

## 7. BUSINESS OVERVIEW

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### 7.1 THE ISB GROUP'S PRODUCTS, SERVICES AND OPERATIONS

The products and services offered by the ISB Group include CRM, FMS and e-business solutions under the "INGENUITY<sup>®</sup>" brand name, hotel PMS applications, project consultancy and advisory services in the area of Enterprise Workflow solutions, and hardware and systems integrations.

The ISB Group's products and services are designed to run either on a stand-alone or modular basis, or as multi-user LAN-based applications catered for medium to large corporate ICT requirements. The Group's products and services under the "INGENUITY<sup>®</sup>" brand name are currently deployed in the automotive, education, hospitality, manufacturing and service industries in Malaysia.

These products and services are offered through ISB's wholly-owned subsidiaries, IMSB and RCC. Through IMSB, the ISB Group develops, markets and supplies enterprise software solutions for mid-tier to large businesses, which fall within the following categories:

- CRM solutions and its core modules;
- FMS solutions,
- e-business applications, and
- Enterprise Workflow solutions, namely software solutions to automate the business operation and work processes of an enterprise;

under the "INGENUITY<sup>®</sup>" brand name. IMSB also provides project consultancy and advisory services for corporations. This enables IMSB to capitalise on a high-margin market segment with very specific ICT requirements in their business operations.

Through RCC, the ISB Group provides the following products and services:

- hospitality solutions with OA and process automation;
- systems integration;
- software development services in client-server and Internet technologies;
- LAN and WAN solutions provider; and
- data centre building.

The ISB Group's products are catered for the ICT requirements of small- and medium-sized enterprises to large corporations, and are designed to run either on a stand-alone or modular basis, or as a multi-user LAN-based application.

The ISB Group's product range may be summarised as follows:

#### 7.1.1 INGENUITY CRM Solutions

The INGENUITY CRM solutions oversee and automate the entire customer support process by providing a centralised system with easy access and high availability for the resolution and fulfilment of customers, vendors and/or employee inquiries, problems, complaints and feedback. It also ensures an efficient and engaging fulfilment process through the use of an electronic knowledge base and expert systems with interactive, user-friendly graphical interface. CRM is a business strategy composed of applications, technology and products that fulfil the following minimum requirements:

- provides the enterprise with a consistent and unified view of each customer every time anyone deals with that customer: this knowledge increases the opportunity for sales and the effectiveness of customer service;

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- enables the customer to have a consistent view of the enterprise, regardless of the way the customer contacts or touches point with the company: this improves customer satisfaction and customer retention;
- provides the tools to enable front office staff to perform sales, service and marketing tasks more efficiently as a team, increasing efficiency and reducing costs; and
- allows enterprises to profile and manage customer preferences, which will allow them to provide personalised services.

In addition to offering these standard CRM tools, the INGENUITY CRM solutions incorporate features that can greatly expand the capabilities of an enterprise and specifically designed to increase sales, marketing and customer service and support productivity by providing management with analytical tools to mine the knowledge base for vital financial and non-financial data for market intelligence and strategic planning. The INGENUITY CRM solutions are designed to provide e-business, Internet- and Intranet-based infrastructure with internal and external linkages that allows for efficient communication and delivery channels with faster time to market at lower cost. The INGENUITY CRM solutions consist of the following modules:

- Sales Force Automation and Order Management;
- Helpdesk Management System;
- Incident Management System and Service Analysis System;
- Communications Management and Messaging Integration; and
- Human Resource Management System and Staff Performance Analysis System.

The INGENUITY CRM solutions have the following functions:

**(i) Customer Profiling**

The customer profiling system helps enterprises to capture every aspect of useful information and knowledge about customer in ensuring better understanding about the customer behaviour such as buying pattern, payment pattern, organization reporting structure and past activity of interaction with customer. The system also provides documentation and scanning facility to capture every aspect of correspondence with the customer. The system provides other tools such as document merging, appointment and task scheduler, activity and job sheet system to capture the time cost of interaction with customer.

**(ii) Sales Force Automation**

Sales force automation automates the fundamental activities of sales professionals. It helps organisations to manage sales cycles and assists sales persons in achieving sales target. The system provides other tools such as quotation management, lead management, sales activity and time cost tracking to assist organisations in achieving an efficient way in monitoring sales activity.

**(iii) Customer Service Automation**

Customer service automation allows organizations to support the unique requirements of their customers with greater speed, accuracy, and efficiency. It handles issues such as service requests, complaints, and enquiries from customers. It provides a facility for issue logging, assignment, closing and monitoring. The system incorporates product and service warranty system to facilitate the maintenance services for product under warranty. The system also provides other tools such as knowledge base management and service email integration.

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**(iv) Call Centre and Helpdesk**

The call centre and helpdesk system provides first-hand support to handle incoming customer call by determining the customer support level. The system manages the service incident and defect logging and tracking functionality and also provides functionality for incident closing and resolution generation. It provides efficient solution through a built-in knowledge base system. Through multiple channels of interface, the system provides an efficient way of handling various forms of incoming customer requests.

**(v) Telemarketing**

The telemarketing system provides outbound call services in terms of automating the telesales call activities. It will organize and work through the existing customer call lists and perform automatic outbound dialling. The system comes with a scripting facility to guide the sales representative through the sale call process and provides automatic sending facility of literature and product brochure.

**(vi) Workflow Escalation and Alert Engine**

This engine provides functionality for the system to define responsibility for support personnel and the workflow process for the CRM environment. It interacts with the communication subsystems to provide alert notification and escalation for the CRM system.

**(vii) Communication Management**

The communication management system provides communication facility for the CRM system to interact with other systems such as e-mail, paging, facsimile transmission and SMS applications. Through this system, other INGENUITY CRM sub-systems can provide alert and notification services through various form of external communication facilities.

**(viii) Marketing Management**

The marketing management system provides a comprehensive framework for the design, execution, and evaluation of marketing campaigns and other marketing-related activities. It provides tools such as product and price configuration, mail merge, e-mail marketing, letter and label generation, and literature fulfilment.

**(ix) Human Resource Management System**

The human resource management system provides a comprehensive framework in managing the internal resources of the company in fulfilling the CRM requirement. It provides tools in terms of handling in the staff-skill set identification, training and development. It provides a facility to track the availability of the staff through a leave management system as well as staff performance analysis and appraisal system.

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### 7.1.2 INGENUITY FMS

The INGENUITY FMS solutions provide enterprise-wide financial management applications necessary to run the back-office of a business, ranging from a complete suite of financial and accounting modules to fully customisable and industry-specific high-end financial applications.

The INGENUITY FMS solutions are designed to be marketed both as a boxed, off-the-shelf solution, and as a fully customisable financial application. The FMS software is very much designed for end-user needs. The target markets are small- and medium-sized enterprises to larger enterprise, manufacturers and multinational corporations. The off-the-shelf FMS solutions cater mostly for smaller- and medium-sized businesses, whereas the customisable FMS solutions are for businesses with very specific and demanding requirements. The ISB Group believes that as businesses evolve over time, the market for customisable FMS solutions is fast emerging and relatively untapped.

The INGENUITY FMS solutions have modules which provide integration features to a powerful report writer that allows all financial documents and reports of the system to be customised on demand by the end-user. The core INGENUITY FMS solutions modules consist of the following:

- General Ledger and Financial Report;
- Accounts Receivable;
- Accounts Payable;
- Fixed Asset Management;
- Inventory Management;
- Management Reporting (with web-based reports);
- Manufacturing Module; and
- Security Manager.

### 7.1.3 INGENUITY e-Business Solutions

IMSB provides a comprehensive range of Internet-enabled software products and services. The INGENUITY e-business solutions allow businesses to crystallise their e-business strategies by empowering their business distribution channels (such as sales, marketing and support) with electronic CRM and simultaneously providing the business with better overall maintainability to serve these distribution channels quickly and effectively.

The two main components of the INGENUITY e-business solutions are:

- INGENUITY MarketMaker; and
- INGENUITY ChannelBuilder.

Other implementation benefits of the INGENUITY Internet Solution will be in a VPN and a corporate Intranet environment. Large multinational corporations are able to use the INGENUITY e-business solutions as a VPN for its subsidiaries. This provides the enterprise with secured access and transparent data flow between subsidiaries and departments.

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The features of INGENUITY MarketMaker and INGENUITY ChannelBuilder are as follows:

**(i) INGENUITY MarketMaker**

INGENUITY MarketMaker provides large organisations with e-business presence and a robust and solid back-office system to support their distribution channels effectively. INGENUITY MarketMaker offers a multitude of features for large e-business and Internet activities, including IMSB's proprietary Marketplace Mechanism, Supplier and Buyer e-CRM and Dynamic Catalogue Management. These features are summarised as follows.

The Marketplace Mechanism is a novel aspect of INGENUITY MarketMaker. It has the ability to either function independently or integrated to the INGENUITY ChannelBuilder component, forming an extensive e-business solution. This mechanism enables the INGENUITY MarketMaker to fulfil the three major e-marketplace classifications, namely neutral exchanges, forward aggregators (supplier-based exchanges) and reverse aggregators (buyer-based exchanges).

The Supplier and Buyer e-CRM feature provides electronic CRM functionalities that collate all information within its comprehensive business analysis tools. This provides systematic data analytics and enhanced decision-making via product inventory demand and control, market behaviour statistics, performance evaluation and profiling of buyers and suppliers.

The Dynamic Catalogue Management feature allows the presentation of the entire marketplace to be dynamically changed, ranging from the highlighted promotions, product focus to supplier and affiliated programs. All products and services are collated into a searchable catalogue with industry-standard categorisations.

The Virtual Extension feature is a concept to the traditional web-based marketplace whereby INGENUITY MarketMaker's virtual extension brings to life the marketplace in an animated, three-dimensional presentation. This unique feature of INGENUITY MarketMaker enables buyers and suppliers to transact, inquire and negotiate in an interactive and real-time environment.

INGENUITY MarketMaker also has Transaction Mechanisms features, which support the use of SSL and SET connections to payment gateways. Other e-business -related features include proxy invoicing, billing of transaction fees, links to existing Legacy Systems and integration to INGENUITY's FMS solutions.

**(ii) INGENUITY ChannelBuilder**

INGENUITY ChannelBuilder is designed for small- and medium-sized enterprises that are beginning to embrace e-business. The INGENUITY ChannelBuilder is designed to be a cost-effective solution without technical complexities to end-users. This allows end-users to deploy an e-business extension to their existing operations at minimal investment, disruption and risk. The features of INGENUITY ChannelBuilder are as follows:

- The INGENUITY ChannelBuilder system architecture provides a rapid and adaptable system architecture to cater to different customers' requirements. The INGENUITY ChannelBuilder system deploys integrated e-business corporate websites with a comprehensive choice of features and functionalities;

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- Complete Customer Profiling allows all customer information, from personal data, feedbacks and complaints to transactions, are logged. This allows channel staff to provide better service to customers at all times;
- Detailed Product Knowledge comprises a complete catalogue of product and service information, stored in order to better service customers at all times;
- INGENUITY ChannelBuilder also has a Service Knowledge Base under which common questions and problems that have been solved by technical staff are compiled into a set of frequently-asked-questions, which are then used by either call-centre staff to help customers solve their problems, or posted on the channel for customers' own convenient reference; and
- The Sales Continuum feature allows channel managers to create leads and close-down deals through request-for-quotations, product and service inquiries and follow-up activities.

**7.1.4 Enterprise Workflow solutions**

The ISB Group, through IMSB, develops and designs Enterprise Workflow solutions for businesses and professional consulting firms to enhance the flow of business information through automation. The INGENUITY Enterprise Workflow solution automates business processes, where manual, paper-based procedures are not only cumbersome by today's standards, but they also introduce too many opportunities for processing errors and delays. Effectively capturing, managing and sharing business information is critical in today's fast-paced business environment because information drives the processes that drive business. In this regard, the ISB Group's Enterprise Workflow solutions are designed to manage and improve business processes.

Organisations today are continuously automating and improving business processes to manage costs and increase operational efficiency in order to raise their levels of customer service and gain competitive advantage in the marketplace. The INGENUITY Enterprise Workflow solution improves the dissemination of information and workflow operations by extending and accelerating core systems processes throughout an organisation to increase workforce productivity and management efficiency.

The ISB Group has developed, among others, Enterprise Workflow solutions for professional tax consultants to automate their work processes and reporting compliance. The INGENUITY Tax Computation solution provides better turnaround time in generating tax computations for its clients. The traditional semi-manual method of tax computation processes utilising spreadsheet programmes has been automated and provides more concise, accurate and timely tax computations. The INGENUITY Tax Computation solution is also designed based on general accepted tax practice in Malaysia and is currently used by Malaysian professional tax consulting firms.

**7.1.5 Business Intelligence and Data Mining Services**

The ISB Group provides data mining and analysis services as part of the value added services for organisations that want to explore in-depth into knowledge finding and representation within their CRM or business databases. Through the data mining services, ISB will provide consultation and professional services to help organisations in developing a complete set of knowledge models to understand their customer, product, employee and competitor profiles. Through technology transfer and joint development of the MGS project with the European i3net research network, ISB has developed its proprietary technology and team of expertise in providing these services.