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Chen: Genico converges data, voice and multimedia

When Owen Chen was senior manager of ET Communications Sdn Bhd, a subsidiary of DVM Technology Berhad, he often wondered why the company relied so heavily on imported technologies.

With his accumulated years of experience in the telecommunications industry, Chen felt it was the time for DVM Technology to establish its own research and development (R&D) arm. This eventually led to the birth of another subsidiary called NGC Systems Sdn Bhd in October 2002.

Chen still recalls going through painful challenges of setting up NGC Systems Sdn Bhd. "Established companies may share success stories, but many are not willing to go into the technical details," he informs Business Computing.

This, however, did not deter Chen and his team to write every single code from scratch. To beef up his technical knowledge, Chen attended forums on open standards, and even queried the experts for more details. He also went to South Korea to research on how the advanced telecommunications players were conducting live commercial trials.

DEVELOPING GENICO™

The eagerness to learn and the exposure have proven fruitful as the company succeeded in developing Genico™, a suite of home-grown solutions catering to the local telecommunications environment.

Chen, now the chief technology officer of NGC Systems, fondly recounts how the company had only prototypes of the solutions when it went for the Multimedia Super Corridor (MSC) – status submission, just a month after its incorporation.

The board of committee members were so impressed by Genico™, that they granted MSC status to NGC Systems almost immediately, he says.

Genico™ finally made its debut late last year, and the home-grown company is expecting to ink deals with at least two telecommunications customers soon.



MEETING DEMAND

According to Chen, today's business is getting tougher to expand as operations are 24x7. Moreover, the workforce has become a lot more mobile. To shorten the sales cycle, corporations need to deploy business communications convergence tools in order to grow.

As such, NGC Systems is attempting to carve its niche in the packet-based network segment with Genico™, which cost an investment of RM2 million. "Genico™ converges data, voice and multimedia, and is able to offer companies an unparalleled edge in diversifying their core businesses to meet customers' rapidly changing demands," Chen claims.

Its applications are built on an open communication application architecture which offers rapid deployment opportunities and modular flexibility. They are specifically engineered to shorten the time gap between new service deployments, lowering critical investment costs and resources required to roll out new services.

At the current stage, Genico™ offers basic services such as call route, call forward, single number portability and call screen. For the second phase slated to be completed this year, it will have more services including call waiting, interactive voice response, Internet protocol centres, freephone and prepaid. By next year, the solution will have a full range of functionalities such as Web call conferencing, unified messaging service, mobile office and third generation solutions.

Genico™ is targeted at service providers such as telecommunications companies, application service providers, Internet service providers, and data/network service provider. It is also aimed at large enterprises from the financial, government, and oil and gas industries.

To beef up its presence, NGC Systems is slated to invest RM7.5 million in R&D over the next three years. For a start, it intends to expand its research team of nine members to 12 by year-end. It will also bring Genico™ to Southeast Asia, especially with the company's expansion into Thailand.