CREATE

Cluster for Research in ERP based Applications, Technology and Excellence

"Can we be the Mecca of ERP Excellence?"
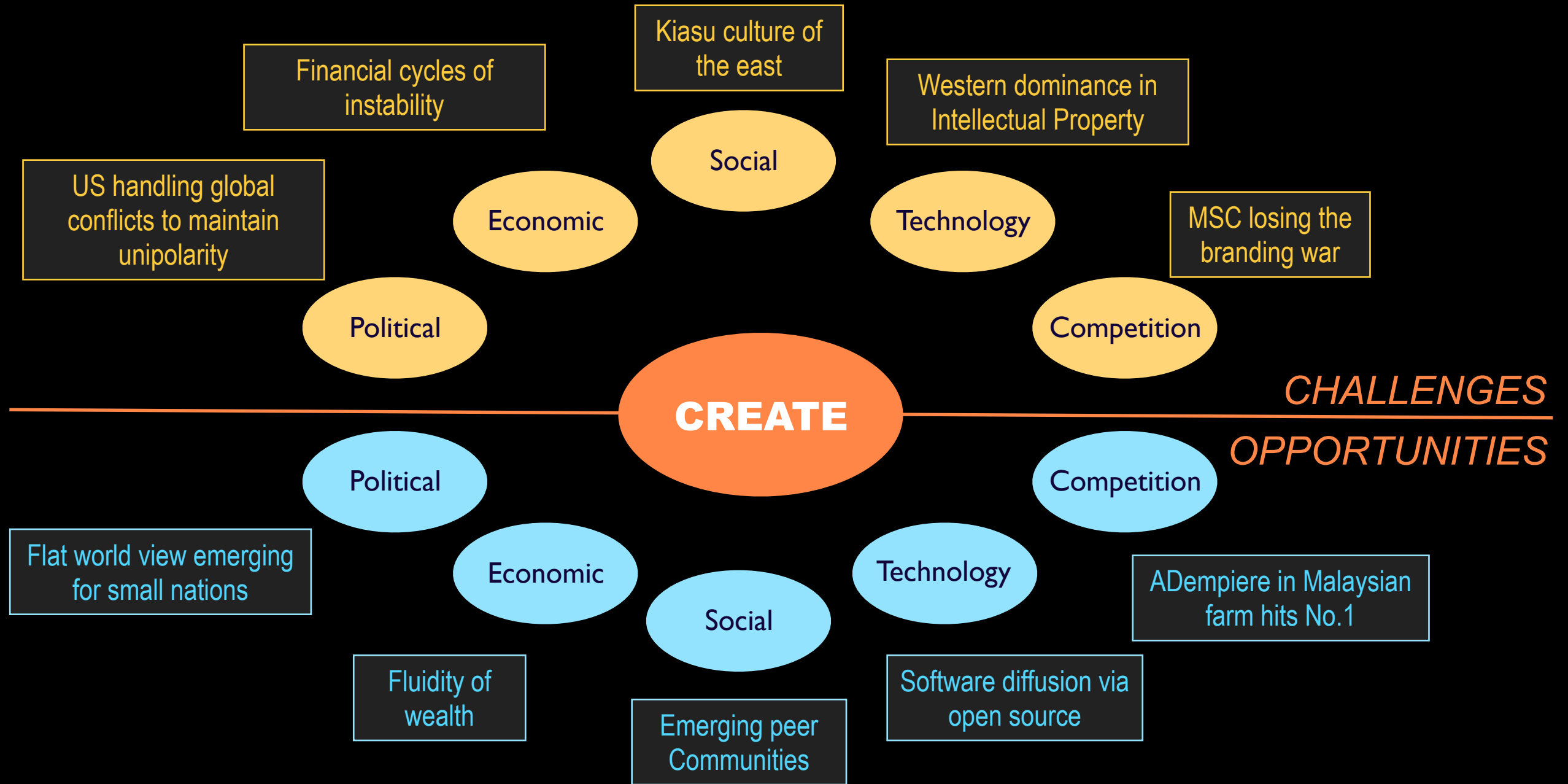
Redhuan D. Oon
RED1 - LEADER OF THE ADEMPIERE PROJECT
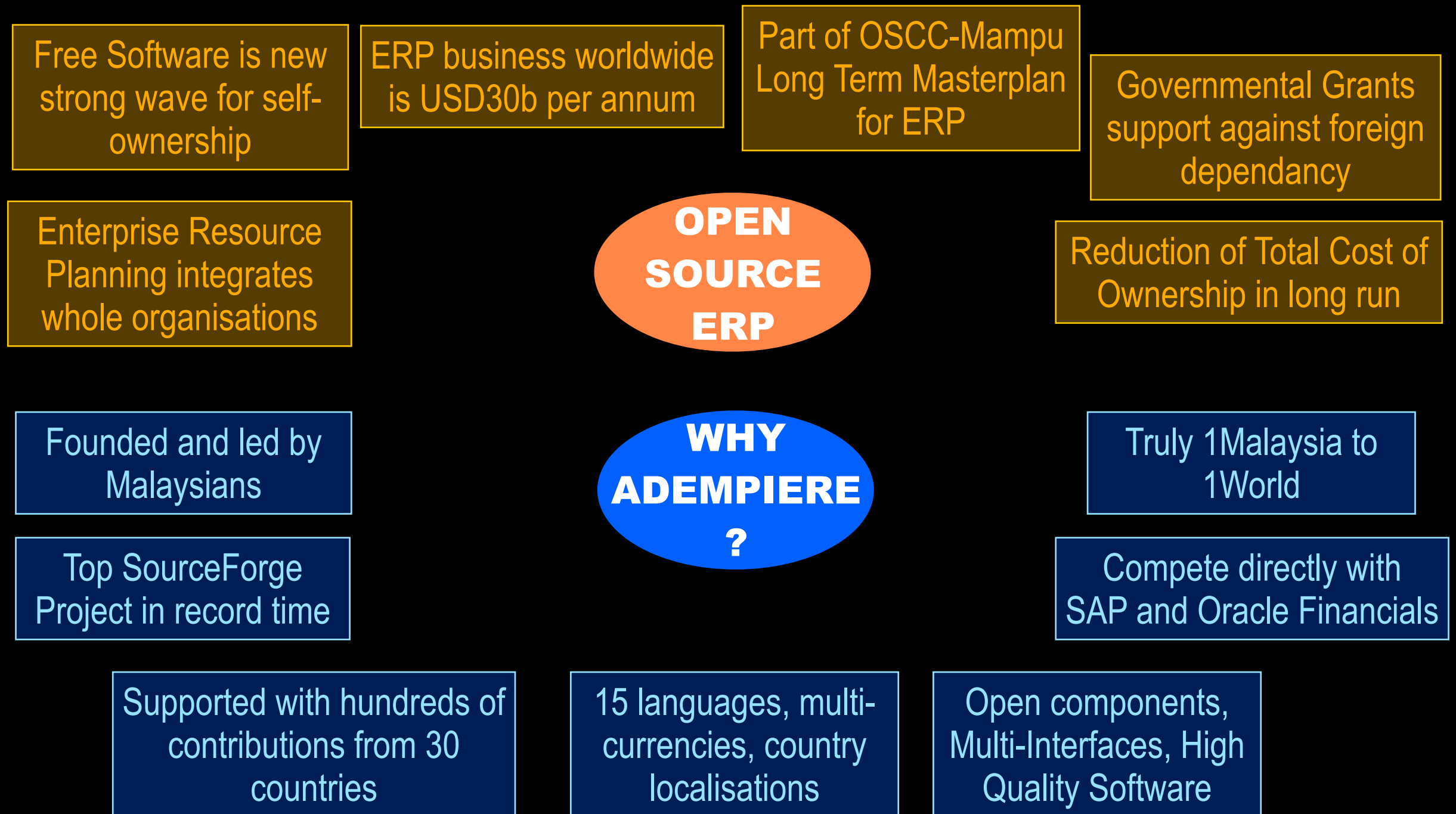
"Allah creates.. teaches by the Pen, what we know not"
- from Surah Al-Alaq (of the Clot)

OPEN SOURCE ERP IS A BLUE OCEAN FOR ANY NATION TO BECOME NO.1 IN THE COMPETITIVE WORLD OF DISRUPTIVE IDEAS

Kiasu culture of the east

Financial cycles of instability

Western dominance in Intellectual Property

US handling global conflicts to maintain unipolarity

Social

Economic

Technology

MSC losing the branding war

Political

Competition

CREATE

CHALLENGES

OPPORTUNITIES

Political

Competition

Flat world view emerging for small nations

Economic

Technology

ADempiere in Malaysian farm hits No.1

Social

Fluidity of wealth

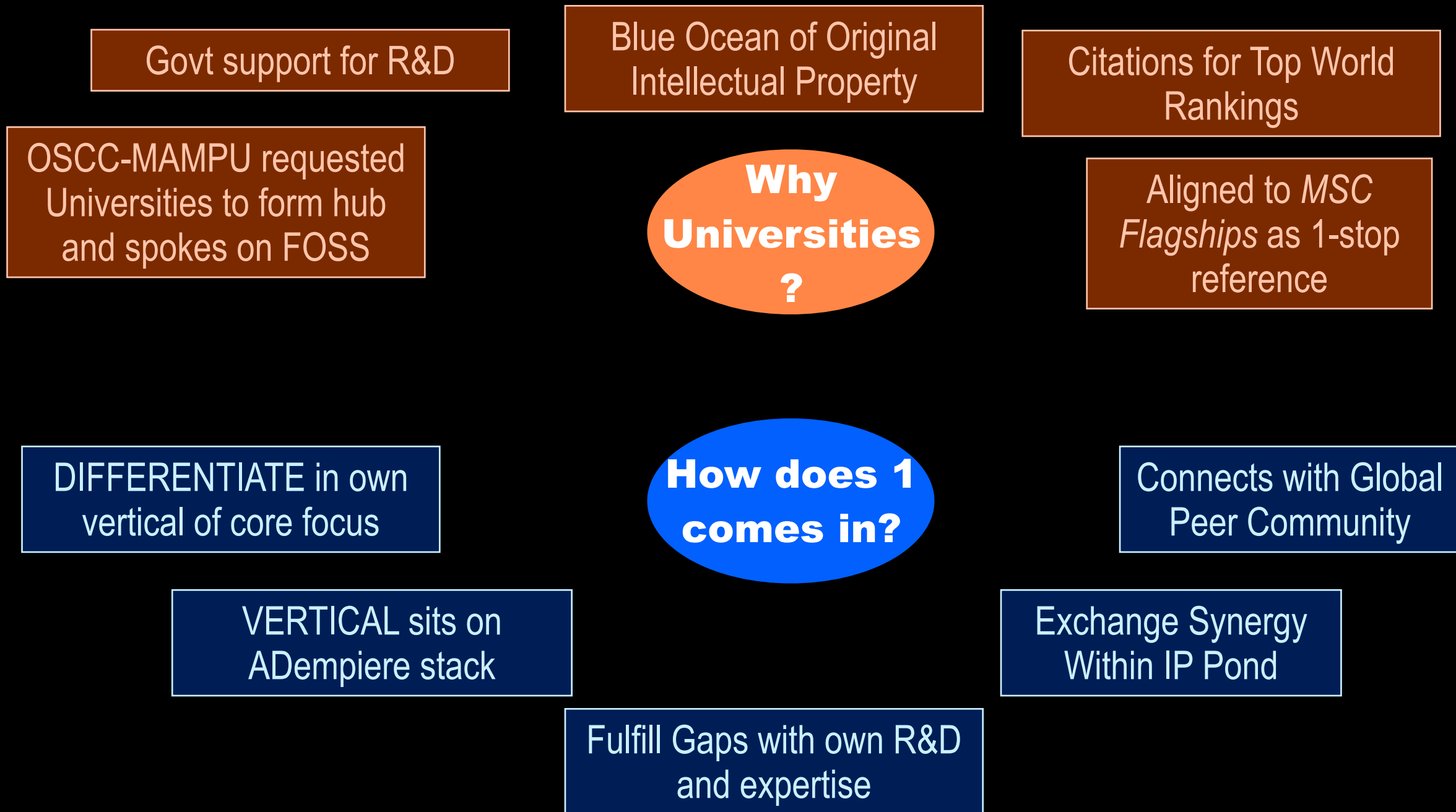Software diffusion via open source

Emerging peer Communities

THE WEB SINGULARLY REVOLUTIONISES MANY THINGS. A WEB-BASED OPEN SOURCE PROJECT IS STRATEGIC POSITIONING

OPEN SOURCE ERP IS FORSEEN AS THE ANSWER TO COST CUTTING AND PRODUCTIVITY OF ALL BUSINESS
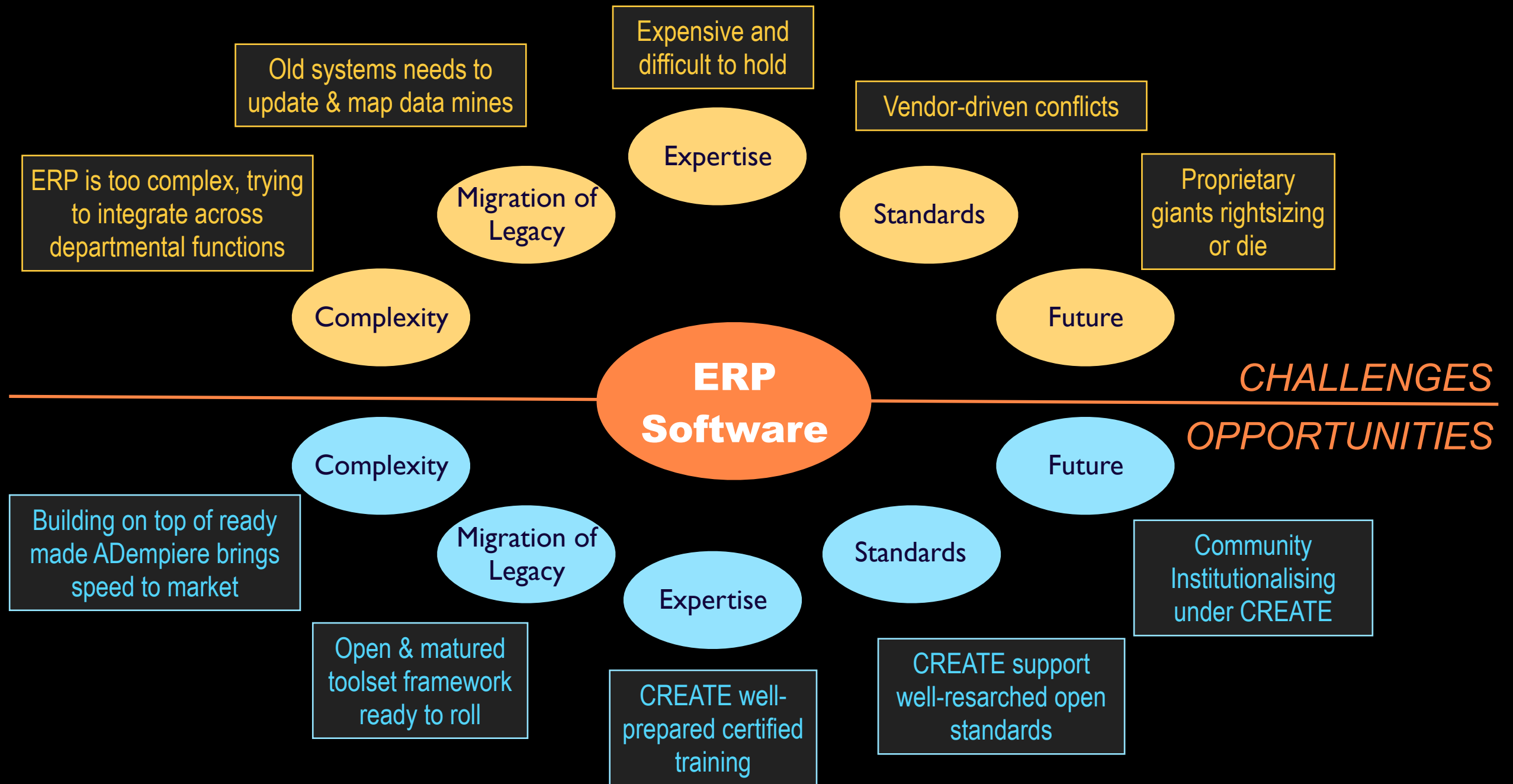
Free Software is new strong wave for self-ownership

ERP business worldwide is USD30b per annum

Part of OSCC-Mampu Long Term Masterplan for ERP

Governmental Grants support against foreign dependancy

Enterprise Resource Planning integrates whole organisations

OPEN SOURCE ERP

Reduction of Total Cost of Ownership in long run

Founded and led by Malaysians

WHY ADEMPIERE ?

Truly 1Malaysia to 1World

Top SourceForge Project in record time

Compete directly with SAP and Oracle Financials

Supported with hundreds of contributions from 30 countries

15 languages, multi-currencies, country localisations

Open components, Multi-Interfaces, High Quality Software

THE GOVT'S THRUST IS NOW FOR SELF RELIANCE INNOVATION THAT CAN EXPORT TO THE WORLD TO BECOME A STRATEGIC ECONOMY BY 2020

UNIVERSITY CLUSTER IN MALAYSIA CAN BRAND THIS AS TRULY *'MALAYSIA'S GIFT TO THE WORLD'*

Govt support for R&D

Blue Ocean of Original Intellectual Property

Citations for Top World Rankings

OSCC-MAMPU requested Universities to form hub and spokes on FOSS

Why Universities ?

Aligned to *MSC Flagships* as 1-stop reference

DIFFERENTIATE in own vertical of core focus

How does 1 comes in?

Connects with Global Peer Community

VERTICAL sits on ADempiere stack

Exchange Synergy Within IP Pond

Fulfill Gaps with own R&D and expertise

RESOLVING EDUCATION'S PRESENT DILEMA IN PRODUCING KNOWLEDGE WORKERS THAT ARE RELEVANT TO WORLD INDUSTRY

ISSUES WITH ERP - ITS COMPLEXITY AND RISKS GIVES READY OPPORTUNITIES FOR UNIVERSITIES

Old systems needs to update & map data mines

Expensive and difficult to hold

Vendor-driven conflicts

ERP is too complex, trying to integrate across departmental functions

Proprietary giants rightsizing or die

Expertise

Migration of Legacy

Standards

Complexity

Future

ERP Software

CHALLENGES

OPPORTUNITIES

Complexity

Future

Building on top of ready made ADempiere brings speed to market

Migration of Legacy

Standards

Community Institutionalising under CREATE

Expertise

Open & matured toolset framework ready to roll

CREATE support well-resarched open standards

CREATE well-prepared certified training

ADEMPIERE IS THE KILLER APP TO ADDRESS WORLD DEMAND FOR SIMPLICITY IN IMPLEMENTATION. 'CREATE' PROVIDES ONE-STOP POND

ROADMAP TOWARDS IP POND SYNERGY - UNIVERSITIES FORM CLUSTER TO COMPLETE ECO-SYSTEM OF ERP EXCELLENCE

Concept
- Formation of <u>CREATE</u> centres
- Generate Global Audience
- Peer-Apprentice Learning
- Add-ons and quick wins

Groundwork

Complete
- Conference Presentation
- Confidence with projects
- New IP Innovation
- Showcase Reference

Roadshow
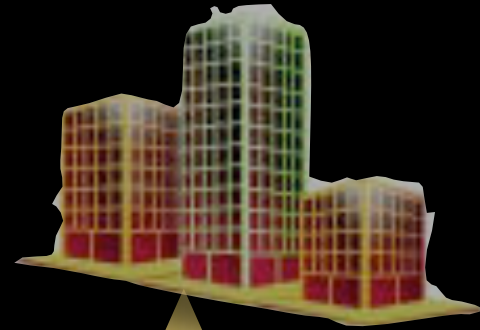
Launch Branding

Conquer
- Standards & <u>Certification</u>
- Research & Reference
- CREATE centres
- Incubating Champions
- Global Exchange

Our Gift to the World

No.1

IPO Spinoffs

Made In Malaysia

ISV Startups

Global MSC Branding Journey

1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		
	Year 1			Year 2	Year 3

REPUTABLE VALUE BRANDING FOR TOP UNIVERSITY

- Premier top R&D member in ERP community

- Research theses, publications in ERP applications

- Own IP in open source ERP contributions

- Online media library of community activity, trainings, case-studies to attract worldwide interest

- Showcase in centre, exhibitions, conferences

- Project twinning for prototype research and application in ERP worldwide

- Exchange value resource with global universities, lead eco-system

OWNERSHIP OF METHODOLOGY BRINGS BUSINESS GOODWILL TO THE UNIVERSITY

WARRANTY & SUPPORT

MIGRATION & INTEGRATION

PROJECT IMPLEMENTATION & CONSULTANCY

PRELIMINARY NEEDS ANALYYSIS

CLUSTER BUILDS ECO-SYSTEM REFERENCE

CERTIFICATION NEED TO BE REPUTABLE

EXPERTS NEED TO BE CERTIFIED

PEOPLE NEED TO BE TRAINED AS EXPERTS

SOFTWARE IS FREE, PEOPLE ARE NOT

INHOUSE SETUP FOR CORPORATE GROUP

TEAMING AGREEMENTS WORLDWIDE PROJECTS

PROJECT COMPLIANCE PERFORMANCE AUDIT

JOINT PROJECT EXECUTION CHARGEABLE AT USD1,000 PER DAY

COST STRATEGY FOR EACH CENTRE TO ALLOW RECOUP OF FUNDS VIA READY ERP PROJECTS

- RM 1 million capex setup

- RM 2 million opex p.a

- RM 10 million revenue p.a.

- Head of Create - RM200 thousand p.a.

- Project commission 2% of total revenue

- Ongoing goodwill transfer to Create

STARTING CORE TEAM BUILD RESOURCE ASSETS FOR REFERENCE AT CREATE CENTRE

- Head of Create, assisted by team of 7

- Centre Manager (1)

- Media Manager (1)

- Subject Matter Experts (2)

- Developers (2)

- Other support shared with internal admin

EDUCATIONAL FUNDING IS RECESSION PROOF AND REQUIRES INNOVATIVE PUSH FROM UNIVERSITIES

- University R&D status grant - RM10m
- MOSTI Pre-Commercialisation - RM5m
- MDec Halal ICT Flagship grant - RM3m
- Human Resource grants
- MARA Cyberpreneur grants
- European Union FP7 grants - Euro30b

OWNERSHIP OF METHODOLOGY BRINGS BUSINESS GOODWILL TO THE UNIVERSITY

- More universities are picking it up - Stick to our differentiator (books, research, centre and certification)

- Collaborate openly and align in Hubs and Spokes.

- Be selective and focus on key projects

- Get our products endorsed by SIRIM, Mampu

- Value add certifications with practice

EXAMPLES OF KILLER APPS ON ERP TO DELIGHT MASS CONSUMER MARKETS

Google Earth rendering of ERP Logistics & Organisational Flow

IPhone touch screen user friendliness

operations via SMS

Telephony - Voice Recognition to conduct ERP process over the phone

User Interface

BI / KPIs intuitive graphics

MySQL Drizzle multi core 64bit super-speed

Backend

3rd Party Products Migration Tool i.e. SAP, Navision, Myob

Smart Business Installer

ERP Time Machine Snapshots

Module Editor Modeller

COMMERCE LIKES KILLER GADGETS, ERP IS THE NEXT WAVE, ITS CONVERGENCE WITH TELEPHONY AND WEB CLOSES THE LOOP

HUB AND SPOKE ALIGNMENT ENSURE MALAYSIAN CLUSTER BRANDED AS A GLOBAL SCENE

MOSTI-MDec

Govt KPI via F.O.R.C.E -
Freedom Software
Resource Centre of
Excellence

MAMPU-OSCC

PM call for local
software preference

Hub Cluster

C.R.E.A.T.E organise
University Cluster

Asia e-University
Masters Certification

University
Cluster

Any University - any
niche focus area

City University
R & D Centre

UTM - Manufacturing

MSU - Business Process
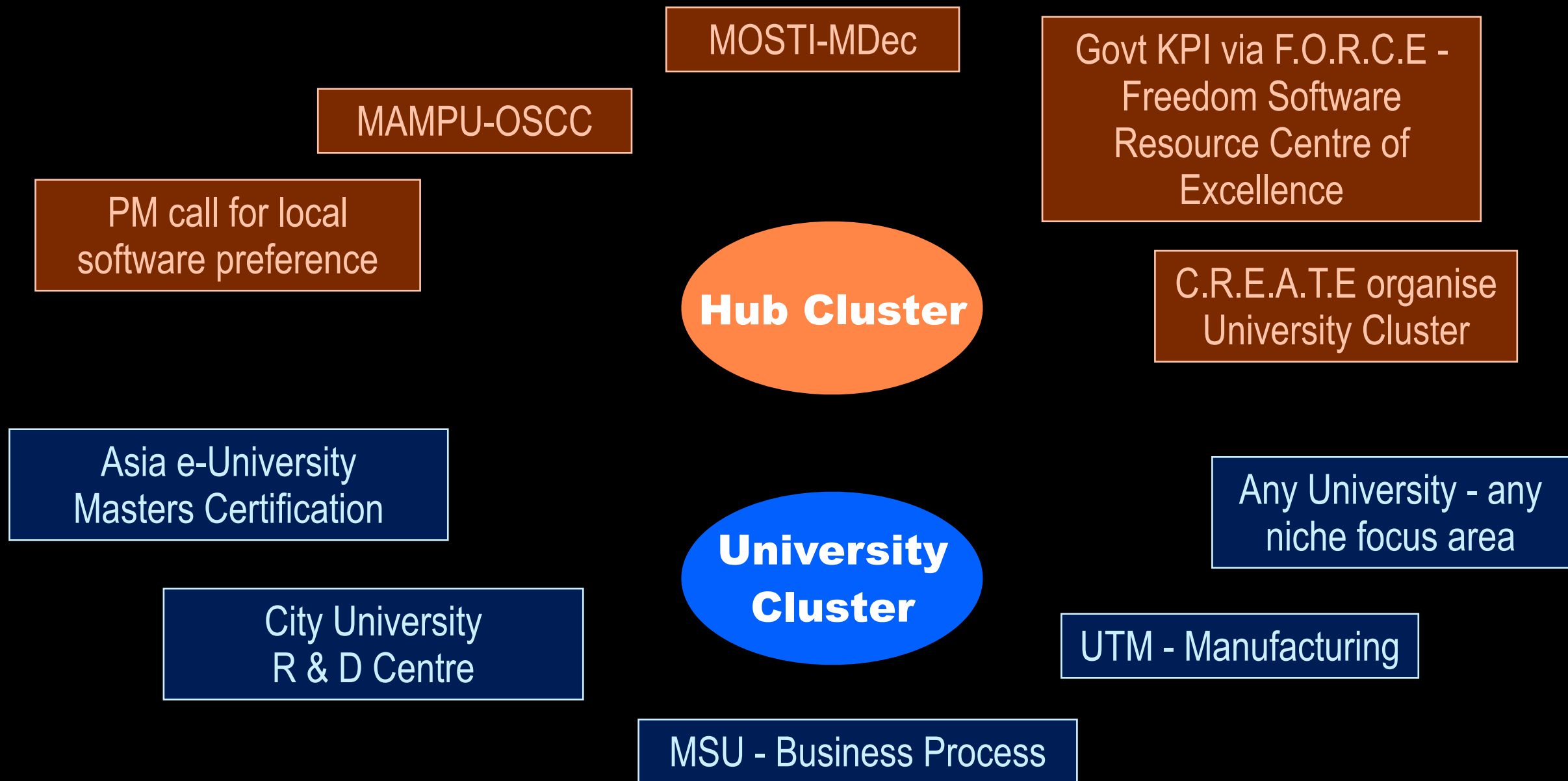
THE UNIVERSITIES OF THE WEST HAS BEEN ON CLUSTER OF GUILDS AND APPRENTICESHIP. THE EAST CAN RENEW ITS KONGXI AND GOTONG-ROYONG

EXAMPLES OF CREATE ACTIVITY THAT CAN BRING WORLDWIDE CITATIONS AND REFERENCES

Benchmarkings

How-To Guides

Standards and Practices

Feature/Functionality

Technical Guides

Documentation

Project Reports

Reference Books

Projects

Research Findings

White Papers

Journal Papers
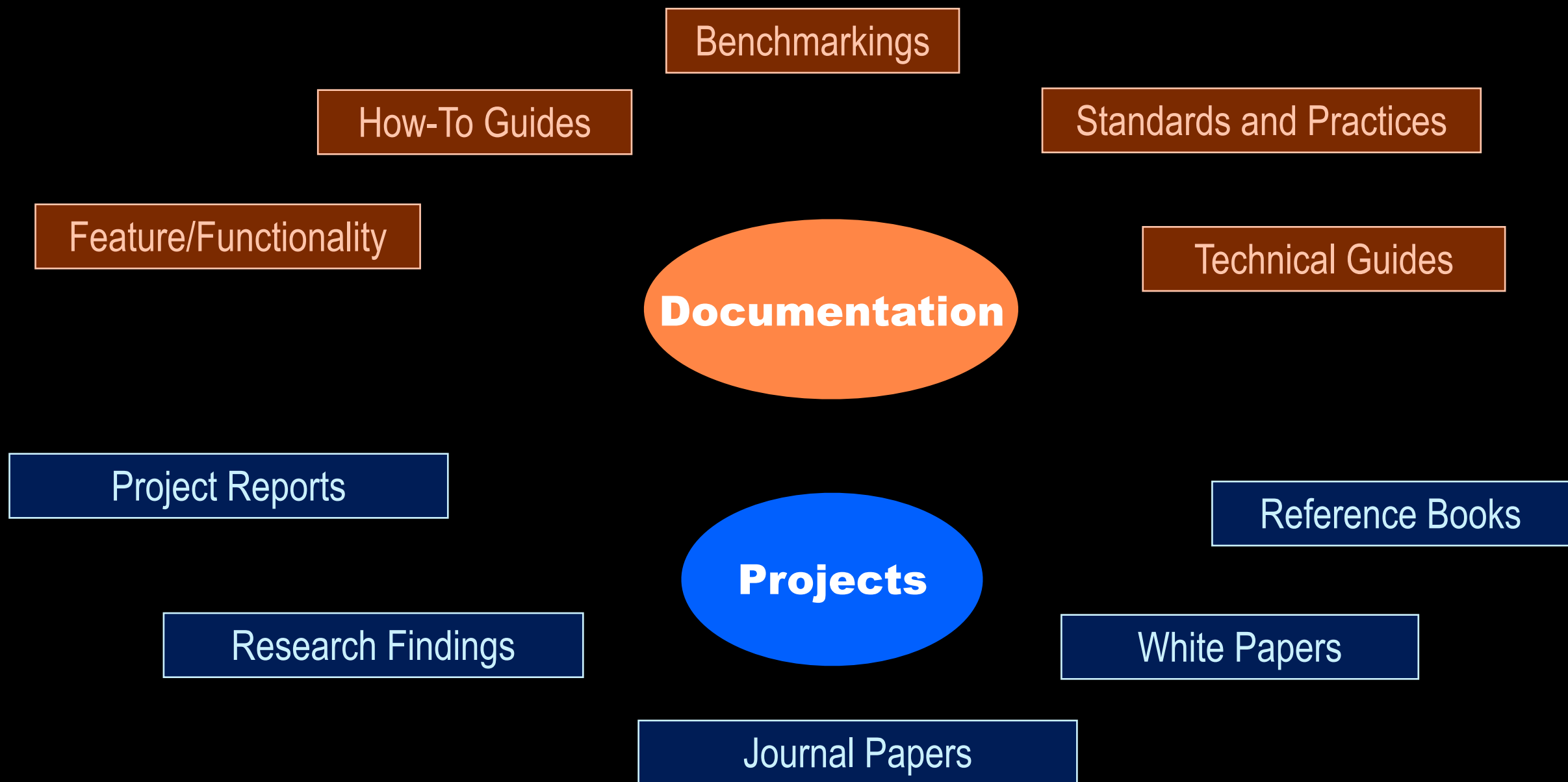
THIS REQUIRES HIGH INCENTIVE SCHEME FOR KNOWLEDGE PRODUCTION ON A SYSTEMATIC LOW BARRIER OF ENTRY

TCO Pyramid
We Focus on the Right Layers

sustenance

New Process

1st Release

2nd Release

Continuous

high cost savings

Customisation

Implementation

high cost savings

Application

Utilities Tools

Application Server

Database

Operating System

One time low cost savings

MRP
HealthCare
Other verticals
(3,000,000)

ERP/CRM
(300,000)

LINUX
(3,000)

COST VALUE SCALE

number
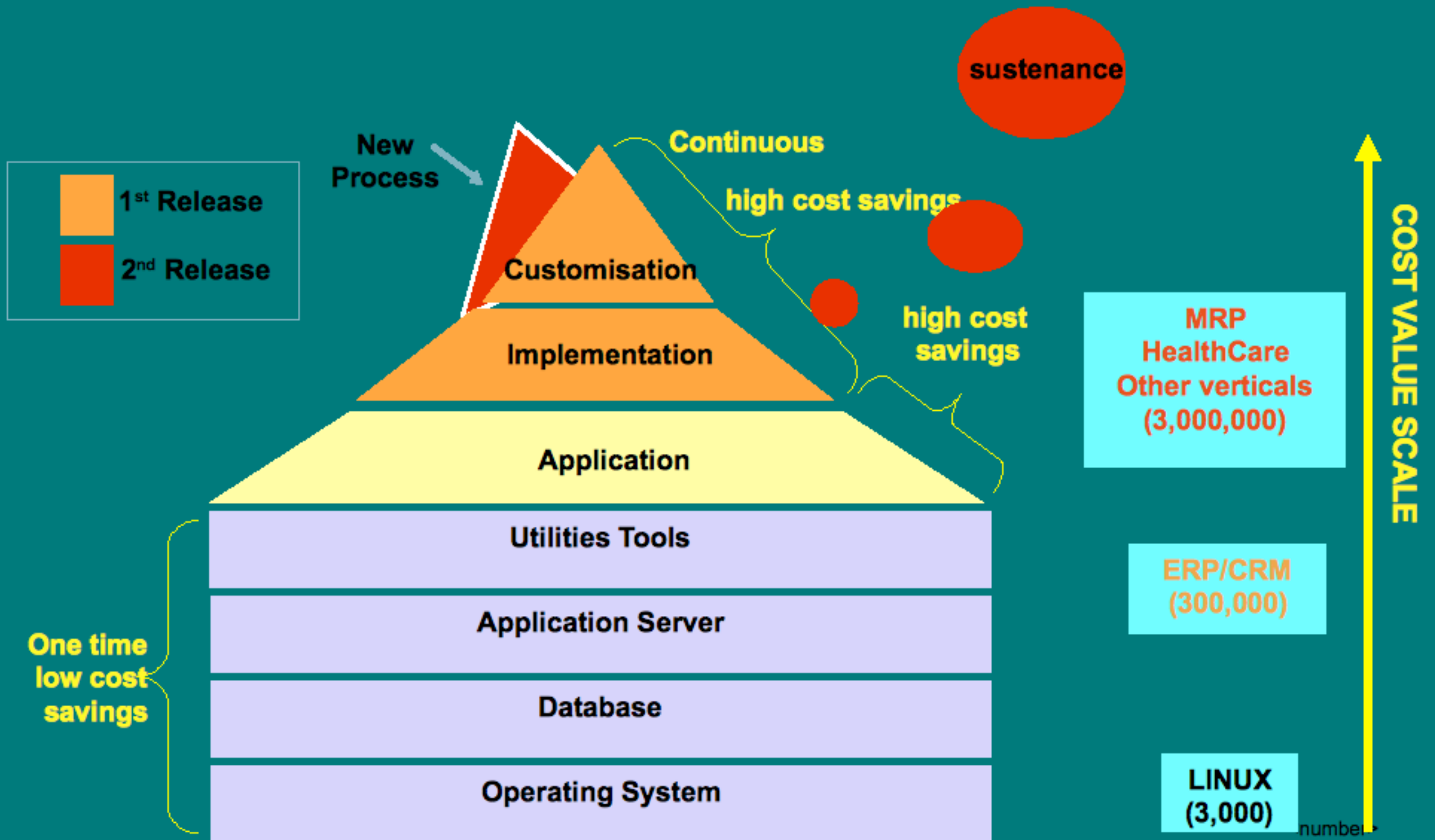
WEB 2.0
Peer-Apprentice
Philosophy

The University Project
4-POINT STRATEGY

Transform Graduates into
Employer NOT Employee Material

Quantum Leap into the Brave New Vision
of Open Source Business

Train them in the Pareto 20% Skill-set of
80% Commercial Value

Head-start via open membership in
ADempiere's Worldwide Community of
Resources And Business Opportunities

red!org   The Answer to Future's Quest

The Story of Red1.org

Formed in June 2003 to contribute Open
Source ERP learning

Leader of http://www.adempiere.org/September 2006 -

No.1 in 100 days
The only leading Community ERP Project in Source-Forge
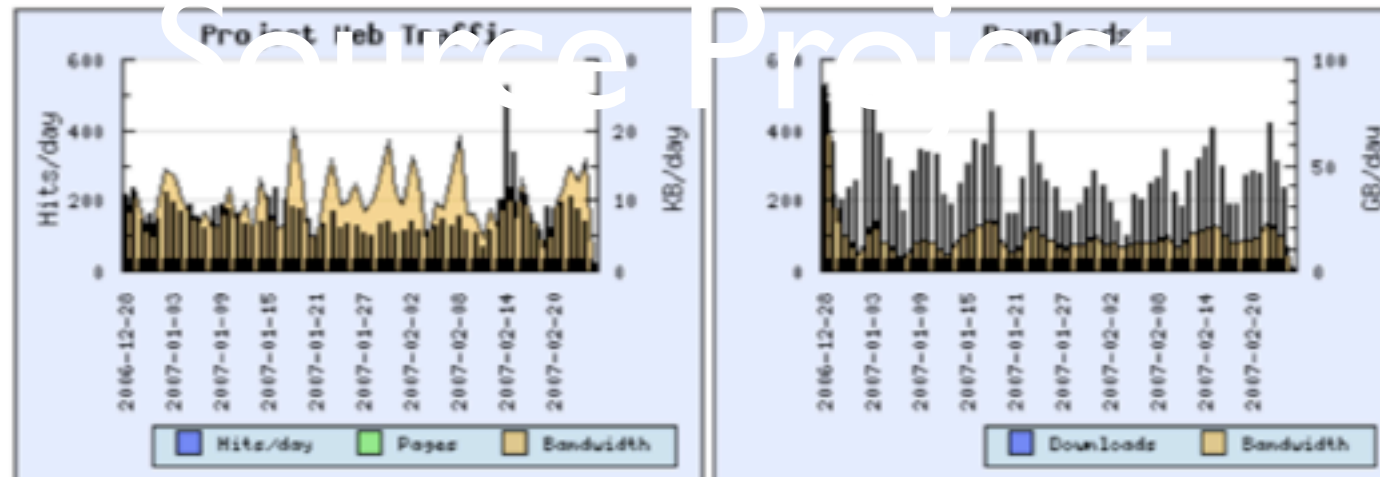
Date (UTC)	Rank	Total Pages [1]	Downloads	Project Web Hits	Tracker opened (closed)
30 Dec 2006 *	N/D	662	20	12	0 (2)
29 Dec 2006	1	8,718	365	234	1 (0)
28 Dec 2006	1	9,139	525	213	2 (1)
27 Dec 2006	1	8,125	388	233	2 (2)
26 Dec 2006	1	8,880	416	202	1 (7)
25 Dec 2006	1	4,884	273	133	0 (0)
24 Dec 2006	1	5,350	197	116	5 (0)
23 Dec 2006	1	7,067	311	142	4 (0)
22 Dec 2006	1	9,827	392	220	1 (1)
21 Dec 2006	1	9,679	385	175	7 (5)
20 Dec 2006	2	9,227	282	155	9 (11)
19 Dec 2006	3	8,923	332	136	6 (4)
18 Dec 2006	3	8,713	413	151	6 (2)
17 Dec 2006	3	5,508	194	106	2 (0)
16 Dec 2006	3	7,240	817	132	0 (0)
15 Dec 2006	3	8,533	1,599	179	1 (0)

A global effort of diverse international expertise in Business and Software Development hitting top spot in SourceForge within record time.

Open Source ERP

Translated to 15 languages with hundreds of installations worldwide. Chosen by more institutions for been free

USA – Foundation HQ

Technical Documentation and localisation

J2EE, PostgreSQL Port

CEBU Bridging Courses 07/08

Berlin Conference, Nuremberg Papers 2007/08

Berlin – Political HQ

Faculty research, ERP via DB2 port

ADempiere

Halal ICT Hub Muslim Nations - Community base

New verticals

University Certification

The University of Sydney
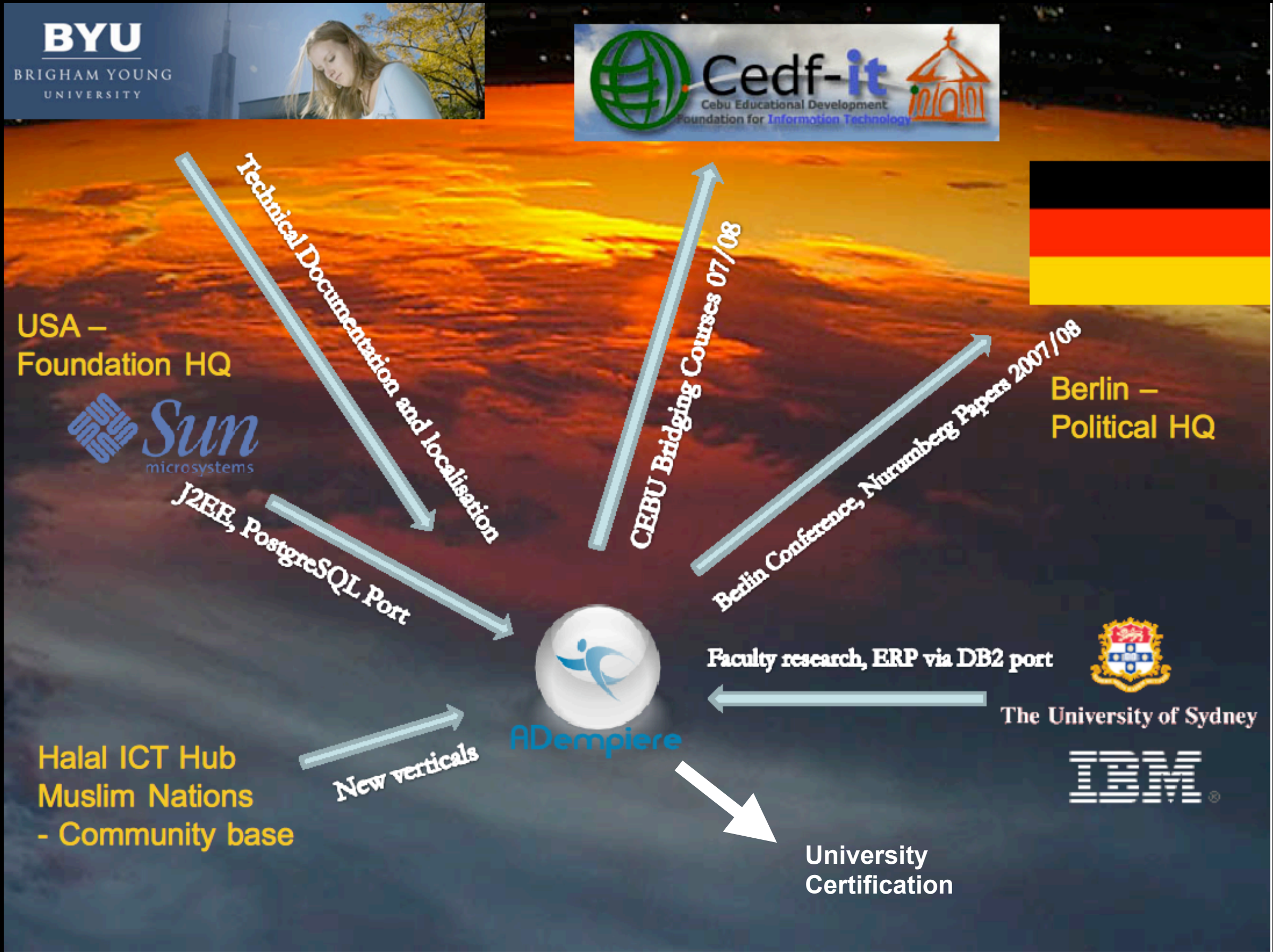
Integrated to OSGi, GlassFish, ZK Ajax, JasperReports and GWT. Applications covers Point of Sales, Shopfloor Manufacturing, Logistics and Project Performance Monitoring
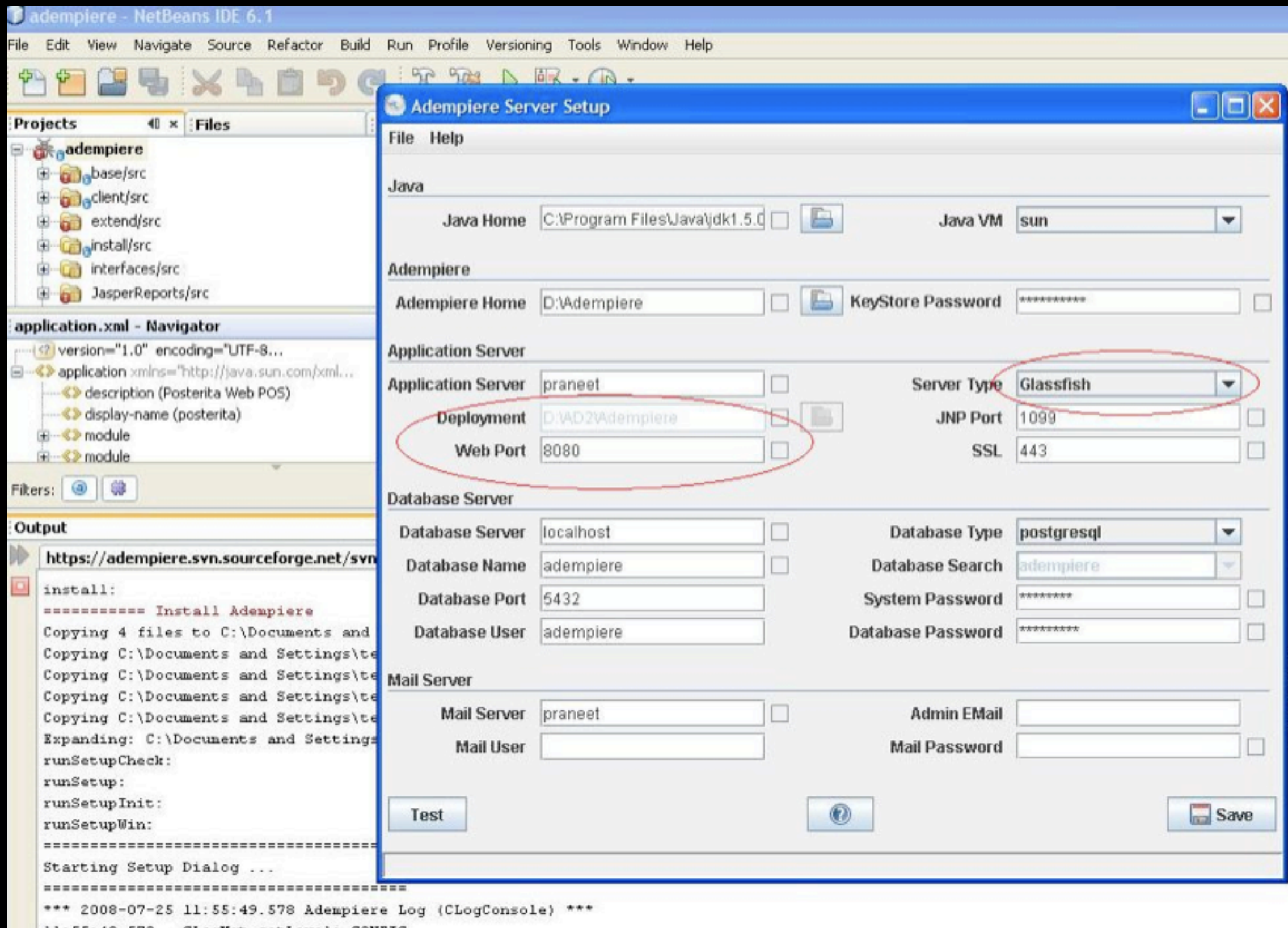
Enterprise Resource Planning (ERP) covers ICT, Management, Business..

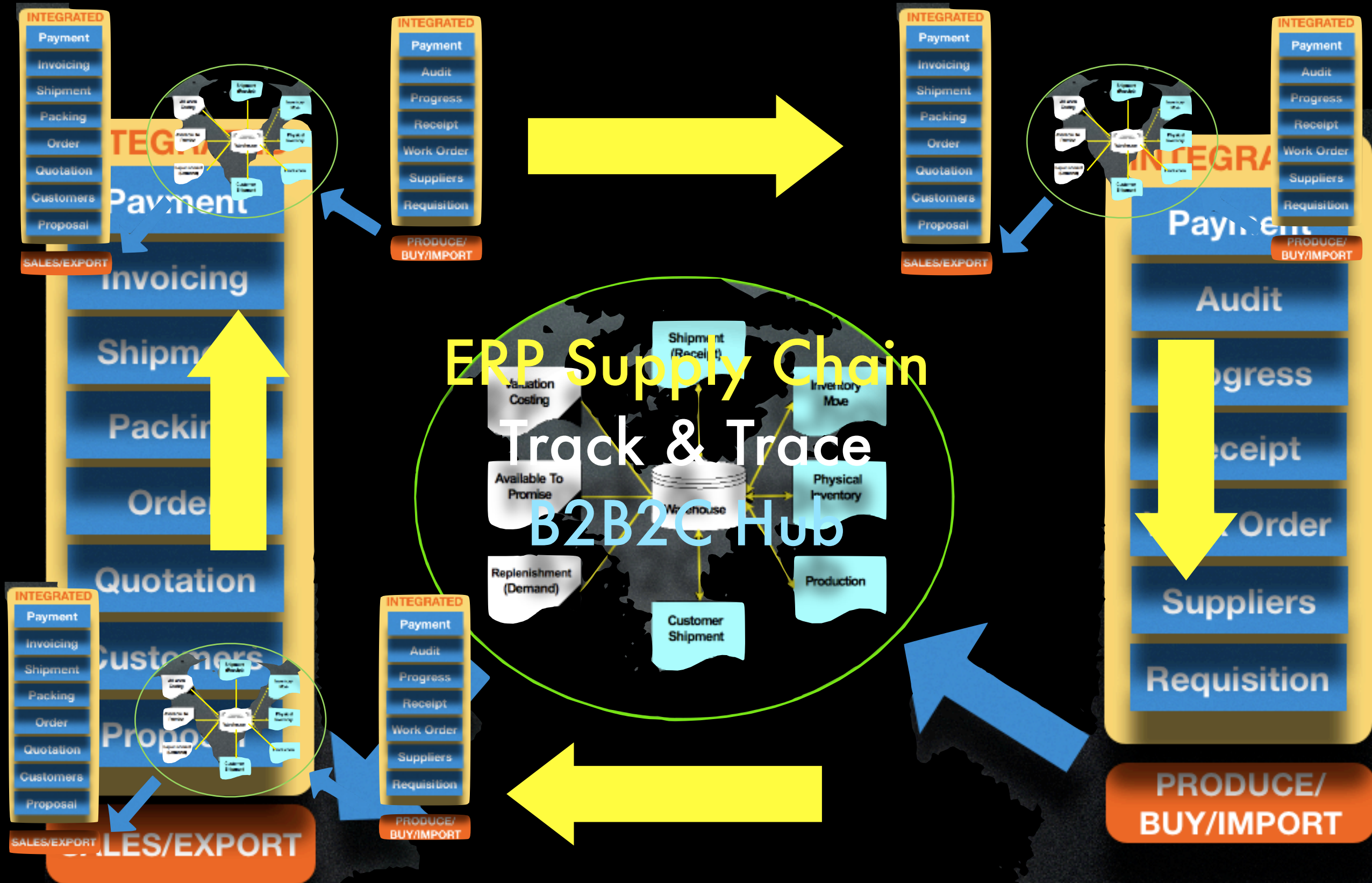

INTEGRATED

Payment

Invoicing

Shipment

Packing

Order

Quotation

Customers

Proposal

SALES/EXPORT

Valuation Costing

Available To Promise

Replenishment (Demand)

Shipment (Receipt)

Warehouse

Customer Shipment

Inventory Move

Physical Inventory

Production

INTEGRATED

Payment

Financials

Progress

Receipt

Work Order

Suppliers

Requisition

PRODUCE/ BUY/IMPORT

Blue Ocean for Asian Nations

FOUR OPTIONS FOR THE GOVERNMENT TO TAKE

Academic Focus - Long Term

RM 200 million	RM 1 billion
Rakyat First	**1Malaysia > 1World**
CREATE Centres	**Supply Chain Everything**
Own Silicon Valley World-class K-Worker	Free setup for major SMI/SME in nation-wide supply chain

RM 0	RM 200 million
Business As Usual	**Outcome First**
Do Nothing	**GLC to Sell Services**
Low-ranked Universities Foreign Dependant	Efficient Product Services to go

Commercial Focus - Short Term

THE RM1B OPTION INCLUDES BOTH QUADRANTS OF RM400M

In Time

- In Time
- Verily Humanity Is In Loss
- Except Those Who Have Faith,
  - Produce Good Deeds
  - Advice With Truth
  - Advice With Patience