



VISION MISSION & STRATEGY >

.VISION

The eBusiness Enabler

.MISSION

Platform

Create portal platform as a base of all products, services and solutions

Integrated

Deliver integrated products, services, and solutions to enable company doing e-business

Value

Customers should receive added-value from their investment

Sustainable

Maintain sustainable relationship with customers

International

Achieve position as global player with worldwide implementations



.STRATEGY - P > S > T

Products

Provide portal platform, information management products & other add on products to manage and integrate corporate information and applications.

Services & Solutions

Provide information services and build specific applications for each customer to ensure the portal is useful and creating added value.

Transaction

Create seamless integration between companies with eBdesk implementations, this will generate ebusiness transactions.

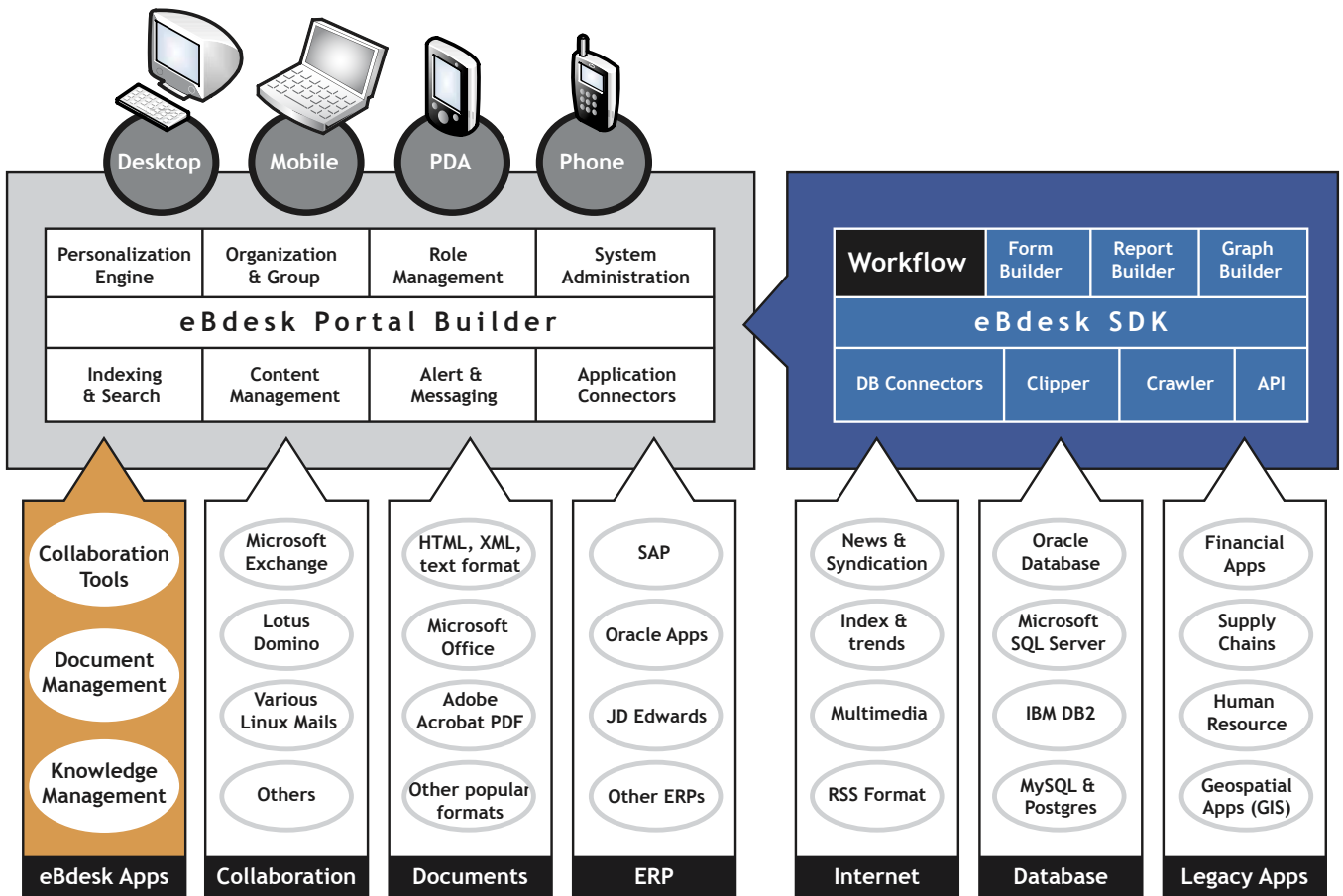
.INTRODUCTION

The story began with the revolution of Internet. The web has evolved from a means of posting static marketing materials and first generation on-line retail systems, to become a key business platform. Furthermore, the portal has emerged as the principal interface for delivering personalized content to employees, customers and business partners across all aspects of business transactions and processes, through a user friendly, dashboard-like format.

Portal-based, web systems are now becoming the de facto medium for controlling and integrating enterprise applications. Most importantly, portals will become the primary interface and nexus of integration for web services, and the linking and synchronization of these services with legacy databases and applications across an enterprise network. Taken together, these new roles and enhanced functionality define the corporate portal as a platform that enables collaboration on a global basis, worldwide access to enterprise applications, data, content and web services, as well as more efficient information management.

PRODUCTS

PORTAL PLATFORM	WEB ▲	MOBILE ▲	DESKTOP	VOICE	
INFORMATION MANAGEMENT	COLLABORATION ▲	KM ▲	DM ▲	WF ▲	BI
BUSINESS APPLICATION	SCM	ERP	CRM	HR	FIN



.FRAMEWORK

eBdesk creates a framework as building block of eBdesk products, that shows consistent and clear path of eBdesk's development plan :

1. eBdesk Portal Builder - manage applications, users, organizations, roles, access rights and personalization
2. eBdesk SDK - tools to customize corporate portal and develops new channels / applications
3. eBdesk Add On Application - collaboration, workflow, knowledge & document management
4. eBdesk Connectors - integrate 3rd party applications to eBdesk portal

.PRODUCTS

Most of eBdesk products have been developed with C/C++ language to achieve high performance, robustness and cross platform compatibility. eBdesk products are :



combines portal builder, advanced personalization engine, complete collaboration tools, development tools and administration in a integrated environment, portal in a box. It includes the platform for all eBdesk applications, 3rd party developments, and integration of legacy applications.



is a document management application to maintain life cycle of documents, from creation, approval, distribution, archiving. It supports most file types (doc, xls, ppt, pdf, txt, html, etc), provides advanced security, configurable user rights, revision tracking and control, searching capability, multiple index types & properties.



is a knowledge management tools to organize data, information, knowledge. It has knowledge taxonomy, organization and group security, advanced search engine, indexing for most document's format, flexible channel's layout, clipper and spiders to collect contents automatically, metrics processing for hit-rates, expert and community creation.



is a web-based workflow application that lets users to design, simulate, implement, monitor and manage workflow for many different business processes such as purchase orders, medical claims, leave application, expense reports, time cards, and many more. It has workflow designer, client application, administration, and process monitoring.





eBdesk EXPANDER corporate portal

Corporate portal is an integrated platform to deploy personalized portal as gateway to information and applications inside or outside corporation. It connects employees, managers, owners, suppliers, partners, and customers in a single information exchange. Corporate portal can be used as internal collaboration E2E (Employee to Employee), B2E (Business to Employee), or it can be used to elaborate B2B (Business to Business).

Value proposition of corporate portal implementation are :

- Access to information**
 as universal access point, portals improve productivity on providing integrated access to general corporate information, enterprise applications, business intelligence and collaboration tools.
- Reduced costs**
 less time to search information, simple and consistent interface to learn, less training and administration.
- Knowledge sharing**
 improve customer, partner, and supplier relationships as a result of better information exchange, driving long-term retention.
- Less paper**
 paperless office means easy to manage and faster information flows. It reduces time needed to transform raw information into knowledge that decreases management overhead for information gathering and decision-making.
- Process improvement**
 linking separated processes will lead company to seamless business process, evenmore, if these processes come from various applications.
- Common functionality**
 employees can work across departments and applications without worrying about different standards for things like operating systems, databases format and protocols.
- Retain valued employees and customers**
 in times of tight labor markets, portals can reduce employee frustration with unnecessarily bureaucratic tasks such as HR benefits selection and managing retirement accounts.

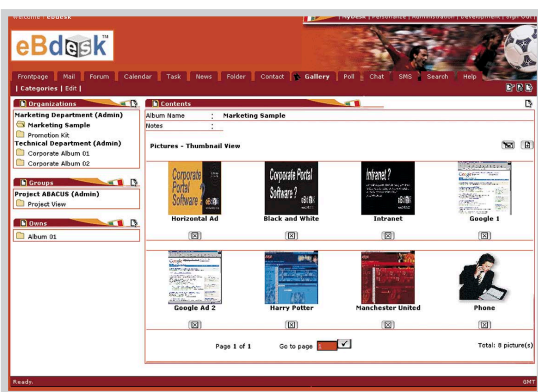
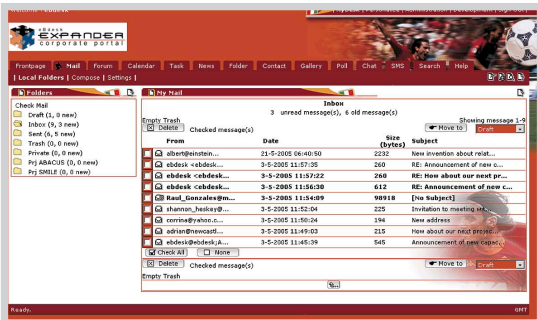
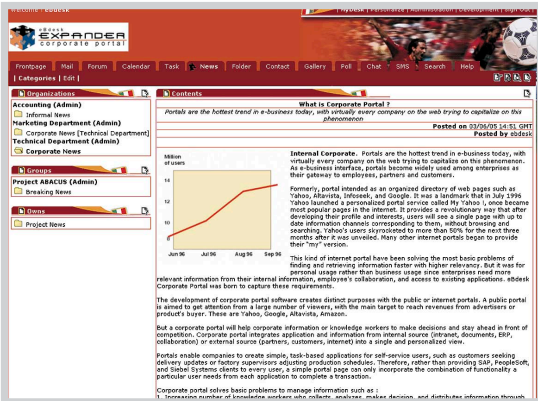
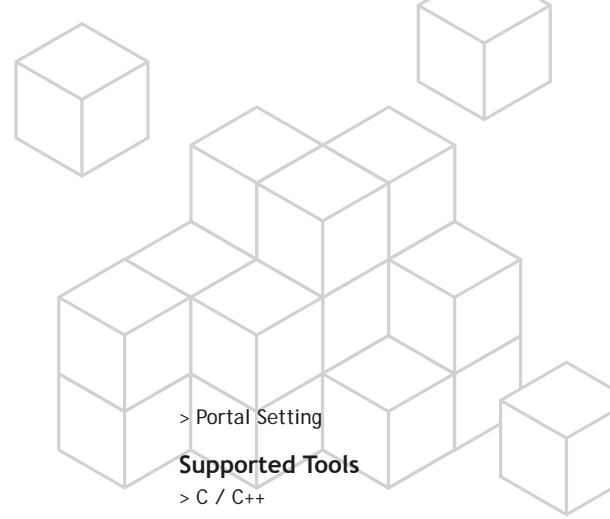
The screenshot displays a comprehensive dashboard with multiple widgets:

- Calendar:** Shows dates from Friday, May 23 to Friday, May 29, 2008.
- News:** A list of news items with titles like "Interview with new 2008 employee" and "Advance to Conference Final".
- Product Revenue:** A bar chart showing revenue for various car brands.
- Microsoft Office Spreadsheet:** A table titled "Sales of European Automotive Brands 2002" with columns for Brand, Q1, Q2, Q3, Q4, and Total.
- Windows Media Center:** A sidebar with playback controls and a list of media items.
- Navigation Panel:** A vertical list of links such as "Home", "Frontpage", "Calendar", "News", "Tasks", "Folder", "Contact", "Gallery", "Poll", "Chat", "SMS", "Search", "Help", "Personalize", and "Administration".
- My Tasks:** A section for managing personal tasks and events.
- My Calendar:** A view of the user's calendar with various events.
- My News:** A section for personalized news feeds.
- My Folder:** A section for managing documents and folders.
- My Contact:** A section for managing contact lists.
- My Gallery:** A section for displaying images and galleries.
- My Poll:** A section for creating and viewing polls.
- My Chat:** A section for instant messaging.
- My SMS:** A section for managing text messages.
- My Search:** A section for searching through the portal content.
- My Help:** A section for accessing help and support.
- My Personalize:** A section for customizing the user interface.
- My Administration:** A section for administrative functions.
- My Development:** A section for development-related tasks.

The login page features the EXPANDER logo and a text box for the user's name and password. Below the login fields, there is a brief description of the portal's purpose: "Expander corporate portal software is an integrated platform to deploy gateway to information and applications inside or outside corporation. It connects employees, managers, suppliers, partners, and customers in a single information exchange." The page is powered by eBdesk.

Start here!
single login page for any
information and applications

The configuration page allows users to customize their dashboard layout. It shows a grid of widgets that can be added, removed, or rearranged. The widgets include "My Tasks", "My Calendar", "My News", "My Folder", "My Contact", "My Gallery", "My Poll", "My Chat", "My SMS", "My Search", "My Help", "My Personalize", and "My Administration". The page also includes a "Content Settings" section for further customization.



Personalize

- > Menu
- > Content
- > Layout
- > Themes
- > Display
- > Group
- > Profile
- > Language

Supported Tools

- > Portal Setting
- > C / C++
- > Microsoft Visual Basic, .NET
- > Macromedia ColdFusion
- > Scripting : ASP, PHP, Perl, Java, JSP, XML, RSS, etc
- > Other 3rd party SDK

Collaboration

- > Email
- > Calendar
- > Task to do
- > News
- > Forum
- > Messenger
- > Polling
- > Picture Gallery
- > Public Folder
- > Address Book
- > SMS Gateway
- > Alert & Messaging

Connectors

- > Microsoft Exchange
- > Lotus Domino
- > SAP
- > JD Edwards
- > Microsoft SQL Server
- > Oracle Database
- > IBM DB2
- > MySQL
- > Postgres
- > Other apps and DB

Administration

- > User & role
- > Access Right
- > Organization
- > Database Management

eBdesK provides SDK (Software Development Kit) and its API (Application Programming Interface) to enable users to add external web application (or from 3rd party vendor) to their personalized page. It will give integrated interface to connect legacy applications in the company.





eXpedition workflow

Workflow is the automation of business process, in whole or part, during which documents, information or tasks are passed from one participant to another for action, according to a set of procedural rules. Given the definition of workflow, there many business activities in an organization which fall into workflow. These include Purchase Orders, Leave Applications, Marketing Reimbursementm, Capital Appropriation Requests, Employee Performance Reviews, Weekly Time Sheets, Loan Approvals, Claims Processing, and many more

eBdesk Expedition is a web-based workflow application that lets users design, simulate, implement, monitor and manage workflow for many different business processes. Expedition is easy to install, no need additional programming and easy to use, anyone with internet access and a web browser can participate in workflow.

WF Designer

- > Remote Connection
- > Visual Designer
- > Offline Designer
- > Integrated Property
- > Repository

Form Designer

- > Form Wizard
- > Import 3rd Party Forms

WF Administrator

- > Role Management
- > User Management
- > Data Maintenance

WF Moderator

- > WF Reporting

- > WF Statistic
 - > WF Monitoring
- ### WF Application
- > External DB Connector
 - > Messaging
 - > Tracking
 - > PD Reader

WF Agent

- > Time Checker
- > Automatic Recall
- > Messaging
- > Logger

WF Server

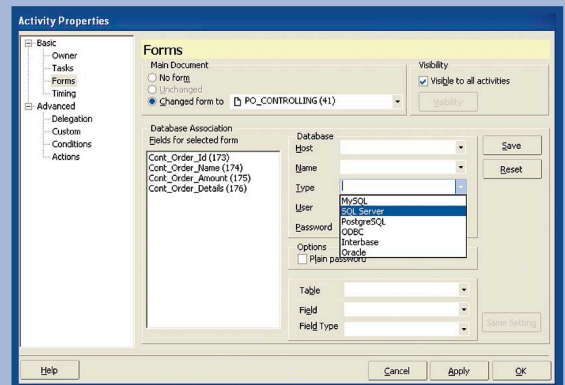
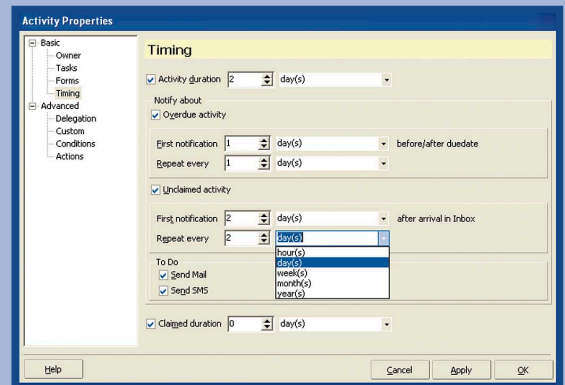
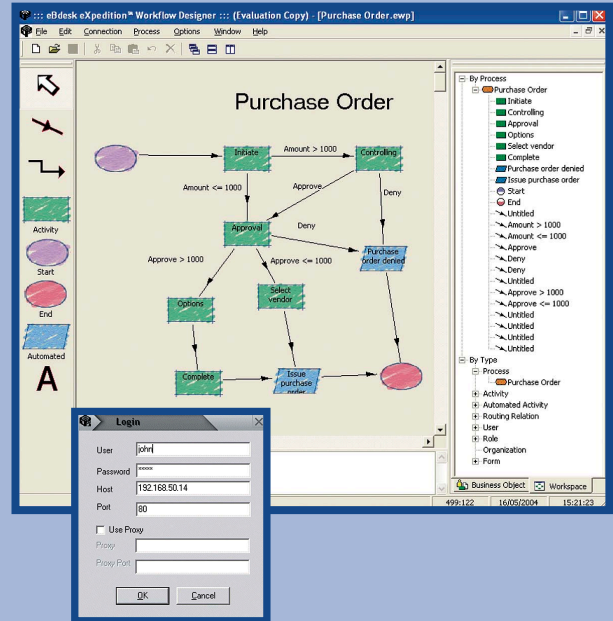
- > Authenticator
- > Activator

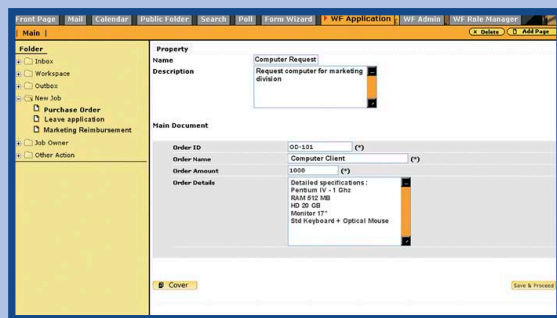
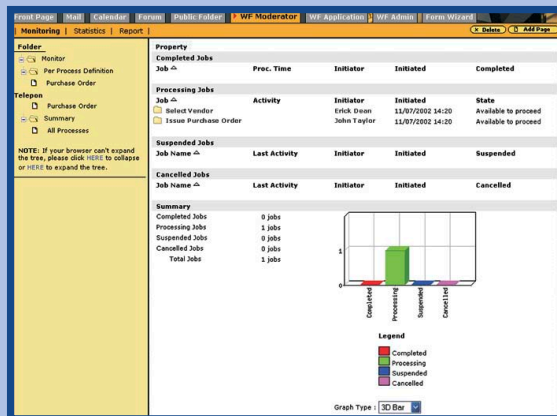
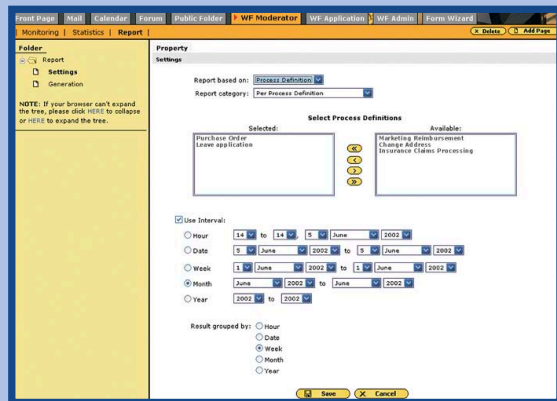
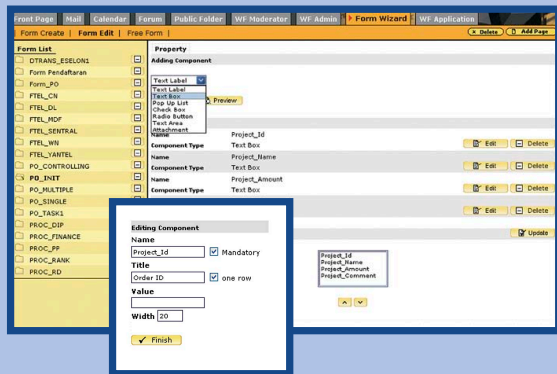
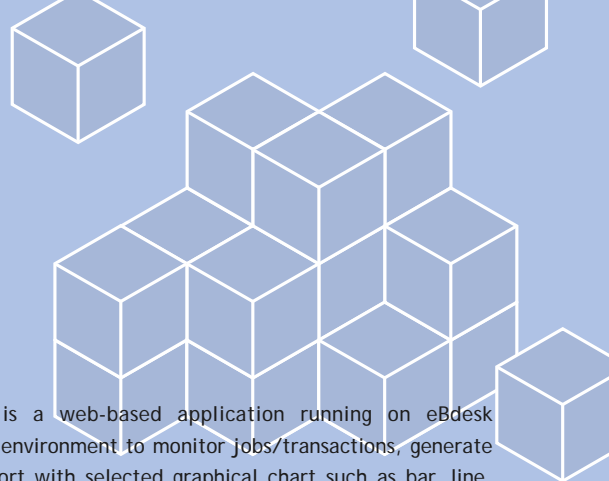
WF Designer is a desktop application to define new process definition, create new process based on certain business process, integrates user and organization information of eBdesk Corporate Portal as participants, forms were built using Form Wizard including its database association, and scripting support for more custom actions.

Form Designer is a web-based application running on eBdesk Corporate Portal environment which enable user to compose their own forms using wizard, import existing HTML forms, edit the existing form, delete unused forms.

WF Administrator manages role, user and data with detailed features :

- **Role Manager.** Role is portal-like group consisting of a number of users and will be used as participant.
- **User's Manager.** Only an authorized user can monitor transactions, generate statistics, reports, upload new process definition, and others.
- **Data Maintainer.** Data will be increased exponentially during the time, and user can use this to preserve performance by deleting unused transaction records such as completed transactions, etc.

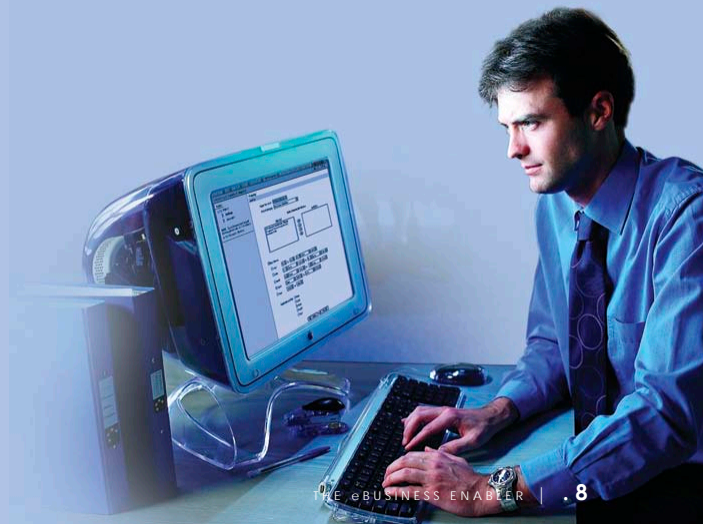




WF Moderator is a web-based application running on eBdesk Corporate Portal environment to monitor jobs/transactions, generate statistics, or report with selected graphical chart such as bar, line, area, and/or pie with each their 3D type.

WF Application is web-based application running on eBdesk Corporate Portal environment as execution entry point of every process definition. Application Features :

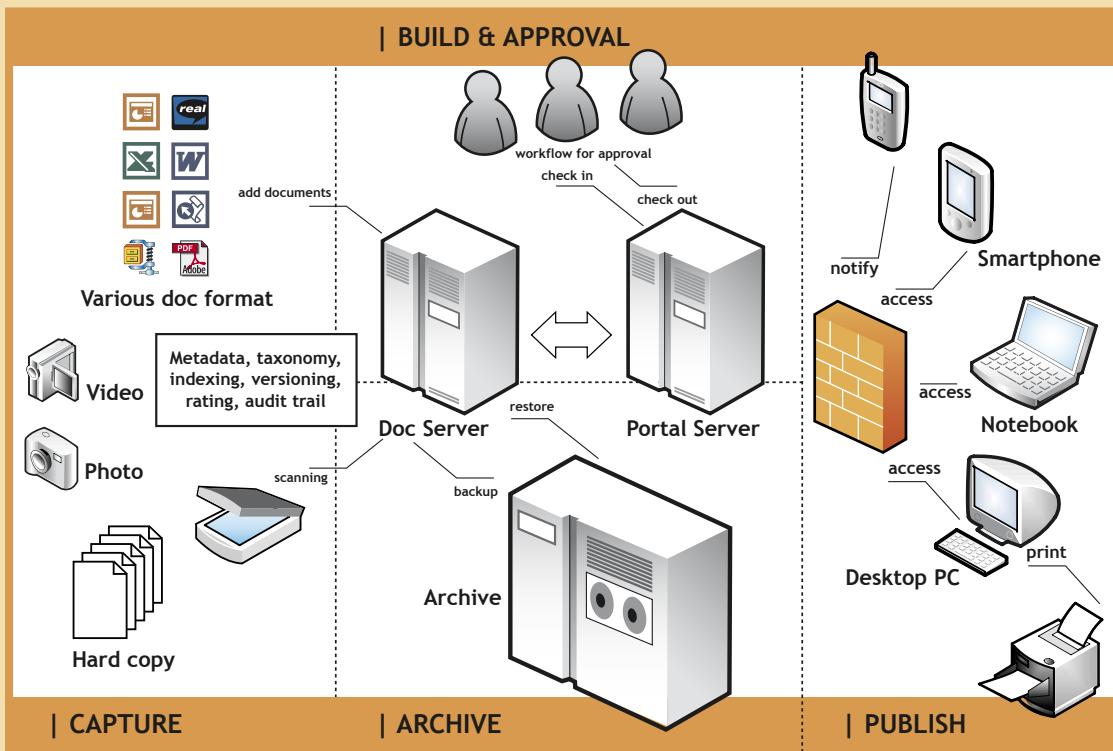
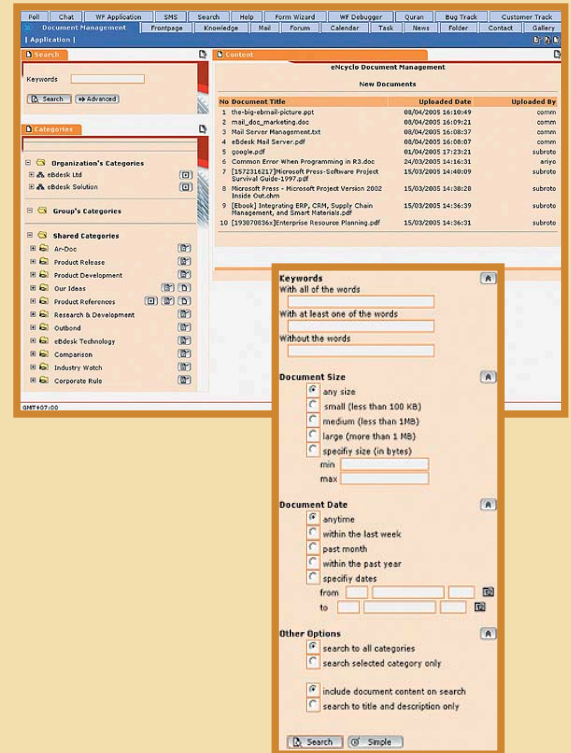
- Welcome Page. Latest transactions information will be displayed here.
- Folder Approach. Menu structure uses folder approach as left pane.
- Automatic Messaging. Automatic notification via e-mail and/or SMS when an event was occurred, such as a new job come to inbox.
- Categorized Transaction. According to folder approach, a job/transactions are categorized by its process definition.
- Transaction Tracking. Every initiator can track their initiated jobs about where and state.
- Cancel Transaction. Every initiator may cancel their initiated jobs by sending a request to Job Owner. Jobs will be suspended until Job Owner approve or reject the request.
- Recall Suspended Transaction. Every initiator, requested to cancel a job may recall the suspended job as long as Job Owner not approve or reject the request and the job can proceed further.
- Approval of Cancellation Request. Only Job Owner can do this. Every request to cancel a job need Job Owner approval.
- Delegation Support. Every owner of an activity may delegate their authority to others if and only if it is allowed. This setting was defined when design the process definition using Designer.
- Parallel Processing. Support parallel processing/branching.
- Mandatory-Field Checking. Check mandatory-fields on form.
- Real-Time Processing. Every transaction is executed directly.
- Support Printer-Friendly Form. Every form in any activities can be printed using its printer-friendly formatted form.
- Support Various DBMS. This application can access various wellknown DBMS such as MySQL, PostgreSQL, MS SQL, Interbase, Oracle, and ODBC.

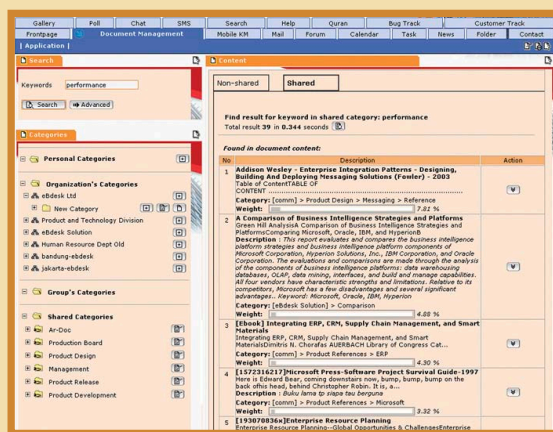
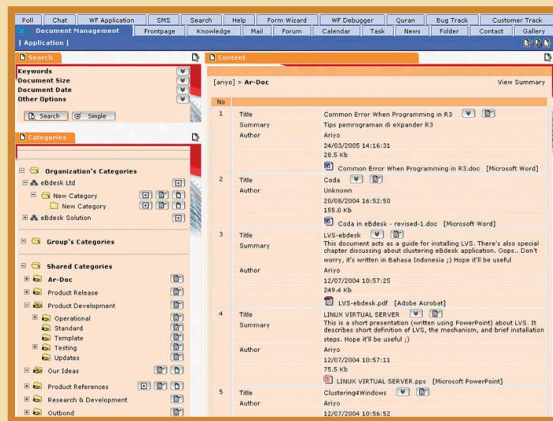
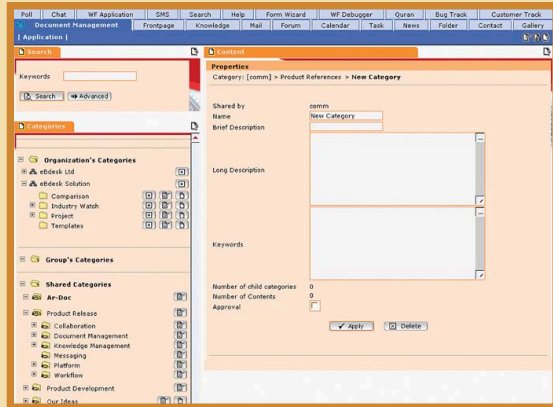


eBdesk eNcyclo Document Management is a robust, web-based document management application that provides secure access to enterprise wide business content stored in highly scalable repositories. It can capture, organize, store, reuse and share critical business content with customers, partners and employees around the world via Intranet, Extranet or the Internet. This will transform document-based electronic information into knowledge assets. Controlling these assets, people can make fast decisions by leveraging both their own experiences and also the collective expertise contained in eBdesk eNcyclo repositories.

These are key features of eBdesk eNcyclo :

- **Standard web-based interface**
accessible from any standard web browser.
- **Searching**
sophisticated search interface will return documents matching to a keyword and rank it based on keyword relevancy.
- **Support almost all document formats**
using Content Manager as back-end engine enables the system to handle virtually all format available, apply the same actions to all format, and deliver the document back to user in native format.
- **Indexing**
index document contents, metadata, and profiles to speed up searching and ensure that search will always return the most relevant and up-to-date documents available.





- Categorize documents into folders**
 group documents with similar content into one.
- Category**
 Categories can have unlimited subcategories that can be nested to unlimited depth level.
- Version tracking**
 document can have unlimited number of version. Useful when documents are collaboratively authored.
- Folder and document profile**
 folders and documents can be profiled using description and other metadata. Search will also return results based on these profiles.
- Check-in/check-out capabilities**
 maintain the integrity of each document by ensuring that only one person can modify the document at any time.
- Related categories**
 establish link between categories, eases users navigating from one category to another to find documents that have similar content.
- Customizable security level**
 control access to documents based on user, group, and organization, so that only authorized users can access sensitive information within documents.
- Life cycle management**
 identify and enforce the stages a document must pass through such as authored, reviewed, approved, published, and archived.
- Scheduled Indexing**
 back-end process of indexing large-size documents can be scheduled to run at a convenient time to avoid overall system performances drawback.
- Share documents**
 folders can be shared to other users with ability to configure document access: read folder, change folder, read document, upload document.
- Integrated with other eBdesk Application**
 fully integrated with eBdesk eXpander Corporate Portal and eBdesk eXpert Knowledge Management System.
- Quick access list**
 show most recently uploaded, reviewed, approved documents.





Knowledge are facts or ideas acquired by study, investigation, observation, or experience. Knowledge Management (KM) is an integrated approach of identifying, capturing, retrieving, sharing, and evaluating enterprise information assets (explicit, embedded, or tacit knowledge). Knowledge consists of both content (data and information) and context (a perspective that gives meaning to the content). A context-creating relationship is required to derive a valuable insight from the content.

eBdesk eXpert Knowledge Management is a knowledge management application that is integrated with eBdesk corporate portal software. It consists of :

Knowledge Server

Knowledge server is a back-end server for managing knowledge. The Knowledge Server provides sophisticated tools that categorize documents, experts, and community workspaces into browse-able and searchable form.

Search Server

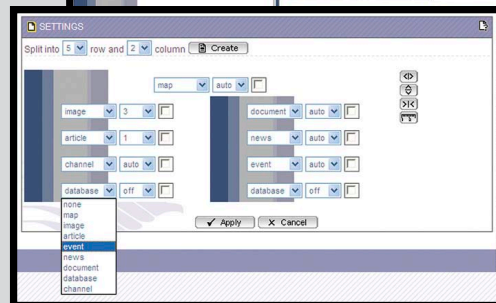
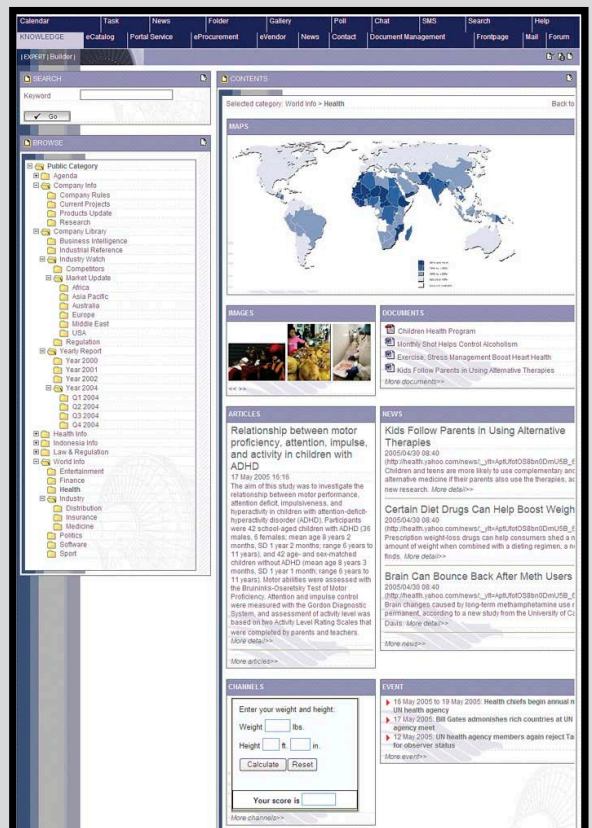
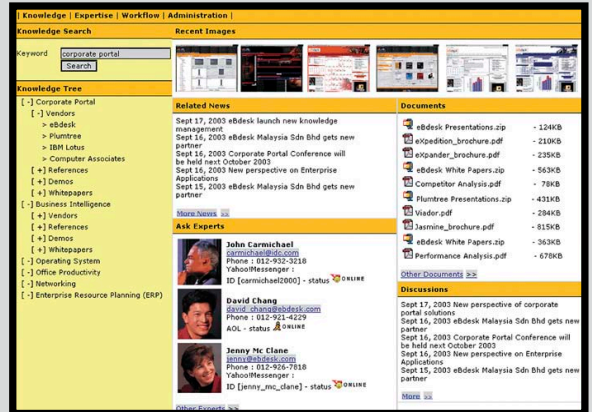
Search server provides a single point of access for users to easily search and retrieve information from various kinds of data source. The search server uses search and retrieval methods that are native to each data source and enables users to view aggregated results from multiple sources as a single, ranked list of hits.

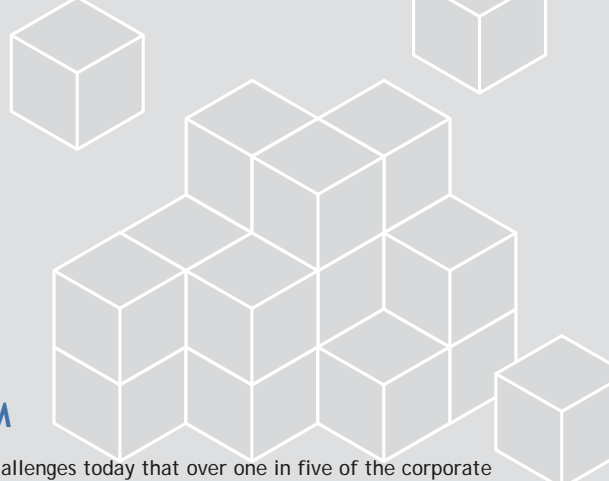
Content Manager

Content Manager provides cross-platform data store for all types of content and integrates e-content into organization's business processes. It mainly delivers a wide range of document management functions.

These are overall features of eBdesk eXpert Knowledge Management :

- Manual and automated taxonomy generation
- Multilevel taxonomy editor
- Spiders to collect contents automatically
- Content publishing in HTML or its native format
- Content versioning and tracking change
- Knowledge repository is indexed to speed up searching process
- Metrics processing for hit-rates, popularity or people suggestions
- Sophisticated search to files and databases
- Predefined workflow with workflow engine
- Expert and community creation
- Affinities processing to find out relationship between content and people
- Alert for new contents, version changes, content deletions, etc.



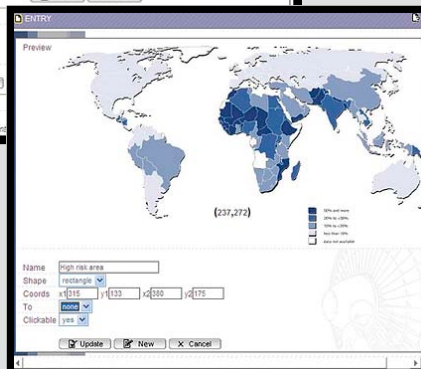
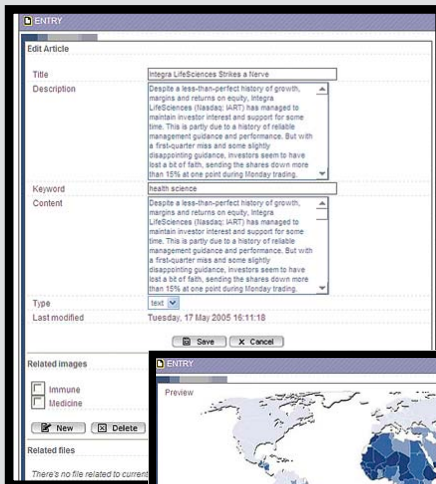
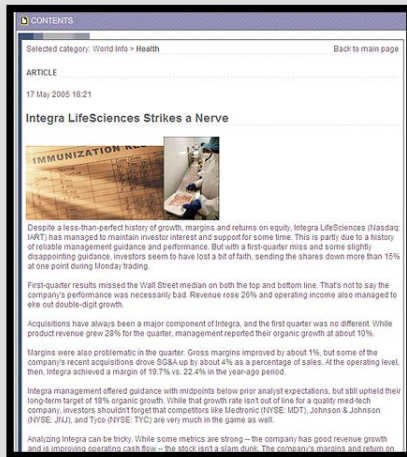
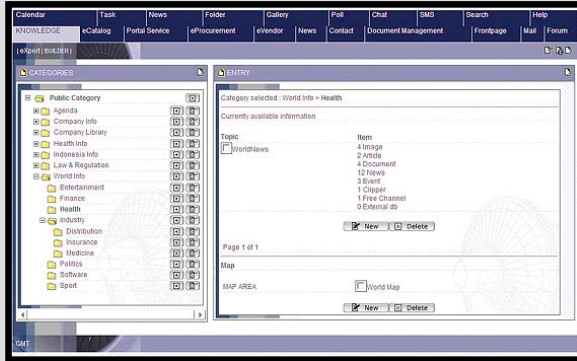


.Mobile KM

There are new challenges today that over one in five of the corporate workforce is spending increasing amounts of time out of the office. Mobile workers represent a significant portion of a company's staff, workers who are often responsible for making critical decisions or providing specific expertise. Most of the executives are mobile workers, thus their needs are priorities that must be met.

Mobile workers require not only real time access to information and applications, but also versatility-in the ways they manage time and communicate with existing and potential customers, partners and vendors, and colleagues at branch and head offices. Therefore, eBdesk provides mobile version of its product, and the most important application are mobile KM. Knowledge management becomes integrated interface to information which user can search and browse them under specific topics, categories, projects, issues, or group interests. This will energize the mobile gadgets to be more powerful like never before. Mobile workers can work as if they are in the office, enabling them to work anywhere, anytime, and with any devices.

eBdesk eXpert Mobile KM works on any mobile devices with any platforms such as Windows CE, Pocket PC, Palm OS, Symbian, as long as they provide simple web browser. Despite the adjustment of screen and limitation of traffic, almost all information in the portal and especially eXpert KM can be viewed in your mobile gadgets.



.SERVICES

Enterprise is rapidly using portal as the new work environment. To organize the information and applications delivered via the Internet, most businesses are deploying corporate portals. But now organizations are beginning to realize that the initial installation of a portal is the easy part. The hard part is filling those portals with information from all over the organization, with applications, with projects, processes and other contents.

Analysts estimate that more than 80% of portals have no sufficient contents, if not empty. eBdesk delivers integrated services to make the portals alive, with portal application services, portal information services and public portal services.

Portal Applications Services

There are many applications that can be published to portal. In many cases, we even develop web interface for legacy desktop applications as part of our services. We also provide :

- **Connector to legacy apps**
forms, feeder, reports, graphs
- **New flow design and development for WF**
Leave applications, reimbursement, mortgage approval, etc

SERVICES & SOLUTIONS



- **Business tools**
Bill payment, mortgage monitor, currency calc, stock analysis, etc
- **Maps application**
Market analysis, locations based apps, waypoint, etc.
- **Themes Update**
Automatic themes update, scheduled based on event

Portal Information Services

There are many kinds of information, gathered from outside or within company, that can be publish into company's portal. This table is just example of what kind of information can be published into company's portal :

EXTERNAL CONTENT		INTERNAL CONTENT
FREE	SYNDICATION	DB INTEGRATION
Channels from AOL, Yahoo, Google, MSN, CNN, etc. clipped using eBdesk clipper	Reuters, Dow Jones, BBC, Motley Fool, Business Week, Fortune, etc.	Provide portal channels from legacy apps, can be form, report, graphs.
News, Article, Weather, Currency, tips, jokes	Forester, IDC, Gartner, Meta Research, AC Nielsen, etc.	COMPANY PUBLICATION
Directory & event : Hotel, restaurant, flight, cinema, shows, exhibition	Stock : company news, issues, +/-, market update, earnings surprises	Company rules, documents, announcements, internal forms, news, events, etc.
Maps applications : location base service	Indonesia : JSX, Antara, Kompas, Detik	EXTERNAL PUBLICATION
		All company's related news clipped from media

Public Portal Services

Most institutions have public portal, but most of them under developed and have no frequent update. To maximize these portals eBdesk provides several services such as **web design** (flexible with css), **Content Management System**, **content updates**, **themes design** (automatically with scheduled event).

.SOLUTIONS

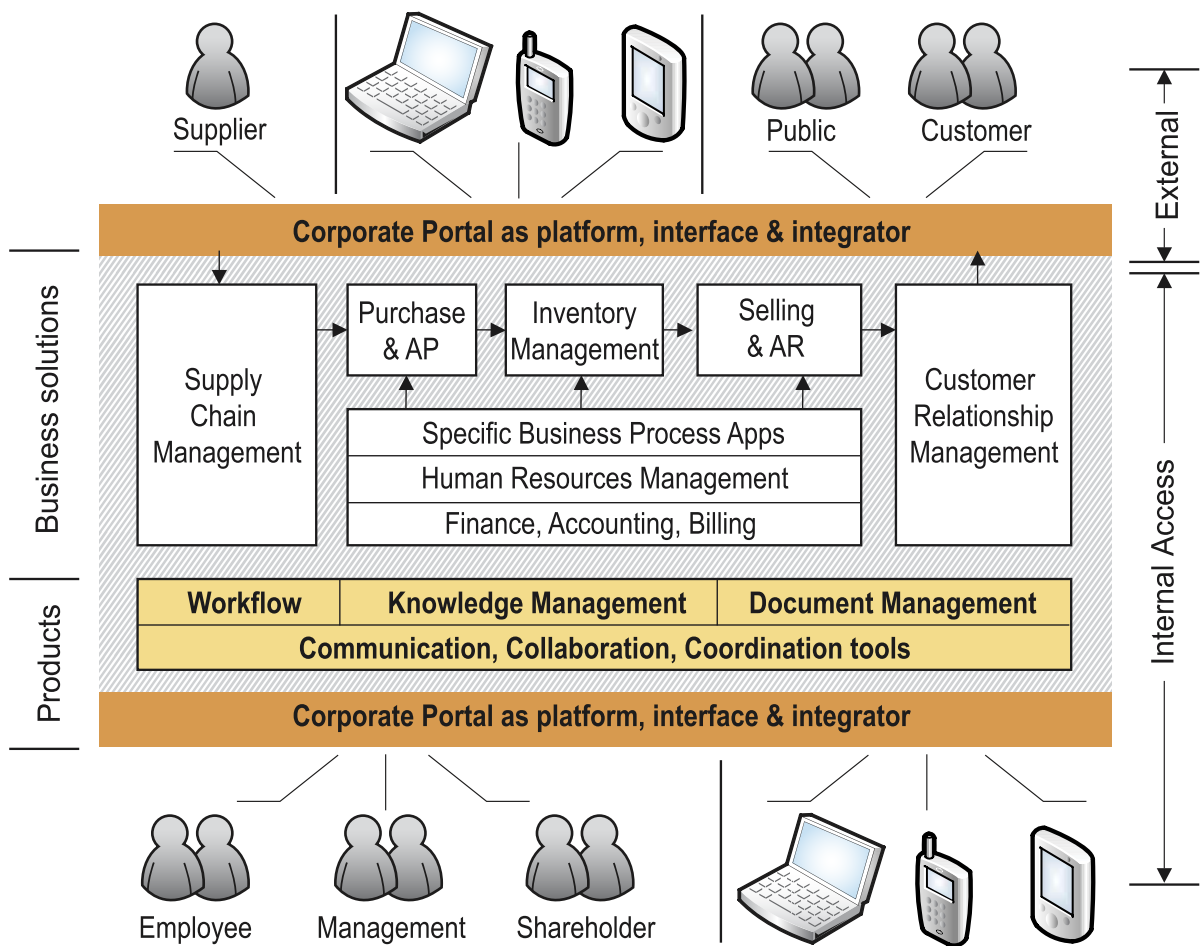
After giving services as a start for long term relationship with customers, in many cases eBdesk should provide advanced business solutions, related to the portal. The solutions team will work :

- To integrate legacy applications into portal
- To create interconnection between applications (vertical integration)
- To build platform for doing B2B transaction (horizontal integration)

Given with the goal to be enabler of B2B transaction, then the solutions team are focusing on :

- EAI (Enterprise Application Integration), connectors to ERP (SAP, JDE, Oracle Apps, etc)
- SCM (Supply Chain Management) as gateway of B2B applications
- Billing Applications

Solutions Framework



.PARTNERSHIP & ALLIANCES

eBdesk initiates partnership and alliances in the product distribution, training, maintenance and support. Another form of partnership is “bundling program” with hardware, software, or services to create added value to customers.

eBdesk partners and alliances are :

- IT Consultants
- Hardware vendors
- ISP (Internet Service Provider)
- ASP & Internet community portal
- Education institutions

.CUSTOMIZATION

Basic user customization such as selecting channels, change menu, portal style, page properties (color, logo, theme, button, layout, etc) and other personalization can be done easily by users with standard personalize tools.

For advanced customization, eBdesk provides SDK (Software Development Kit) and API (Application Programming Interface) which can be utilized by companies to accomplish their requirements. Connecting to legacy systems, build new channels, reports, graphs, forms, and integrating with other products, can be done with these tools. As additional services, eBdesk and co-development partners can help companies to improve their portal implementation with faster schedule at affordable cost.

.TESTIMONIALS

eBdesk has worldwide implementation sites at Asia Pacific, USA, Europe, and Middle East. There are local support from our worldwide offices or our partners for many regions.

We also get top ranking from prestigious sites such as Google.com, Yahoo.com, MSN.com, Internet.com (Internet Product Watch), Intranetjournal.com and other search engines. Articles about eBdesk have been published at various media such as CHIP magazine, Infokomputer, Warta Ekonomi, InfoLinux, SWA, PC Media, and many other publications.

.ONLINE SUPPORT

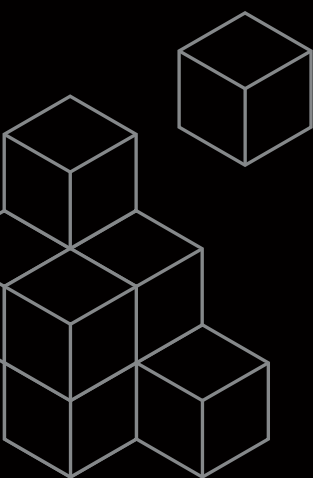
Online support is provided mostly via internet, registered customers can send their questions via discussion, real time chat or email. Telephone and voice chat is provided for registered customers who have already bought these services.

.ASP SERVICE

eBdesk offers ASP (Application Service Provider) as a powerful concept since customers don't need to provide their own infrastructure. Beside this great saving, the companies can focus on their business rather than managing complex IT issues such as security, availability, performance, support, etc.

OTHER INFORMATION





⚡ eBusiness enabler



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