independent security vendor in the world, (2011 © Quocirca Ltd.: Selected independent IT security vendor revenues)

Securing your journey to the cloud

Trend Micro's content security expertise ranges across enterprise, small business and consumer products. With the introduction of Trend Micro™ Deep Security, a platform for advanced security and compliance on physical, virtual and cloud servers; Trend Micro™ SecureCloud™ security platform, a breakthrough data protection and encryption key management solution for both public and private clouds; and, on the consumer side, mobile device protection for the Android platform, Trend Micro continues to advance its ability to secure and manage data across multiple platforms. Trend Micro™ Enterprise Security is a tightly integrated offering of content security products, services, and solutions powered by the innovative, in-the-cloud Trend Micro™ Smart Protection Network™ security infrastructure. Trend Micro™ Worry-Free™ Business Security 7 – Advanced is cloud-based protection against viruses, spam, cybercriminals and data loss. It lets you focus on your business instead of worrying about Internet security. For strong, fast, and easy-to-use protection, Trend Micro™ Titanium™ products use cloud technology to automatically stop viruses and spyware before they reach your computer, so it won't slow you down - it's a whole new way to protect your computer.



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Are you doing everything you can to protect your information? While local backup and recovery software offers critical protection against a mistakenly deleted file or from a server or workstation crash, it cannot protect against fire, flood or theft.

Acronis Backup & Recovery® Online offers a fast, secure and cost-efficient offsite data protection service. The subscription service, when used in conjunction with Acronis Backup & Recovery 11, offers the benefits of a dedicated remote datacenter providing backups and recovery redundancy without the high price tag.

Unlike other online backup services, Acronis Backup & Recovery Online does more than just protect your files. It leverages Acronis' patented disk imaging and Cloud computing technologies to capture files as well as server and workstation operating systems and applications. Backups are stored online in a remote, secure location, fully secured via government-grade encryption. It's highly cost effective because you only pay one flat rate per machine for the online protection you need.

If you already use Acronis Backup & Recovery 11 software for local backup and recovery on your physical and virtual machines, adding Acronis Backup & Recovery Online is a snap because the two products are completely integrated. One console seamlessly manages all of your backup and recovery efforts regardless of the data's actual location.

Callidus



Founded in 1996, Callidus Software (NASDAQ: CALD) is the market and technology leader in Sales Performance Management (SPM) solutions, services and best practices. Since its inception nearly 15 years ago, the company has evolved into the most experienced, proven and reliable SPM vendor in the marketplace providing both Cloud and On Premise solutions. Over 2.5 million users rely on Callidus for driving their sales force and channel partner network. A recipient of many industry awards, Callidus Software was recently named the winner in the "Company of the Year - Computer Software" category in the Eighth Annual International Business Awards. The International Business Awards are the only global, all-encompassing business awards program honoring great performances in business.

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Telecommunications and media businesses are increasingly looking for innovative solutions to drive competitive advantage in a dynamic market. Successful telcos develop multiple new products and services at a high frequency and consistently pursue new commercial models and channel partners to drive growth. These businesses require a uniquely flexible and scalable platform for driving sales and channel growth. Callidus SPM suite delivers the leading sales performance management suite in the telecommunications industry, coupled with pre-packaged functionality based on over 50 successful implementations with some of the world's largest telecommunications and media businesses.

Callidus' market leading SPM suite addresses key requirements for driving sales and channel performance, including:

- Aligning execution with key sales, margin, and customer targets across multiple sales channels, including the call center, direct sales, and dealer networks
- Optimizing performance of emerging sales channels and call centers
- Driving dealer loyalty and mindshare
- Improving time-to-market of new products and services
- Centrally managing all sales channel operational and financial performance metrics
- Delivering bullet-proof data security and comprehensive auditability



Philip Carter
Associate Vice President
IDC Asia/Pacific

IDC sees four major game changers that CIOs and IT departments have to deal with in terms of driving innovation to achieve higher business impact in the context of their software investments.

1) The Phenomenon of Big Data

IDC predicts that the world's information is doubling every two years. In 2011, the world will create a staggering 1.8 zettabytes. By 2020, the world will generate 50 times the amount of information.

While this data needs to be processed and stored by organizations, IDC believes that the bigger opportunity lies in the area of analytics. Without analytics, data cannot be turned into information or intelligence. In this form, data has far more value to an organization. Correlation analysis in the healthcare industry helps practitioners better understand diseases, come up with new ways to treat them and improve patient outcomes. Predictive analytics helps telcos better understand customer behaviors and predict their behaviors for economic gains. Pattern analysis helps banks to identify fraudulent credit card transactions and protect their customers and their own profits. There are many ways in which the ability to successfully mine data to find specific intelligence can help companies gain a competitive advantage in their businesses. In fact, IDC likens the successful mining of Big Data to discovering gold – not easy, but of immense value when you find it!

To harness Big Data, new types of technologies are required. IDC describes Big Data technologies as a

new generation of technologies and architectures, designed to economically extract value from very large volumes of a wide variety of data, by enabling high velocity capture, discovery and/or analysis.

The Big Data phenomenon will force organizations to rethink their existing infrastructure. Can they afford to invest in massive on-premises disk storage farms, or should they plan to use the rapidly emerging “in the cloud” data storage solutions? They will also have to make decisions such as whether datawarehouse appliances are required. Organizations will also have to think about whether or not to leverage in-memory technology and clustering/parallel processing capabilities as part of setting up a high performance computing (HPC) environment for Big Data processing and analytics.

Other than technological barriers, obstacles to Big Data adoption can also be cultural. In particular, many organizations fail to implement Big Data programs because they are unable to appreciate how data analytics can improve their core business. CIOs must reorganize their IT delivery teams to focus on the unique needs of their internal customers – the business executives – who will know what they need to know, but may know how to find that information. Business executives also need to improve their skill set to analyze and provide insights on complicated data.

2) Social Media and Business Analytics

IDC believes that 2011 will be the year when the trend of combining social media with enterprise applications and business analytics, which we term socialytics, will make its

mark across most of the key enterprise applications in use today.

In today's time and age where the proliferation of mobile media devices allows us to stay connected anywhere and anytime, organizations are left with no choice but to turn to social media as one of their communication channels.

On the external front, by analyzing the conversations and social behavior of online users, organizations can glean new insights to customers' behavior based on their individual preferences and history. Such information can help a business improve their decision making and revenue growth. New business models may also emerge as a result.

Socialytics does not just help an organization become more profitable and successful. It can also improve internal collaboration. Salesforce.com's Chatter social collaboration platform is an example of a product that optimizes the elements of CRM, analytics, social media and collaboration within a single product.

For enterprises, adopting social media does come with its own set of challenges. CIOs will have to think about how to put policies in place and weave it into the fabric of their organizations especially around security and privacy governance. They will also have to decide on the department/s that will own and manage social media and their processes.

3) Software as a Service (SaaS)

Many would say that the Cloud is one of the most disruptive forces to impact the software business and the IT business as a whole since the advent of PCs. In 2011, software as a service (SaaS), or public cloud, constitutes just 6% of the total software spent in APEJ. Although the proportion is small, IDC expects exponential growth in SaaS within the next five years. IDC predicts that Asia/Pacific excluding Japan (APEJ) revenue growth in SaaS will increase from \$3.2 billion in 2011 to \$14.8 billion in 2015, representing a compound annual growth rate (CAGR) of 47%.

Today, organizations are looking for ways in which they can take the attributes of SaaS and create a private cloud for their software environment internally so that they deliver services to end users with the same flexibility as a public cloud, but with additional security. IDC believes that this trend will become more evident in the future.

There are a number of benefits that organizations can reap from the utilization of SaaS. For one, it allows them to be quicker to market. Since it is a subscription-based model, there is also lower initial investment. As compared to on-premises implementation, CIOs do not have to spend time and effort to build skills in-house.

However, concerns about data residency, security, privacy, regulatory compliance, and performance and availability have kept some enterprises from adopting SaaS for some application types. However, this applies only to applications which have specific requirements – others can readily take advantage of the cloud delivery model. To counter some of these specific concerns, a number of vendors operating in

this space have set of data centers in different locations so as to offer customers a choice of locations to suit their application needs..

On the whole, IDC believes that SaaS is here to stay and will become more prominent in the future as more organizations discover its benefits.

4) Mobility

The explosion of mobile devices is creating a truly mobile workforce. The most common software programs that employees access through a mobile device, typically a smartphone or tablet, are email and productivity tools. However, moving forward, IDC believes that CRM tools, BI software, leave management software and expense claims applications will become more widely available on mobile devices -- and this will potentially have significant business benefits.

For example, accessing CRM and BI tools while on the go allow the sales force to better manage business-customer relationships, and improve customer loyalty and retention. Leave management software and expense claims module also enable a more operationally productive and effective workforce.

Although beneficial, the proliferation of devices that can access company applications and data can be a huge headache for CIOs. Other than managing the needs of multiple mobile devices and their

need for constant connectivity, CIOs have to grapple with mobile security issues. A network security breach may cause confidential information such as employees' salary information to be exposed, which may result in a disgruntled workforce. The loss of a device which contains confidential information can be as damaging as a network breach and security and information management policies must be amended to cope with these new risks.

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3i Infotech is a global Information Technology company which provides technology solutions to over 1500 customers in more than 50 countries across 5 continents, spanning a range of verticals.

Promoted in 1999, 3i Infotech has over 20 IPRs and a revenue of 550 million to which BFSI contributes 70%. Providing products and services across verticals as well as horizontal offerings, 3i Infotech has been consistently recognized by the industry for its efforts and honoured with awards like Asian Insurance Industry award, Best Takaful Company and Meritorious Defence partner award from Ministry of Defence Singapore.

3i Infotech provides software products, IT services and Business Process Outsourcing (BPO) for a variety of industry verticals including Insurance, Banking, Capital Markets, Mutual Funds & Asset Management, Wealth Management, Government, Manufacturing and Retail. These solutions and services include Managed IT Services, Application Software Development & Maintenance, Payment solutions, Business Intelligence, Document Imaging & Digitization, IT Consulting and various Transaction Processing services.

The Company's Global Delivery Model provides for the best resources to be drawn from its vast talent pool across the globe to offer optimal solutions. The Company integrates its products and services to create customized solutions to allow you to undertake technology-based business transformation that allows reorganization in line with today's dynamic digital business environment.

3i Infotech's Application Development and Management service teams design, build, and deploy IT applications that address the unique business and customer challenges of our clients. We combine mature processes, robust delivery models and world-class expertise to help organizations leverage technology, and drive business transformation. Our engineers enable organizations to bring about cost and operational efficiencies with streamlined and modernized application portfolios.

3i Infotech's integrated services span consulting, application development and management, infrastructure and BPO. With extensive experience across Linear, Rapid Application Development, Iterative, and Agile approaches, we match clients to methodologies depending on needs, business landscape, and maturity.

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THE SUPPLY CHAIN COMPANY®

JDA® Software Group, Inc., The Supply Chain Company®, is the leading provider of innovative supply chain management, merchandising and pricing excellence solutions worldwide. JDA empowers more than 6,000 companies of all sizes to make optimal decisions that improve profitability and achieve real results in the discrete and process manufacturing, wholesale distribution, transportation, retail and services industries. With an integrated solutions offering that spans the entire supply chain from materials to the consumer, JDA leverages the powerful heritage and knowledge capital of acquired market leaders including i2 Technologies®, Manugistics®, E3®, Intactix® and Arthur®.

www.jda.com

The classic demand chain begins with the customer and extends from the point of sale back to the retailer's distribution center, whereas the classic supply chain begins with the raw material suppliers and extends down through the distribution network. The movement toward a holistic perspective of the entire supply and demand chain is converging into what we at JDA call the "customer-driven value chain."

JDA has solidified a unique market position, in that only JDA can offer a complete supply and demand chain industry-specialized suite with the depth and breadth of capabilities necessary for enabling the customer-driven value chain.

JDA's comprehensive software and services for supply chain management enable the customer-driven value chain by addressing mission-critical requirements across the following strategic categories:

- Contract Manufacturing
- Customer Order Management
- Demand Management
- Factory Planning & Scheduling
- Inventory Optimization
- Merchandise Operations
- Merchandise Planning & Assortment Management
- Network Design & Optimization
- Planning on Demand
- Price & Promotion Management
- Pricing & Revenue Management
- Replenishment & Fulfillment
- Sales & Operations Planning
- Space & Category Management
- Store Operations
- Supplier Relationship Management
- Supply Chain Planning
- Transportation & Logistics Management
- Visibility, Collaboration & Performance Management

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Actuate has over 4,700 customers globally in a diverse range of business areas including financial services and the public sector. Founded in 1993, Actuate is headquartered in San Mateo, California, with offices worldwide. Actuate is listed on NASDAQ under the symbol BIRT. For more information, visit the company's web site at www.actuate.com or visit the BIRT community at www.birt-exchange.com.

Actuate founded and co-leads the Eclipse BIRT open source project. ActuateOne is a unified suite of products for rapidly developing and deploying BIRT-based custom Business Intelligence applications and information applications. Applications built with ActuateOne provide one user experience regardless of task or skill level; are supported by one server for any deployment including cloud and are built with one BIRT design that can access and integrate any datasource - including high volume print streams. ActuateOne adds rich data visualizations, including interactivity, dashboards, analytics, and deployment options to web and mobile BIRT applications, helping organizations drive revenue through higher customer satisfaction and improved operational performance.

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ASG[®]

Software Solutions

About ASG | www.asg.com

ASG Software Solutions (ASG) is a global software solutions provider that helps more than 85 percent of the world's largest companies drive business success by managing complex IT and business operations across distributed, mainframe, and cloud environments.

More than 3,200 customers worldwide successfully reduce costs, improve business-service delivery, and reduce risks by using ASG's broad portfolio of solutions (see solutions menu for details). To further capitalize on technology innovation, ASG's Cloud Orchestration Suite offers companies an easy on-ramp to the cloud by integrating cloud-based applications with existing applications and databases.

Founded in 1986 by Arthur L. Allen, ASG is a privately-held company based in Naples, Florida, USA, with approximately 1,100 employees and 74 Offices in 31 Countries.

ASG's Solutions Menu

Take the next step closer to success: choose a solution that optimizes what you already have, and fits what you're ready for.

Enterprise Automation Management SuiteTM (EAMS) Foundation Technology

Cloud Orchestration Management

- Cloud Development and Orchestration (private, public, hybrid)
- Infrastructure Consolidation - Application Provisioning
- Desktop Virtualization
- SaaS, ITSaaS, IaaS, PaaS

IT Infrastructure Management

- Performance Management
- Operations Management
- Infrastructure Management - Applications Management

Information Management

- Content Management
- Data Management
- Metadata Management

For more information on ASG's unique and powerful solutions Visit www.asg.com

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HITACHI Inspire the Next

Hitachi Business Solution Integration Division (BSI) is a leading regional systems integrator. We believe in understanding the evolving and real needs of our customers, and meeting their demands with excellent ROI ICT solutions to transform their organizations into high-performing business entities.

Smart ICT solutions to enable your business

Hitachi Asia ICT Solutions Business Group partners with and offers customers innovative consulting, business applications and systems integration solutions to enhance their businesses and reduce their ICT Total Cost of Ownership. Through our unparalleled capability and best-of-breed industry solutions, we endeavor to be your long-term trusted advisor.

JP1 enables seamless integrated management across diverse systems and multiple platforms (e.g. Windows, UNIX and AS/400 platforms). It automates the day-to-day operation of system management including job automation, asset management, software deployment, network access control, performance monitoring and system capacity planning.

JP1 can also enforce security policies in a company such as preventing unauthorized applications to run on PCs or preventing the copying of confidential PC information to external storage media.

JP 1 – your partner for increased productivity reduced TCO and enhanced system management & security to support your business.

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Puffersoft Labs enables IT organizations to deliver complete end-user computing environments as-a-service that help liberate and expand the potential of their resources for better responsiveness and operational efficiency.

We believe that the end-user desktop is crucial to business. That's why our solutions are tailored around that strategic asset. Enterprise Service Provisioning, our flagship offering, enables IT organizations to deliver complete desktop services that addresses evolving business needs and boosts productivity through satisfying end-user experiences and simplified IT management.

Puffersoft Labs ESP solution enables:

- The delivery (over the LAN / WAN) of the complete desktop experience as a service for any users in the corporation, eliminating the need to visit the end-user physically.
- The accommodation of legacy applications to work with new Windows OS, removing the major road block of OS migration which is compatibility.
- Self-service migration for users which allows them to migrate whenever they are ready.

The Solution Key Components:

- Bare Metal OS Provisioning
- Application Virtualization
- Distributed Desktop Virtualization
- User Self-Service Portal

Take the stress away from IT management and transform your end-user computing environments into strategic business growth drivers. Puffersoft Labs.

Callidus



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Founded in 1996, Callidus Software (NASDAQ: CALD) is the market and technology leader in Sales Performance Management (SPM) solutions, services and best practices. Since its inception nearly 15 years ago, the company has evolved into the most experienced, proven and reliable SPM vendor in the marketplace providing both Cloud and On Premise solutions. Over 2.5 million users rely on Callidus for driving their sales force and channel partner network. A recipient of many industry awards, Callidus Software was recently named the winner in the "Company of the Year - Computer Software" category in the Eighth Annual International Business Awards. The International Business Awards are the only global, all-encompassing business awards program honoring great performances in business.

Telecommunications and media businesses are increasingly looking for innovative solutions to drive competitive advantage in a dynamic market. Successful telcos develop multiple new products and services at a high frequency and consistently pursue new commercial models and channel partners to drive growth. These businesses require a uniquely flexible and scalable platform for driving sales and channel growth. Callidus SPM suite delivers the leading sales performance management suite in the telecommunications industry, coupled with pre-packaged functionality based on over 50 successful implementations with some of the world's largest telecommunications and media businesses.

Callidus' market leading SPM suite addresses key requirements for driving sales and channel performance, including:

- Aligning execution with key sales, margin, and customer targets across multiple sales channels, including the call center, direct sales, and dealer networks
- Optimizing performance of emerging sales channels and call centers
- Driving dealer loyalty and mindshare
- Improving time-to-market of new products and services
- Centrally managing all sales channel operational and financial performance metrics
- Delivering bullet-proof data security and comprehensive auditability



About iCreate Software

Founded in 2006, iCreate is a 'Business Intelligence for Banking' specialist that focuses on BI, Reporting, Performance Management & Analytics solutions for banks. iCreate is headquartered in Bangalore, with offices in Mumbai, South Africa, Cyprus, Kuwait and the UK, and prominent banks in Africa, Middle East, APAC and Europe, such as, Capitec Bank, Bank Of Athens (South Africa), Nedbank, National Bank of Kuwait, Gulf Investment Corporation, Ahli United Bank, IndusInd Bank, HDFC Bank, Dhanlaxmi Bank, National Bank of Greece and Metro Bank being few of its clients. In recent times iCreate has also been a recipient of several significant recognitions by leading industry bodies, such as Red Herring, Deloitte, Gartner, NASSCOM, The Smart Techie and The India 25 Forum. These recognitions further validate iCreate's compelling value proposition in providing high quality Business Intelligence, Reporting, Analytics and Performance Management Solutions for banks.

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BizScore Integrated Business Intelligence, Reporting, Analytics and Performance Management Solution for Banks

BizScore is a ready-to-implement, enterprise-class, integrated BI, Analytics and Performance Management solution built exclusively for banks by iCreate Software. BizScore is built on iCreate's Banking Intellisense philosophy that combines the power of extensive banking domain knowledge and technology excellence. BizScore integrates seamlessly with a bank's core banking system and other transactional systems to deliver up-to-the-minute analysis of key business indicators that are visualized using a powerful rendering engine that transforms the raw data into actionable information via user-friendly graphic summaries.

BizScore features pre-built modules for Retail Banking, Credit Cards, Corporate Banking and Asset Management. Add-on modules enable 360 degree views across the bank (Analytics 360), Strategic Growth (Sales Effectiveness, Cross Sell) and Business Optimization (Profitability, Compliance and Regulatory Reporting).

BizScore Highlights

- Integrated Reporting, BI, Analytics & Performance Management solution for banks to derive insights and drive action.
- Fastest BI implementation at the lowest TCO. Banks can have a fully functional BI solution running in as little as 100 days.
- Pre-built productized data adaptor framework for industry standard core banking platforms; with pre-configured source-to-destination data mapping and transformation rules
- Pre-fabricated banking industry specific dashboards, analyses, reports, scorecards, KPIs ; on a platform-agnostic technology; with intuitive and highly interactive features
- Banking domain specific product: Pre-defined ODS, Data Warehouse/Mart
- Delivered by a team of Banking BI experts who think like bankers and solve like technologists

Hardware



Bryan Ma
Associate Vice President, Client Devices
IDC Asia/Pacific

IDC Definition of Hardware:
Smartphones, PCs, Monitors, Notebooks, Tablets,
Thin Clients and Client Virtualization.

1) Consumerization of IT

More and more people are now bringing their personal devices to the workplace. The trend, which is defined as consumerization of IT, is blurring the lines between corporate IT and consumer technology.

Some organizations are now actively looking at deploying a “Bring Your Own Device (BYOD)” policy. It is believed that giving employees the flexibility to choose their own devices to work on can possibly lead to improved job satisfaction and increased productivity.

Employees today expect to access data and applications from just about anywhere. On top of this, CEOs and senior executives are demanding that they get access to the corporate network via their own devices. These factors are exerting pressure on IT managers to loosen their restrictions on corporate systems.

Although enterprises can realize a number of benefits from the consumerization of IT, the trend is posing challenges to the IT department with security being the most commonly cited concern. Not only do IT administrators have to ensure that employee-owned devices do not introduce viruses and malware to company resources, they have to put measures in place to prevent loss of

confidential data when employees use their own devices to access the corporate network.

Allowing employees to bring in their own devices also mean that IT managers have no choice but to support other devices, beyond the standard corporate products. This will inevitably increase their workload. Such a move would mean that organizations may end up with varying devices, which would ultimately result in an increase in support costs.

With consumerization, another issue that IT managers grapple with is how they should make hardware purchase. Some enterprises are giving employees a stipend in which they are free to source their own IT, as opposed to the current approach of purchasing and supporting computer equipment centrally. While this may keep employees happy, it may not be the best way to achieve economies of scale.

2) Client Virtualization

Client virtualization or endpoint virtualization is an up-and-coming trend that has been touted as a possible solution to solve some of the challenges associated with the consumerization of IT. However, this concept is still relatively new among organizations. IDC believes that 2011 is the year when virtualization gains awareness among enterprises.

With virtualization, it does not matter what device (tablet, PC, smartphone) an employee is using. The user accesses the corporate network, which includes data and applications, from a remote central server. When users work from their devices, all of the programs, applications and data used are kept on the server and run centrally. This gives IT managers more control over their client infrastructure.

Hardware

Other than security benefits, client virtualization provides greater flexibility for IT administrators to exert control over clients accessing the company's network. IT managers can decide on the extent of virtualization they desire for each user and determine who gains access to critical data and applications. Managed well, client virtualization can also help IT managers reduce complexity, cut costs and improve the management of devices.

Drawn by the promise of greater security, and higher manageability of data, devices and applications, a number of virtualization trial projects are currently being launched across the globe. The concept is still rapidly evolving and one of the challenges that organizations face is being educated about its full potential and challenges.

The factor that will determine the success in any client virtualization implementation is user experience. Network bandwidth and latency play a key role in determining quality experience for end users when running a desktop virtualization environment. Without solid connectivity to the server, the environment will suffer from poor user experience due to slow response times and even completely frozen virtual desktops waiting to read or write.

3) Rise of Mobile Application in Enterprises

The society is getting more mobile than ever before. In conjunction with the explosion of mobile devices, there is an increasingly trend among enterprises to make selected information or services available in

places other than the personal computer which uses the keyboard, mouse and browser. But, smartphones and tablets use a touchscreen and information is commonly delivered through dedicated applications rather than a generic browser.

IDC predicts that the number of mobile app downloads will increase to an impressive figure of 182.7 billion in 2015 from 10.7 billion downloads in 2010.

Among banks in Asia/Pacific (excluding Japan), mobile application wars are heating up as banks race to be seen as the most technology-savvy institution in their respective markets, and be able to come up with the app of choice for financial transactions over iPhones, Android mobile devices, or iPads.

For banks, there are several advantages for creating an app for its customers -- broader customer reach and greater convenience for customers, and as a result, increased customer engagement. For one, mobile banking allows consumers to make transactions on the go instead of waiting to get on a PC or queuing up in a bank.

Besides apps for customers, some companies are creating apps for their internal audience. The purpose of such apps is typically to improve productivity by helping employees do their work more effectively and efficiently. For example, an app created for a sales team can be a quick and easy way for a mobile sales person to access real-time information.

Without proper controls, corporate data accessible through its apps can be at risk for data loss. Other than securing their apps, businesses also need to consider the network itself. Enterprises need to safeguard sensitive data to ensure that it is not vulnerable to improper access via unsecure networks.

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Ricoh Singapore Pte Ltd is a subsidiary of Ricoh Company Ltd, an industry leader in innovative office automation equipment and electronics with a fiscal year 2010 sales in excess of US\$21 billion.

Ricoh Singapore Pte Ltd is a leading provider of document solutions. Ricoh's fully integrated hardware and software products help businesses share information efficiently and effectively by enabling customers to control the input, management and output of documents. Ricoh's line of document management devices include, color and black & white digital multi-functional systems, laser printers, facsimile products, and wide format digital systems. Ricoh also expanded into the digital production printing industry, providing the most advanced high-end, high quality print solutions. Additionally, Ricoh offers a wide variety of document and printing solutions through strategic alliances enhancing office productivity and document workflow. Ricoh's document management software enhances workgroup collaboration and offers secure storage, retrieval and sharing of critical information.

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Ricoh Singapore Pte Ltd is a firm advocate of people developer and work life balance policies. On a company wide basis, Ricoh champions environmental conservation as a key mission in all its business activities

More information about Ricoh's complete range of products and services can be accessed on the World Wide Web.

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JP 1 – your partner for increased productivity reduced TCO and enhanced system management & security to support your business.

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