

# The Next Wave Quarterly Newsletter

Issue No. 2

April 2010

## Driving Growth: A Key Priority

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- Chairman's Message on Pg 2



# Driving Global Growth

# Chairman's Message



Dear Customers, Partners and Employees,

As we begin the New Year 2010, we are committed to gaining market share in our core business. InfoWave today leads in some of the key markets that we participate in, however, we will not rest on our laurels. We intend to gain market share by bringing new products, solutions and services to market, collaborate across product lines in order to drive further integration, increasing cross-selling opportunities across all businesses, and expect to exceed customers' expectations wherever they may be. In this issue, I will share with you our plans, as we chart the course for our future.

## **DRIVING GROWTH THROUGH SUPPORT & INFRASTRUCTURE**

I believe InfoWave is positioned for long-term growth. Our strong network of overseas offices, distributors and strategic partners has allowed us to grow our business and serve our customers on a global basis. As our business evolves to include more interactions with our customers and partners globally, we intend to establish a strong support infrastructure that includes setting up of new service centers and marketing offices in key markets such as Europe, Australia and New Zealand, a new customer portal that allows customers to log cases, and a new partner portal that allows partners to find information and tools to market, sell and support our products and solutions. Most recently, we have launched our new corporate website at [www.infowave.sg](http://www.infowave.sg) as part of our on-going marketing initiatives.

Moving forward, we intend to explore new geographic markets including Middle East, Eastern Europe, Thailand and the Philippines in the next 12-18 months period by appointing new partners.

## **DRIVING GROWTH THROUGH RIGHT PEOPLE RESOURCE**

Our success over the past few years is a result of our hardworking and committed employees. We believe having the right people resource is important, which is why we have training programs and recreational activities in place to grow and equip our people with the right skills and core values. In February this year, our senior management team met for an offsite retreat to consider how best to implement the organization's strategies so that we continue to be a viable and

growing business. The discussion reinforced the connection between our mission, vision and values, which we believe will help us to shape and lead the markets in which we compete.

## **DRIVING GROWTH THROUGH ACQUISITION & INNOVATION**

Over the years, InfoWave has also grown by combining strategic acquisitions with strong product development. This year, we executed on this strategy again and completed one new acquisition - Lissome Systems (Int'l) Pte Ltd – an intelligent security and surveillance business serving law enforcement agencies and military organizations in the region. And our R&D team has continued to create new products, solutions and services; and add new features and functionalities to our existing offerings. To ensure that we continue to offer industry-leading products, solutions and services, we intend to continually invest in R&D each year - to enable our customers to take advantage of tomorrow's opportunities. This year, we plan to launch several new products and solutions including new computing devices, mobile data terminals (mid to high end), vehicle trackers, and fleet management solutions for our telematics business, and new enhancements to our ATLAS suite of supply chain management solutions.

Looking ahead, I am confident that InfoWave is well-positioned to meet whatever challenges the future holds. I believe we have built a very strong team that will continue to drive our leadership position in the infocomm technology industry. I also believe that the strategies we have undertaken in the market are instrumental in our keeping pace with the rapidly changing environment – we have continued to listen to our customers, keep abreast of technological developments, and invest in right resources.

On behalf of the board, I extend our gratitude to our employees, partners and customers around the world. As always, we look forward to continuing to build shareholder value through keen strategic insight and solid business execution.

Yours sincerely,

Mr. Chay Yee Meng  
Chairman and Group CEO  
InfoWave Pte Ltd

# Subsidiary Spotlight

**InfoWave Group of Companies continues to bring the benefits of scale, reach and diversity to customers throughout the region with diverse domains and strengths. In this issue, we will feature one of InfoWave's subsidiaries, Autoscan Technology.**

**BY MR. MAURICE SEE, MANAGING DIRECTOR**

The last 12 months has been one of the most challenging periods since I entered the infocomm technology industry 20 years ago. The global fear of a meltdown similar to the Great Depression was as real as can be because all reports from leading economists and governments pointed towards uncertainty and risk.

It was about one year ago since I took on the role of Managing Director of Autoscan Technology and had to charter a course for this company which has 17 years of history and operations in Singapore, Malaysia and China.

It soon became obvious to me that we have a strong customer base who have been supporting us over the years because of our joint collaborative effort in developing solutions which is helping them operate their multi-million dollar businesses through the use of barcode, radio frequency identification for data collection and our application software for warehousing, container yard management, transport planning and asset tracking. During the last few years, we have embraced new technology to enhance our application software leveraging the Internet and providing Software as a Service (SaaS) so that small and medium sized customers can make use of technology to gain a competitive edge and automate their operations.

The second fact which became clear to me was our customers were only using our solution for their supply chain needs and using other ERP systems to automate their business processes. With this in mind, we decided to include Corporate Performance Management as a solution to help our customers manage their business. This new solution offering will help our customers to gain better insight to their business and make sure that they are operationally and financially efficient.

With this new direction, we hope to assist our customers in answering the most pertinent questions for them starting from their key performance indicators,

'what if' analysis and how they are performing in relation to their corporate strategy.

This philosophy will assist our customers in defining the resources needed to achieve their corporate objectives. Through performing a series of modeling with cost drivers, historical data and targets, our customers can take a look into the future to determine if the aligned resources and strategy will work to achieve the corporate goals. This far exceeds getting a report which reflects the performance of current state and leaving stakeholders with no chance of changing the often undesirable situation. We want to empower our customers with the ability to prevent bottlenecks from happening in the future and be able to respond to exceptions in their day-to-day operations. Management and key employees can be alerted through their mobile phones and web browsers regardless of their physical locations and respond swiftly to the situation.

Today, we partner with IBM, Clarity, Informatica and Qlikview to provide an end-to-end Corporate Performance Management solution to deliver our value proposition: *"To provide an integrated **Best-of-Breed** solution for our Esteemed Customers to manage their business"*.

Moving forward in our new fiscal year beginning from August, we plan to increase our coverage of Malaysia and China by appointing resellers and partners for our ATLAS suite of supply chain management solutions. This is the first phase of our strategy to achieve our goal of becoming a leading provider of supply chain management solutions in Asia. Coupled with the increased market coverage within Asia, we are working relentlessly with various partners to enhance our solutions. These enhancements are based on feedback from our user groups. The new releases will focus on inventory and transportation planning optimization. We are certain that the new capabilities will assist our customers in reducing their operations cost and better their return on investment.

**Today, we provide a broad range of financial reporting tools to assist organizations in their budgeting, forecasting, consolidation, scenario planning needs and 'what-if' analysis to meet internal management and external statutory reporting requirements.**

**ANALYZE**

# Corporate Events

## Management Retreat

### Planning Our Strategies, Mission, Vision & Values

InfoWave's senior management met for an offsite retreat last month to discuss how best to implement the organization's strategies so that we continue to be a viable and growing business for the next one year. The discussion subsequently led the team to develop InfoWave's overall mission, vision and values, which we believe will help us to shape and lead the markets in which we compete.

#### Our Mission

To be a market-focused organization that provides innovative solutions for our customers to help them collect, manage, secure and communicate information.

#### Our Vision

To be the partner of choice for our customers by providing best-in-class track-and-trace, supply chain management, corporate performance management, information security, intelligent surveillance, and telecommunications products, solutions and services.

#### Our Values – ETHICS

Our values provide a common framework for our business decisions, actions, and relationships with all of our stakeholders:

#### Pursuit of Excellence

We strive to be the best in everything we do through constant learning and innovation.

#### Teamwork

We deliver innovative solutions through collaboration with our customers, partners and employees.

#### Honesty & Integrity

We regard honesty and integrity as an essential part of our business – how we conduct ourselves and how we interact with one another and all of our stakeholders.

#### Customer Care

We value our customers. They are the reason for our existence.

#### Enhance Stakeholders Value

We strive to maximize the interests of our stakeholders.

## Annual Dinner and Dance

InfoWave will be organizing our 8<sup>th</sup> Dinner and Dance in August this year. We will be announcing the theme and venue for this year's event in the next issue of our quarterly newsletter.

## Appreciation Movie Night

### Saying Thank You to Our Customers and Partners

InfoWave will be inviting our customers and partners to the movie screening of Iron Man 2 on May 5, 2010, to show our appreciation for their continuous contribution to our organization. We believe that the movie event will be a great opportunity for customers and partners to personally meet our management team and employees, and strengthen relationships. It will be a fun event for everyone to mingle and enjoy themselves.

# Staff Events

## Team Building Building Esprit de Corp

Team work in InfoWave has great importance for us. We believe that employee motivation and morale improves when they feel valued or when their contributions make a difference – people feel good when they are part of something meaningful and worthwhile. This explains why we are continually organizing get-together events and activities for staff. We think that such activities are great ways for our employees to get to know each other, create a special bond, and work together with a clear sense of common mission, vision and values.



# Marketing with Vision

## 7<sup>th</sup> Annual RFID World Asia 2010 Exhibition

**InfoWave will be participating in the RFID World Asia 2010 Exhibition in April this year. The exhibition, which is regarded as the region's international showcase of the latest RFID technologies and applications, will take place from April 21-23 at the SUNTEC Singapore International Convention and Exhibition Centre.**

We believe that the participation will provide an opportunity for InfoWave's Telematics Business Unit, Autoscan Technology and InfoHub Solutions to meet our customers and partners across Asia, showcase our latest products and solutions, and unveil our upcoming business plans.

Demonstrations and discussions of InfoWave Group's products and solutions will be available from April 21-23 between 10.00 am and 5.30 pm in Hall 402-404, Stand 4M12. To schedule a meeting with the InfoWave team, please contact:

Ms. Jacqueline Chan  
Senior Manager, Corporate Marketing & BD  
Email: [jacquelinechan@infowave.sg](mailto:jacquelinechan@infowave.sg)

Mr. Vincent Su  
Marketing Executive  
Email: [vincentsu@infowave.sg](mailto:vincentsu@infowave.sg)



InfoWave's Booth at Stand 4M12, Hall 402-404 SUNTEC Singapore International Convention and Exhibition Centre

## InfoWave Unveils New Corporate Website

InfoWave is pleased to announce the launch of our new corporate website on March 19, 2010. The new website offers information about the Group's mission, vision, values, identity, strategic direction and core capabilities. In addition, it reinforces our position as the leading provider of track-and-trace, supply chain management, corporate performance management, enterprise security, and telecommunications products, solutions and services in the global marketplace. The website also features our senior management team and our global success. For more information about InfoWave's new website, please visit [www.infowave.sg](http://www.infowave.sg).



## InfoWave Telematics Branding Contest – Winning Entry

In December 2009, InfoWave's Telematics Business Unit held a branding contest as part of its product line extension and rebranding strategy. The contest, which was opened to all employees within InfoWave Group, saw an overwhelming response. The result was announced two months later.

The winning entry – "Xeni-sys" (which symbolizes a new beginning) was submitted by Goh Chin Tee, Senior Sales Manager of Corporate Performance Management Business Unit.

Congratulations to Chin Tee who walked away with an iPod Classic!

# Key Project Wins

## Key Project Wins

As a leading infocomm technology group, we position ourselves amongst the top players worldwide. With this international focus, it allows us to meet industry trends and upcoming challenges with carefully implemented strategies that secure our place in the market. In this issue, we will share with you the key project wins we have achieved for the past 3 months.

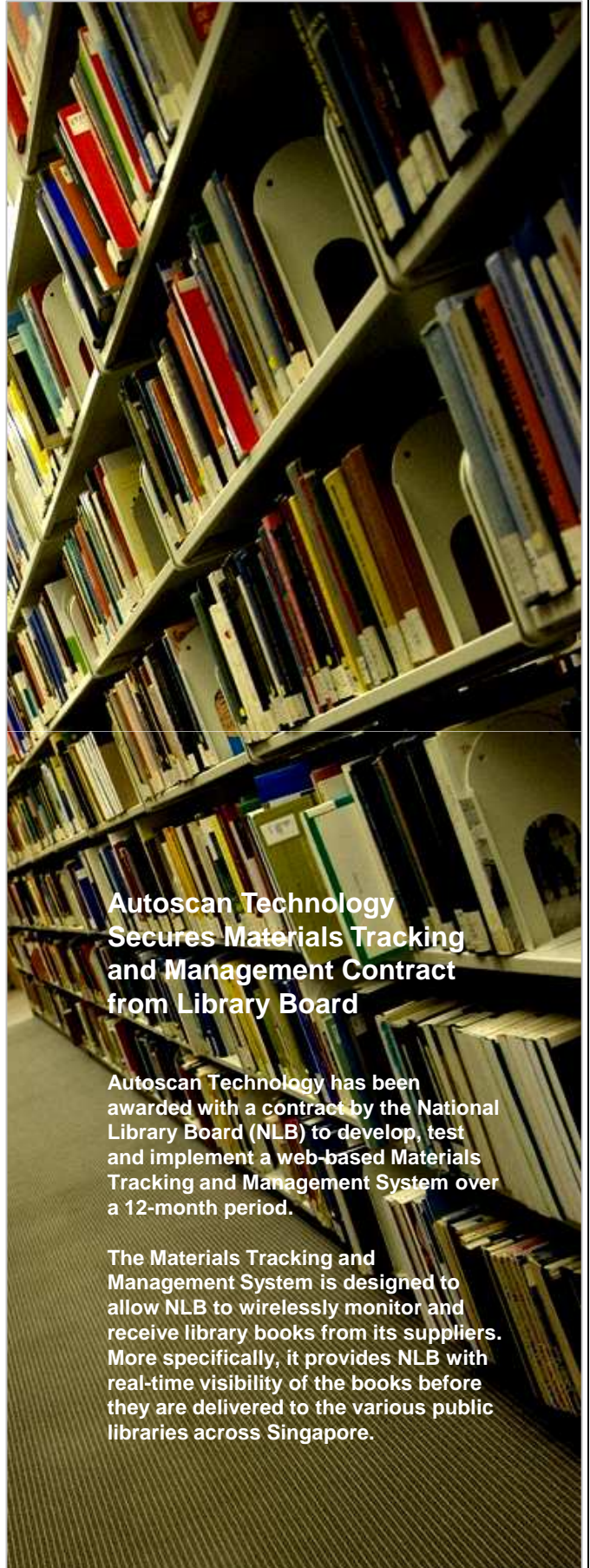
### InfoWave Telematics Business Unit

#### Implements GPS Fleet Tracking Solution for Outdoor Advertising Company

InfoWave's Telematics Business Unit has won a contract with the world's largest outdoor advertising company to implement GPS tracking solution for its fleet of vans in Singapore. The project involved installing InfoWave's vehicle trackers into the advertising company's vans to enable the fleet manager to have a full and complete view of the fleet, with precise location and movement details. With real-time location visibility, the advertising company can now ensure that its workforce remains within the planned routes, and that the workers follow the appropriate time parameters for maintaining and servicing the advertisement panels at some 3,200 bus and taxi shelters island wide.

#### Completes Delivery of Vehicle Trackers to Mobile Resource Management Solutions Provider

InfoWave's Telematics Business Unit has successfully completed the delivery of 1,000 units of its vehicle trackers to one of Australia's leading online GPS monitoring solutions providers. The vehicle trackers form part of the Australian company's integrated fleet management solution offerings to its transport and logistics customers looking to improve efficiencies in managing their mobile workforce and vehicular assets. InfoWave's vehicle trackers were selected by the Australian solutions provider as the devices have proven to help fleet owners in providing precise location, routing and driving directions on a real-time basis.



### Autoscan Technology Secures Materials Tracking and Management Contract from Library Board

Autoscan Technology has been awarded with a contract by the National Library Board (NLB) to develop, test and implement a web-based Materials Tracking and Management System over a 12-month period.

The Materials Tracking and Management System is designed to allow NLB to wirelessly monitor and receive library books from its suppliers. More specifically, it provides NLB with real-time visibility of the books before they are delivered to the various public libraries across Singapore.

# Key Project Wins

## Autoscan Technology

### Implements Container Yard Management Solution for Logistics Services Provider

Autoscan Technology has secured a contract from Poh Tiong Choon Logistics to provide a container yard management system for its container operations. Poh Tiong Choon Logistics is one of Singapore's largest homegrown logistics companies.

Under this contract, Autoscan Technology will implement its ATLAS Container Yard Management System to enable Poh Tiong Choon Logistics to automate its container handling and storage operations from Gate-IN to Gate-OUT and Storage; optimize its gate, dock and yard capacity; and in the process, deliver improved efficiency, productivity and competitive advantage.

## MavenTree Technology

### Wins Additional Contract from Leading Aircraft MRO Provider

MavenTree Technology has been awarded a contract by the world's largest aircraft MRO provider to implement a wireless warehouse management system pilot project. Work for the pilot project commenced in February and is expected to complete by April 2010.

The project aims to optimize warehouse operations by equipping warehouse workers with mobile devices to run an effective supply chain. Using mobile devices, warehouse workers will now be able to transfer information and transactional details back to the central office wirelessly as they happen – minimizing delays and discrepancies. The project will move forward with a full-scale implementation across Europe once the pilot phase is successful.

## InfoWave Corporate Performance Management Business Unit

### Optimizes Construction Firm's Business Performance with IBM Cognos Solution

InfoWave's CPM Business Unit has secured a contract with Tiong Seng Contractors, a leading general building and civil engineering company in Singapore, to implement IBM Cognos performance management solution - comprising IBM Cognos 8 Controller and IBM Cognos 8 Business Intelligence - to provide end-to-end performance management for its construction business.

Tiong Seng Contractors spent more than a year evaluating various IBM Business Partners without making its selection. Towards the end of last year, IBM decided to team up with InfoWave for this account. Within a month of pre-sales and requirements gathering, Tiong Seng Contractors made its decision to award the contract to InfoWave in view of our strong experience and expertise.



# Key Project Wins

The Next Wave



MavenTree Technology has continued to help its client in the petroleum industry to develop web applications using advanced interactive technologies to enhance user experience and improve performance.

## MavenTree Technology

### Enhances Contract Management System for Multi-national Petroleum Client

MavenTree Technology is continually working with its multi-national petroleum client to improve its contract management system. Two new enhancements were implemented recently to improve the overall system performance and ease of use for both internal and external customers. More specifically, the enhancements involved extending the existing contract management system to support capturing of important vessel information to ensure visibility and traceability, and mapping of new business processes and workflows with the SAP backend system.

## InfoWave Corporate Performance Management Business Unit

### Wins Contract from Integrated Offshore Services Specialist

InfoWave's Corporate Performance Management Business Unit has been awarded a contract to implement IBM Cognos Controller, a financial consolidation software for Mainboard-listed Ezra Holdings. The IBM Cognos Controller solution will enable Ezra Holdings, an integrated offshore services specialist, to improve its finance team's reporting process, benchmark services and measure business performance. Project implementation will commence immediately and is expected to complete within a four-month period.

## Blueberry Telecom

### Enters into Bilateral Agreement with Bangla Trac Communications

Blueberry Telecom and Bangla Trac Communications (Banglatrac) have signed a bilateral agreement to exchange voice traffic through each other's network infrastructure, a move that is expected to grow Blueberry Telecom's revenue in emerging markets. Banglatrac, a new entrant in the Bangladesh telecom sector, is one of the four licensed operators who can route incoming and outgoing international calls to and from Bangladesh.

Under the agreement, Blueberry Telecom will send its voice traffic for India, Pakistan, Saudi Arabia, Sri Lanka, Thailand and UAE terminations to Banglatrac, in exchange for Banglatrac's outgoing voice traffic to Australia, Malaysia, Philippines and Singapore.

**To learn how our suite of products and solutions can help you in your business, please email [info@infowave.sg](mailto:info@infowave.sg).**