



Powering Communications

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DVM TECHNOLOGY Bhd (www.dvm.com.my) has launched Genico™, a suite of business solutions that converges data, voice and multimedia content. According to DVM, Genico™ is an attractive proposition for large corporations wanting cutting-edge solutions and applications to help improve their competitive advantage and bottom-line.

Genico™ is said to offer value-added services and products to help corporations, enterprises and communications service providers meet their connectivity needs. Large corporations can count on Genico™ to deliver as it rides on the HP OpenCall middleware that supports key application providers which develop end-to-end software solutions and services for managing business services over voice and data infrastructure, said DVM group executive director Chen Chee Peng.

According to Chen, the company has received good response to Genico™ especially from telecommunications companies and financial institutions as they believe in the future of the next-generation network (NGN) which rides on the convergence of voice, data and multimedia.

Although Genico™ was developed with large corporations in mind, DVM has also been mindful of Malaysia's small office home office (SOHO), small and medium-sized industries (SMIs) and small- and medium-sized enterprises (SMEs). Chen said, DVM has developed an entry-level solution called GenCom™ to meet the needs of SOHO users as well as the SMIs and SMEs.

GenCom™ is an entry-level next-generation converged solution for the SOHO, SMI and SME markets. Like the more robust Genico™, GenCom™ offers a solution that converges data, voice and multimedia. It offers voice and video calls, file transfers, instant messaging, voicemail, call transfers and phone books. Chen said the availability of next-generation network solutions like Genico™ should spur Malaysian companies to use broadband as it would be more cost-effective.

We expect the broadband adoption in Malaysia to surge ahead as corporate Malaysia embraces converged network services that utilise data, voice and multimedia.