

Company Profile

Alcassoft Sdn. Bhd.

(610159-X)

Introduction

alcassoft Sdn Bhd is a privately-owned, self-funded **software development** house located in Kuala Lumpur, Malaysia.

Founded in 2003, Alcassoft has grown tremendously since its inception, both in its customer base, as well as in its knowledge and skills on current trends and emerging technologies.

Alcassoft prides itself on its dynamic environment – never content with the status quo, Alcassoft constantly strives to challenge conventional knowledge in technology to bring the best solutions and marry the best technologies for a given project.

Company Background

Founded in March of 2003 by current CEO Almir Cajic, Alcassoft has evolved from a home-based business to a full-fledged software house with local as well as international clients.

One of Alcassoft's first clients was **MultiModal Freight Sdn Bhd**, a fully-owned subsidiary of KTM Berhad and a leader in the logistics industry in its own right. Alcassoft successfully maintained its relationship with MMF, building a number of systems and extensions over a period of several years.

Similarly with the **Asia-Pacific Broadcasting Union (ABU)**, the first user of Alcassoft's proprietary content management system, *SOPHIA cms* – Alcassoft's relationship with ABU is strong and still thriving today. In 2008, ABU commissioned Alcassoft to undertake its portal re-design exercise, as well as build an online event registration system for its annual General Assembly (ABU Registration), in addition to building more of its subsidiary websites on *SOPHIA cms*. Presently in 2010, Alcassoft is actively engaged in maintaining the ABU Registration system for the third year running.

Alcassoft gained international clients within its first year of operations, getting on board Gibraltar-based **Interum Ltd**, UK-based **Trust Property Researches** and Bosnia-based **MediaCentar Sarajevo**.

Alcassoft's reach has also extended into the United States, with California-based **Parents Orbit LLC**.

Locally, Alcassoft's client base has also expanded to include well-established small as well as large organisations, including **A1 Team (Malaysia) Sdn Bhd**, **Clark Hatch International**, e-



Kencana Sdn Bhd and **Global Knowledge Partnership (GKP)**, a non-profit organisation that aims to promote knowledge and innovation in the use of ICT for development (ICT4D) globally.

In early 2009, Alcassoft successfully completed building a collaborative platform for GKP, known as *GKPnet*. The project included the planning and design of the overall system infrastructure and architecture for GKP's management of its online presence, knowledge base, online initiatives, programmes, events and communications. A total of twelve fully-integrated modules were built on the *GKPnet* platform.

Alcassoft chose to ride out the economic downturn of 2009 by setting to work on building an innovative software solution for micro and small businesses. Nicknamed 'Mercury', the platform consists of an integrated suite of tools, including CRM, accounting, HR, project management, events, contacts management, documents management, plus other interactive tools specifically designed for micro and small businesses. To this end, Alcassoft Solutions Sdn Bhd has been established in 2010 to further develop and market the product.

Another strategic change also happened in the first half of 2010 when Alcassoft decided to discontinue active development on SOPHIA cms, its proprietary content management system (CMS). With the rapid changes in technology trends, and with the ready abundance of open source products on the market, Alcassoft made the difficult but strategic decision to discontinue its first off-the-shelf product. At present, Alcassoft Sdn Bhd remains firmly committed to its core – developing customised online applications for businesses.



The Alcassoft Advantage

Alcassoft's strengths lie in its involvement with the client, its innovativeness in providing a long-term solution to the client, and the short amount of time it takes to implement that solution.

Very often, the solutions Alcassoft delivers encompass much more than the client's initial specifications. The Alcassoft team's emphasis on lateral thinking means that it is able to look at the problem from many perspectives, and find the **long-term solution** that works best for the client.

In short, the three 'I's that govern the Alcassoft work ethic are:

Involvement – the client is *always in the loop*

Initiative - the challenge is approached *from all angles* before the final solution is implemented

Innovation – current trends and technologies are taken into consideration and applied where appropriate to give the Client a *long-term solution* that fits

Business Operations

The core of Alcassoft's operations is in **customised software development**.

Software applications developed by Alcassoft range from world wide web applications for small, medium and large organisations and businesses, to various business applications used in specific industries such as financial institutions, transportation and logistics.

Alcassoft offers strategic consultancy services, creative user interface development, and software development services. Effective project management is critical to the success of our business and underpins all of our software development projects.

Alcassoft adopts the agile / XP* methodology where possible, to ensure quality of the product and responsiveness to the changing requirements of the client. In this way, a more interactive approach is employed in the development process, ensuring the involvement of the client, and allowing for strategic consultative suggestions from the development team to deliver a tailor-made *solution* for the client.

**XP is a deliberate and disciplined approach to software development, which emphasises client involvement and regards ongoing changes to project requirements as natural and inescapable.*



Technical skills set

Java

- J2SE application development
- J2EE
- Servlets/ JSP
- Hibernate
- SPRING framework
- Apache Tomcat, ANT, log4
- Quartz Job Scheduler
- Acegi Security

Grails

- Groovy
- Grails framework

.Net

- C#
- ASP.NET
- VB.NET

Web

- DHTML
- Javascript
- Ajax

Databases

- MySQL
- MS SQL server
- PostgreSQL
- MS Access

Other Technologies

- ColdFusion
- PHP
- Visual Basic
- ASP

<p>Online directory (with back-end mgt)</p> <ul style="list-style-type: none"> B2B-Malaysia <p>Event Management System</p> <ul style="list-style-type: none"> Achievers Resource Centre Sdn Bhd 	✓			
<p>System study</p> <ul style="list-style-type: none"> Proton Edar Web Portal <p>Rollout consultant</p> <ul style="list-style-type: none"> eKencana eRemittance Service 	<p>Consultancy</p> <p>Consultancy</p>			

✚ For detailed write-up of some of our projects, please visit our website: www.alcassoft.com/site/solutions



Executive Profiles

Almir Cajic – Founder and CEO



Almir has been living in Malaysia for over a decade, having come from Bosnia on a scholarship to do his undergraduate studies in 1996.

He has over fifteen years of experience in software development and design, having started as a freelance programmer designing business application systems, including a cybercafé management system, *GOLFAX Cybercafé Management*.

Upon graduation, he joined The Media Shoppe in 1997 where he worked as a programmer involved in the development of applications, in particular web-based solutions such as Smart Extended Education (SEED) and ACCENT. He joined SeBAS Sdn Bhd in 2000 as its Web Application Manager where he managed and led a development team of software programmers in the areas of e-Commerce, e-Publishing and e-Reservations.

Almir comes from a business as well as a technical background, thus giving him a unique perspective when approaching software design, particularly business application software.

Almir holds a Bachelor of Business Administration from the International Islamic University and is currently pursuing his Masters degree in Software Engineering at University Malaya.

Sharifah 'Alubah Sulaiman – COO



Alubah is director and Chief Operations Officer at Alcassoft Sdn Bhd. In her position at Alcassoft, Alubah is responsible for the day-to-day activities of the company, including quality control of products and delivery of services, employee matters, and managing internal systems and business processes.

Alubah is also the resident project manager for custom software development projects, and consultant for user-interface design of applications built in-house, ensuring ease of use and intuitiveness of applications built by Alcassoft.

She also has interests in website design, paying particular attention to latest trends in website design, search engine optimisation techniques, and cms best practices.

Alubah started her career in marketing research at The Research Pacific Group as a research executive. She later became part of the pioneer team of a start-up dotcom company in Singapore. Prior to joining Alcassoft, Alubah served in community relations at Borders Singapore, and as the Asian Regional Manager for Trust Property Researches.

Alubah holds a Bachelor of Social Sciences degree with a double major in Sociology and Political Science from the National University of Singapore.



Testimonials

"..translating our needs into a solution that worked brilliantly"

"To Alcassoft's credit, I hardly needed to spell out anything at length – once they grasped our practical requirements, they got to work on translating our needs into a solution that worked brilliantly for us."

~ Justine Chew, Global Knowledge Partnership

".. in tune with our needs"

"Alcassoft are in tune with our needs and requirements and are able to interpret at a distance what we need and when we need it. They also show total and utter professionalism at all times."

~ Owen Leed, A1 Team Malaysia

"Very Impressive"

"When I paid Alcassoft for their software solution to manage my website I thought like other software companies I had used that was the last I would see of them. I was wrong... They continued to offer assistance, even for matters out of their job scope. Very Impressive."

~ James Pala, Sure Holdings

".. consistently gone beyond our expectations"

"Alcassoft is a technically powerful and experienced team with strong foresight and intuition. They have consistently gone beyond our expectations and anticipated our needs as well as the needs of our customers before hand, suggesting viable and practical solutions, giving us an edge against our competition."

~ Gelveen Gill, Parents Orbit LLC

"..job done well, and done quick!"

"We will not hesitate to give Alcassoft a call again for any new software projects that we may have in the future because we know they get the job done well, and done quick!"

~ Rodney Fernandez, Clark Hatch International



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