

# e-Newsletter

4TH QUARTER, 2011



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## Chairman's Notes



Dear Readers,

I bid you a warm welcome to the newly launched edition of the ASOCIO e-Newsletter.

This publication is a sincere effort in reaching out to our members and is very much aimed at keeping you abreast of the latest ICT developments,

news, events and trends within the Asia-Oceania region and beyond.

Each issue of the newsletter will feature the latest news, upcoming & past events, and provides a venue to introduce member companies' businesses. In the true ASOCIO spirit of cooperation, it also features contributed articles from our members, who aim to share their collective knowledge for the betterment of all.

Thus, besides merely delivering information, the e-Newsletter is also a platform that provides a voice to our members.

As you are aware, ASOCIO represents the interests of the ICT industry within the Asian-Oceanian region. Thus, it is vital for us to provide avenues to encourage interactivity, exposure and collaboration among our members for the development of the ICT industry within the region.

I believe that the ASOCIO e-Newsletter is a step in the right direction towards achieving our common goals. Thank you for your continuing support.

**Looi Kien Leong**  
Chairman, ASOCIO

## Announcements

### Appointment of ASOCIO Secretary General



ASOCIO has appointed Dr Wong Say Ho as its new Secretary General

effective **15 July 2011**. He has over 20 years of experience in the ICT industry. As an IT graduate in the early 80s, he became Head of IT of the largest private Unit Trust company in Malaysia before joining PIKOM, Malaysia as Executive Director.

Dr Wong then ventured into his own businesses, covering the ICT, Education and Training sectors and was also appointed as a Consultant with CEO designation for the Malaysia Furniture Entrepreneurs Association. He holds Master

and Doctorate of Business Administration qualifications. Through his extensive experience in ICT industry and associations, we welcome Dr Wong's services and look forward to scaling ASOCIO to new heights.

### ASOCIO Guangzhou Liaison Office



A new ASOCIO Liaison office is now open in Guangzhou, China to facilitate and coordinate the recruitment

efforts of Corporate Memberships within China, as well as support members from other economies wishing to venture into the region.

The office contact is as below:

**Suite 17FIG Chung Kiu Building, No 76, Xian Lie Zhong Road, Guangzhou, PR China 510095.**  
Tel: **+86(0)20 3758 3635** / Fax: **+86(0)20 3758 3745** / Email: [inquiry.gz@asocio.org](mailto:inquiry.gz@asocio.org)

### ASOCIO Chinese Website



ASOCIO's new Chinese language website is now live at [www.asocio.org/cn](http://www.asocio.org/cn). The site is a work-in-progress, which will be continuously enhanced upon in the coming months.

It is also part of ASOCIO's efforts into intensifying efforts into recruiting Corporate Memberships from the China region, so feedback from members is welcomed.

**SnT** SnT Global Logistics Sdn Bhd  
Asia's Outsourcing Innovator [www.sntglobal.com](http://www.sntglobal.com)

Internet treasure On TV  
**eTV** 易电视

**1001** INEXPENSIVE Electronic Interactive Whiteboards  
1001 Technologies [interactivewhiteboard.com.my](http://interactivewhiteboard.com.my)

# Upcoming Events

## ASOCIO Summit 2011, Yogyakarta, Indonesia, 26 - 29 Nov

This is to be ASOCIO's key ICT event of the year for the region, which will garner participation from regional ICT players for healthy knowledge exchanges.

This year's theme is "Enhancing the ICT Capabilities of Small Medium Businesses and Socio Communities Towards Digital Convergence" - the Summit focuses on the development of the valuable SME and socio-community segments through the means

of ICT to stimulate growth.

Visitors to the Summit would be able to exchange ideas and explore business opportunities through networking sessions, as well as explore the latest technology and processes in a full-scale exhibition.

The Summit is a culmination of ASOCIO members' ICT development efforts throughout the year.

Discussion topics on the agenda include items as wide ranging as SME development

and cloud computing to social networking, outsourcing and the role of women in ICT.

**Registration & details at**  
[www.asocio2011.or.id](http://www.asocio2011.or.id)



## WITSA Trade Mission / Global Public Policy Summit 2011, Guadalajara, Mexico, 7 - 8 Nov



ASOCIO members are invited to join as members of the WITSA / Mexico Trade Mission (WTM) held in conjunction with the Global Public Policy Summit (GPPS 2011). Activities include international speakers, summit sessions, trade and B2B networking as well as a tour of the high-tech industry. **Registration & details at** [www.gpps2011.org/site/registrationonline](http://www.gpps2011.org/site/registrationonline)

## Japan ICT Day 2011, Hanoi Vietnam, 23 - 24 Nov

## JAPAN ICT DAY

Jointly organized by Vietnam Software & IT Services

Association (VINASA) and Vietnam-Japan Consulting Joint Venture (VJC), the event promotes Vietnam - Japan IT cooperation. In its 5th year, it has since become an annual meeting place for business cooperation and mutual understanding between Vietnamese and Japanese companies through networking, seminars and software park visits and more. **Registration & details at** [www.vinasa-org.vn](http://www.vinasa-org.vn)

## e-Asia 2011, Dhaka, Bangladesh, 1 - 3 Dec



This highly anticipated conference will be held in Bangahandu International Conference Centre (BICC) with a full complement of activities including workshops, seminars, speakers and exhibitions.

Five thematic areas are covered, namely Connecting

People, Serving Citizens, Building Capacity, Driving Economy and Breaking Barriers.

**Registration & details at**  
[www.e-asia.org](http://www.e-asia.org)

## Infotel 2011, Sri Lanka, 2 - 5 Dec



Sri Lanka's flagship ICT Expo will be organized by Federation of the Information Technology Industry in Sri Lanka (FITIS), and is expected to be one of the largest ICT/ BPO career fairs in the country - apart from exhibition and trade fair activities.

Under the theme 'Accelerate IT,' the main focus of this year's Expo is economic growth through ICT and the introduction of ICT to the agriculture industry.

**Registration & details at**  
[www.fitis.lk](http://www.fitis.lk)

# Past Events

## 2011 ICT Asia Fair in Dongguan, China, 20 - 22 Sept

ASOCIO made its presence felt at one of China's largest IT fairs—concurrently organized with the 13th International Computer Communication & Consumer Products Expo (3C Expo).

ASOCIO promoted its Corporate Membership initiative at an exhibition booth (ref. Pic 1) during the event which managed to attract interest and sign-ups

from a number of Chinese companies. There were a total of 1000 booths and 600 exhibitors.

ASOCIO also facilitated business matching (ref. to Pic 3) between our members and their China counterparts, with firm interest in collaborations in the areas of cloud computing, outsourcing and security / surveillance.

Association-to-Association dialogues (ref. Pic 2) were also conducted with

representatives from Dongguan Modern Information Services Association, Guangzhou Service Outsourcing Association and Guangzhou Electronics Association.



Pic 1



Pic 2



Pic 3

## Communic Macau 2011, 24 -26 June



The Communic Macau 2011 exhibition was organized by the E-Commerce Association of Macau, the Association of High & New Technology in Macau and the Computer Chamber of Macau (CCM).

Held at the Macau Fisherman's Wharf Convention and Exhibition Centre from 24 to 26 June 2011, the exhibition featured approximately 700 vendors and exhibitors from the IT and electronics industries, forums and seminars.

ASOCIO participated in the event as part of an ASOCIO Business Exchange (ABE). This fruitful mission involved inaugurating the event, conducting business networking between

members and local counterparts.

There were also round table forums between ASOCIO, Computer Chamber of Macau (CCM) and delegates from China and Macau.



# Member Contribution

## E-Commerce Trends Moving Towards High Income

By The National ICT Association of Malaysia (PIKOM)



A generally acceptable definition of e-commerce is that: E-commerce is the sale or purchase of goods or services, whether between businesses, households, individuals, Governments, and other public or private organizations, conducted over computer-mediated networks.

### Global E-Commerce – Past, Present, Future



Figure 1: E-Commerce Historical Development

### 1990 – 1999: The Pioneering Years

With the emergence of public use of the Internet in the mid-1990's and the invention of the World Wide Web, HTML and the HTTPS protocol, which allowed for secure transactions, in 1990, a new platform for e-commerce was born. From 1993 to 1999, browsers like Netscape, Mosaic and Internet Explorer made it possible to navigate the World Wide Web with ease and thousands other Internet companies came into being during this period. In 1994 Netscape pioneered an important security protocol called Secure Socket Layer (SSL), the protocol is still in use until today It involve encrypting data on both transaction ends thus ensuring that personal information such as names, addresses and credit card numbers could be kept safe over the Internet. Two of the companies attaining tremendous success through e-commerce during this time are Amazon and e-Bay.

### 2000 – 2005: The Bust-Boom Cycle

After the initial boom of the 1990's, there followed a so-called 'dot.com Bubble Burst' in 2000, as investors had cashed-in and cashed-out as fast as possible and unbridled enthusiasm had held no stops to speculative investments. In 2000, the stock markets crashed and took much of the value created since 1994 with it. Some companies weathered the storm, some failed completely, and others merged with stronger companies. With the dawn of the 21st Century, many traditional 'brick and mortar' enterprises realize the advantages of e-commerce and began establishing websites or adding e-commerce applications to their existing web presence.

By the end of 2001, the largest form of e-commerce, Business-to-Business commerce, had around US\$700 billion in transactions in the United States alone. By the end of 2007, e-commerce sales accounted for 3.4% of global sales. Meanwhile, the proliferation of the Internet and ICT application for both home and office use enabled the customer base to grow for both B2B and B2C e-commerce. For example, the increased Internet usage in populous Third World nations such as China, India and Brazil opened up vast potential markets for e-commerce.

### 2006 – Present: Sustainable Growth

In 2006, the global value of e-commerce stood at just over US\$6 trillion, with approximately 80% being attributable to B2B commerce. Figure 2 below shows, North America followed by Europe, make up the largest share of global e-commerce revenue, with about 79% of global e-commerce revenue. However, other regions are fast catching up, with Western Europe experiencing a per annum growth rate of 27% for its e-commerce activities since 2006.

# Member Contribution

## E-Commerce Trends Moving Towards High Income (cont.)

Figure 2: Frost & Sullivan Estimate of E-Commerce Revenue by Region (2006)

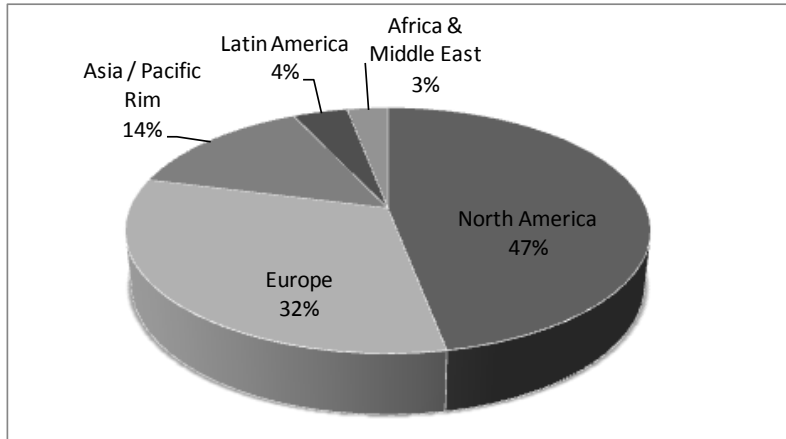
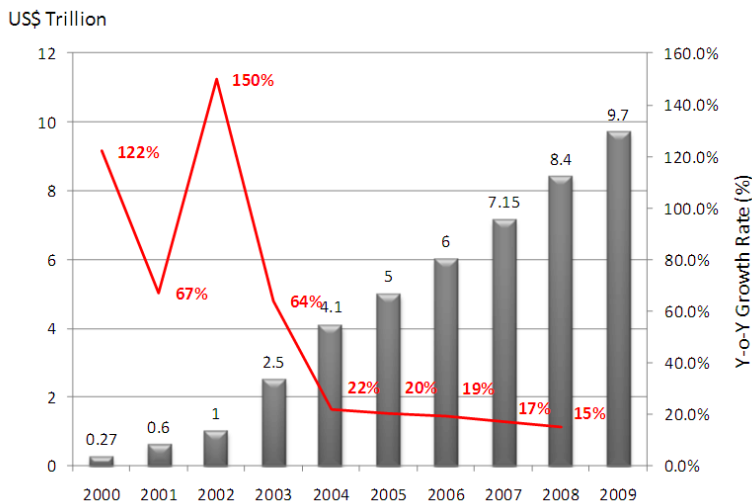


Figure 4: Frost & Sullivan Estimate of E-commerce Growth from 2000-2009



This article is an extract of the **PIKOM ICT Strategic Review 2010/2011**.

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[www.pikom.org.my](http://www.pikom.org.my)

# Member Contribution

## The Evolving Landscape of Self-Service Banking

*By Rototype International, a member of PIKOM*

The concept of self-service first introduced itself at the end of the 19th century when a vending machine selling gum was introduced on the New York City train platforms.

Self service has since proved its benefits, and as a result, many aspects in our everyday life today does in some way involve this said mode of operation - from refueling at the neighborhood petrol station, to cinema ticketing, checking in at the airport, bill payment at your local municipal council and even self checkout counters at major grocery stores.

In banking, one of the earliest concepts of self- service innovation that often comes to mind is the Automated Teller Machine that provides customers access to their bank accounts and to make withdrawals without queuing up at the teller. Also widely known as the ATM, this mode of self service remains to be a very successful and integral distribution channel in retail banking to date.

In the *Future of Finance Initiative Conference* held at West Sussex in 2009, Paul Volcker, the former U.S Federal Reserve Chair cited self service as the most successful financial innovation in the past 20 years.

Today, self-service banking has indeed enlarged its role from just being an ATM. Propelled by the rapid growth of technology, another successful self service innovation that has reshaped the landscape of self service banking is the self-service cheque deposit machine.

The rapid rate of self service adoption and benefits in the area of cheque deposits by both banks and their customers is quite evident. Global banking automation has become an essential part of banking where providers such as Rototype have been able to deliver solutions such as bulk feed cheque scanning and deposits.

For banks, the growth of their self service channel immediately enables them to continue driving down operational costs in the form of reduced teller staffing and process automation. Yet by doing so, they are at the same time refining their customer experience by offering 24/7 banking facilities through self service, and streamlined services for collection, distribution and information processing through real-time automation.

# Member Contribution

## The Evolving Landscape of Self Service Banking (cont.)

As banks continue to realize the immense potential of self service in their operations, the market can definitely expect to see a stream of other innovative self service channels being introduced. Working alongside banking technologists, the common objective will be to continually further simplify customer experiences by providing intuitive self service banking flexibility.

One of such innovations recently unveiled is cheque book dispensing, with providers such as Rototype generating success in regions such as regions like Middle East, Africa and Latin America. This is where the role of cheque book printing is now assumed by banks themselves, instead of being outsourced and printed in bulk by an independent cheque printing company.

This revolutionary approach yet again refines customer experience by offering on-demand cheque book printing at the 24-hour banking lobby, and introduces another self service channel platform that would enable banks to further maximize operational.

The above article is courtesy of Rototype International  
[www.rototypeintl.com](http://www.rototypeintl.com)

Rototype International is the worldwide arm responsible for all Rototype products' Systems Design & Integration, Marketing, Sales and Services. The Group CEO is Harres Tan, also former President of ASOCIO (2000—2002).

## Calling For Advertisers & Article Contributions!

Members interested in advertising or submitting articles for contribution are welcome to contact us at the ASOCIO Secretariat details below. Submissions for the next issue should reach ASOCIO Secretariat by **30 November 2011**.

**Thanks For Reading!**

*Asia-Oceania's leading IT industry organization*

### ASOCIO Secretariat Office

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