

# RosettaNet Malaysia

Partners Day  
Penang  
May 27<sup>th</sup> 2010

H.T. Ang  
Director, RosettaNet Malaysia

**ROSETTANET**  
MALAYSIA



# Agenda

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1. Registration & Refreshment
2. Welcome Speech by RosettaNet Malaysia
3. Updates by RosettaNet Malaysia
4. Halal Hub by Penang International Halal Hub
5. Open Discussion
6. Lunch & Networking



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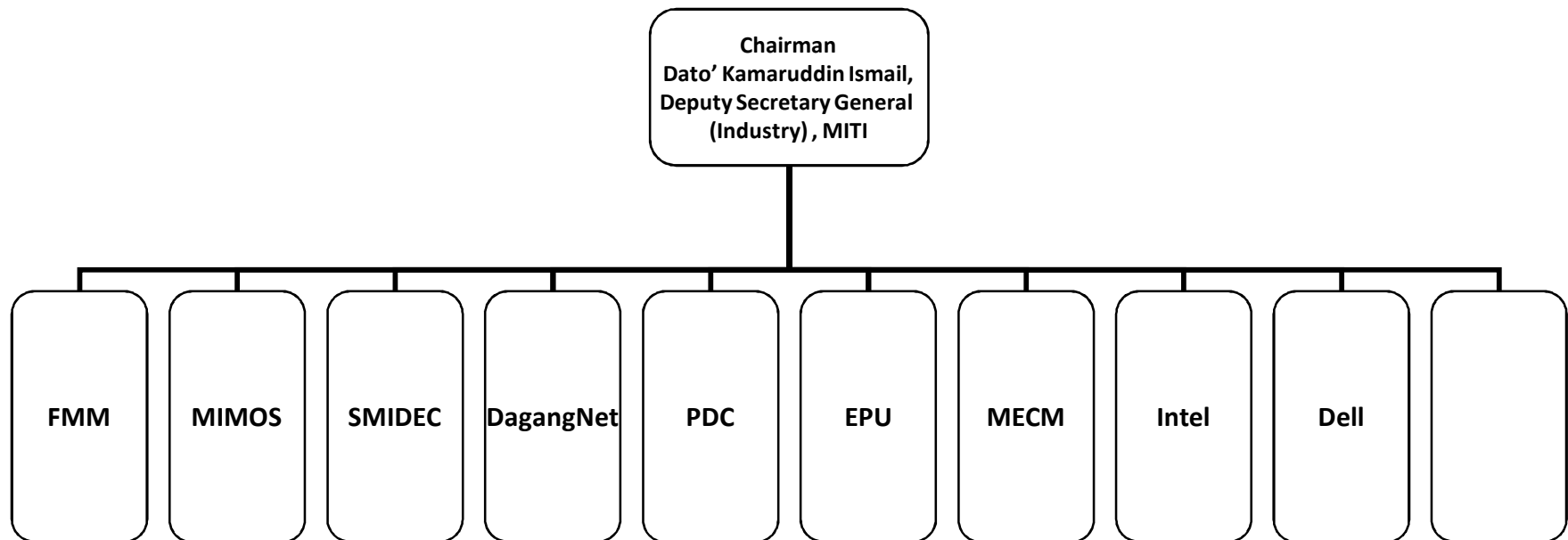
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# RosettaNet Malaysia Updates

## 1. 2010 Membership [23]:

- MITI · EPU · PDC · SMIDEC · FMM · MECM · MIMOS
- Dell · Intel · Cape Technology · Federal Packages · Forecom Phase To Phase · Ire-Tex(M) · Kibaru Manufacturing · Konway Industries · Public Packages · Sim Yew Electrical Engineering · Stamp Ford Engineering · Sunrise Paper (M) · DagangNet · Gridnode · B-Global · Rank Alpha Technologies





# RosettaNet Malaysia Updates

## 2. Key Focus:

- Focus on adoption of RosettaNet Standards
- Creation of services driven by members

## 3. Latest News (01-April to 20-May):

- Dialogue with
  - [1] Penang International Halal Hub
  - [2] Outsourcing Malaysia, PIKOM
  - [3] CrimsonLogic, DagangNet, B-Global
  - [4] FMM, Intel, DHL
  - [5] Ire-Text
  - [6] Zeon Computer
- Seminar
  - [1] TFAC Meeting at MITI
  - [2] Halal Hub Supply Chain at PJ
  - [3] Taklimat MIHAS 2010 by PIHH
  - [4] RosettaNet Champion Web Broadcast by RosettaNet Global



# RosettaNet Malaysia Updates

	Visiting	PR Program	Special Project
Apr	4 x RNM Partners 4 x Potential Partners	Newsletter / Success Story	1.e-Payment 2.Halal Hub Supply Chain
May	4 x RNM Partners 4 x Potential Partners	Partners Forum / Training / Road show	
Jun	4 x RNM Partners 4 x Potential Partners	Newsletter / Success Story	
Jul	4 x RNM Partners 4 x Potential Partners	Partners Forum / Training / Road show	
Aug	4 x RNM Partners 4 x Potential Partners	Newsletter / Success Story	
Sep	4 x RNM Partners 4 x Potential Partners	Partners Forum / Training / Road show	
Oct	4 x RNM Partners 4 x Potential Partners	Newsletter / Success Story	
Nov	4 x RNM Partners 4 x Potential Partners	Partners Forum / Training / Road show	
Dec	4 x RNM Partners 4 x Potential Partners	Newsletter / Success Story	



# RosettaNet Updates

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1. 2010-2013 will be the years of B-2-G
  - E-Customs can come to the world
2. MCC Program Status
  - Call to Action
    - Join the MCC Phase 2 program: We need implementers and user who can provide business requirements. Submit your question for the MCC Solution Providers (to [Hussam.El-Leithy@rosettanet.org](mailto:Hussam.El-Leithy@rosettanet.org)). They will address your questions at the next champions call in July 2010.
3. RosettaNet Quarterly Community Update - Beginning with the May 2010 issue
  - Special promotional space for RosettaNet Solution Provider Members
  - RosettaNet Supply Chain Members can submit news and event information to [debra.praznik@rosettanet.org](mailto:debra.praznik@rosettanet.org)
4. New case study
  - Arizona State University, Phoenix
    - Ongoing work with the community
    - Phase 1: Analysis of our 9 years of implementation statistics
  - University of Bamberg, Germany
    - Team of 5 students working with Cisco to produce a case study on Cisco's implementation of the Cluster 6 Warranty and Service Contract PIPs



# RosettaNet Updates

<b>Axway</b>	<b>Dale Moberg</b>
<b>Cisco</b>	<b>Rachael Alagna</b>
	<b>Pam Webber</b>
<b>DHL</b>	<b>Oliver Cruickshank</b>
<b>OASIS</b>	<b>Jacques Durant</b>
<b>IBM</b>	<b>Syed Arifulla</b>
	<b>Sreedhar Janaswamy</b>
	<b>Kumar Keeranoor</b>
<b>KJC Solutions</b>	<b>Karen Cox</b>
<b>Oracle</b>	<b>Jeffrey Hutchins</b>
<b>RosettaNet</b>	<b>Hussam El-Leithy</b>
	<b>Debra Praznik</b>
<b>Software AG</b>	<b>Vatsal Avasthi</b>
	<b>David Overos</b>
<b>Tibco</b>	<b>Sharon Casaletto</b>
<b>University Bamberg</b>	<b>Andreas Schönberger</b>
<b>Vienna University of Technology</b>	<b>Christian Huemer</b>
	<b>Marco Zapletal</b>

Current member of the MCC Foundational Program.  
You can still join the program and participate. We are looking for participants for Phase 2.

Please contact Hussam El-Leithy at [Hussam.El-Leithy@RosettaNet.org](mailto:Hussam.El-Leithy@RosettaNet.org) for more details on how to join.



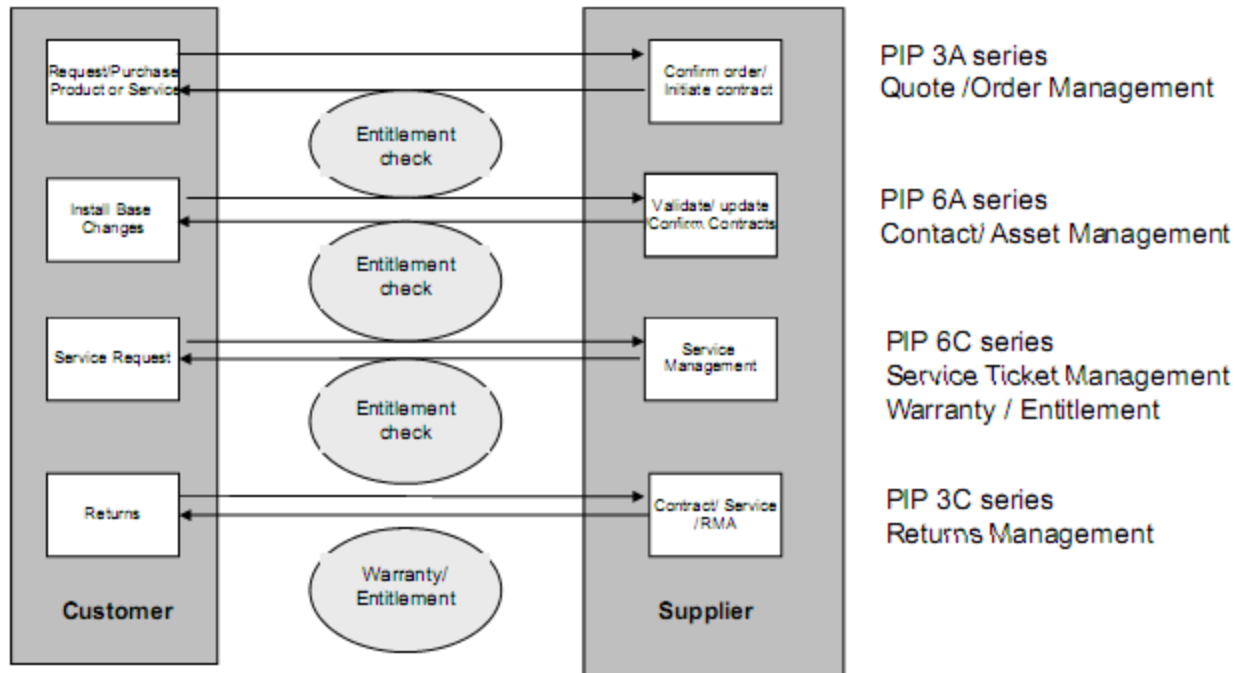
# RosettaNet Updates

## Putting it All Together The GS1 RosettaNet Solution

Pamela Webber, Cisco System, Inc

2009/Nov

Optimizing Warranty & Service  
Management To Simplify Your Processes





# GPC 2009 Updates

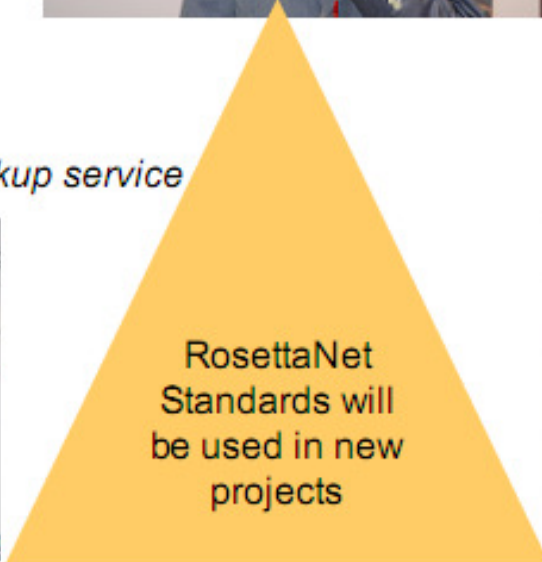


Japan  
*RosettaNet Registry and  
Repository database for  
semiconductor components*

Korea  
*RosettaNet based Partner lookup service*



Taiwan  
*LCD supply chain model  
Using RosettaNet standards*



RosettaNet  
Standards will  
be used in new  
projects



# GPC 2009 Updates

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## Digital China Case Study 2009/10

Apr 2009 IBM (vender) 2A1, 3A4, 3A7

May 2009 Acer (vender) 3A4, 3A7

Sep 2009 CMCC (Customer) 3A4, 3A7, 3A8, 3A9, 3B2, 4B2, 3C6

**Saving more than 70% of B2B Development time needed**  
**Reduction of at least 10% of data input errors**  
**Reduced 60% of the labor requirements for TP (Order)**  
**management staff**



# GPC 2009 Updates

## Broadcom (2009/09/11 by Wai Mei Lee)

Q2 net revenue of \$1.04 billion

One of the largest volume fabless semiconductor suppliers

### Challenges

- Multiple outsourcing partners handling critical business functions
  - Limited visibility to crucial data located at partners' system
  - Exchanging important files via unsecured email attachment
  - Phone, fax, email to share business information with partners
  - Limits scalability

### Operational Productivity Improvement

- Data accuracy + WIP data visibility + Going green by eliminating paper work
- Optimizing and streamlining complex business process – reduce process cycle times, automatic information processing

### RosettaNet Usages

- 3B2 6 partners in 2007 to 16 partners in 2009
- 3C3 10 partners from 2008 - 2009
- 7B1 7 partners from 2008-2009
- 2A10 10 partners in 2008
- 3A4/7/8 2 partners from 2008-2009

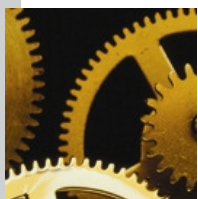


# GPC 2009 Updates

Samsung adopted RosettaNet was because two different roles of selling and supplying were played at the same time. ...adopting RosettaNet is to achieve real-time information collaboration and conquer challenges.

Another benefit gained is the integrations of daily operation with ERP  
Mr. Hyung-Moon Kim, Chairman of RosettaNet Korea, CEO of Samsung SEMES (2009/10/28 Taipei)

HP has been focusing on green supply chain management and 4% carbon emission was reduced in year 2008 through supply chain management  
HP targeting to achieve 2 billion pounds of recycling and reusing thru comprehensive supply chain cooperation and management  
Mr. Kai Hsiao, Director of Asia Global Procurement Services, HP (2009/10/28 Taipei)



# RosettaNet Affiliates Updates

Month	Affiliate	Events
30 Apr	RosettaNet Singapore	<a href="#"><u>New Steering Committee</u></a> Chairman-Manoj Saxena (Statschippac), Vice Chairman-Lee Wai Mei (Broadcom), Treasurer-Jiang Haiping (Globalfoundries), Secretary-Soon Cheok Seng (Motorola), Executive Director-Casey Teo (Freescale). Members: Cherry Palpallatoc (Avnet), Kengo Iwami (Cisco), Loh Sin Yong (CrimsonLogic), Christopher Gomahan (HP) and Quoc Bui (Microsoft)
08 Jun	RosettaNet Global	<a href="#"><u>RosettaNet 101 Web Broadcasts</u></a> Learn the basics of RosettaNet, including the history, current members, mission, technologies, value-add and future plans. Discover how to be a part of the RosettaNet initiative.  –8 June 2010, 10:00 am EDT –13 July 2010, 8:00 pm EDT –10 August 2010, 10:00 ED
07-12 Jun	RosettaNet Global	<a href="#"><u>RosettaNet U Connect 2010, US</u></a>
20/21 Jul	RosettaNet Global	<a href="#"><u>RosettaNet Champions</u></a> Quarterly Web Broadcasts



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# Open Discussion

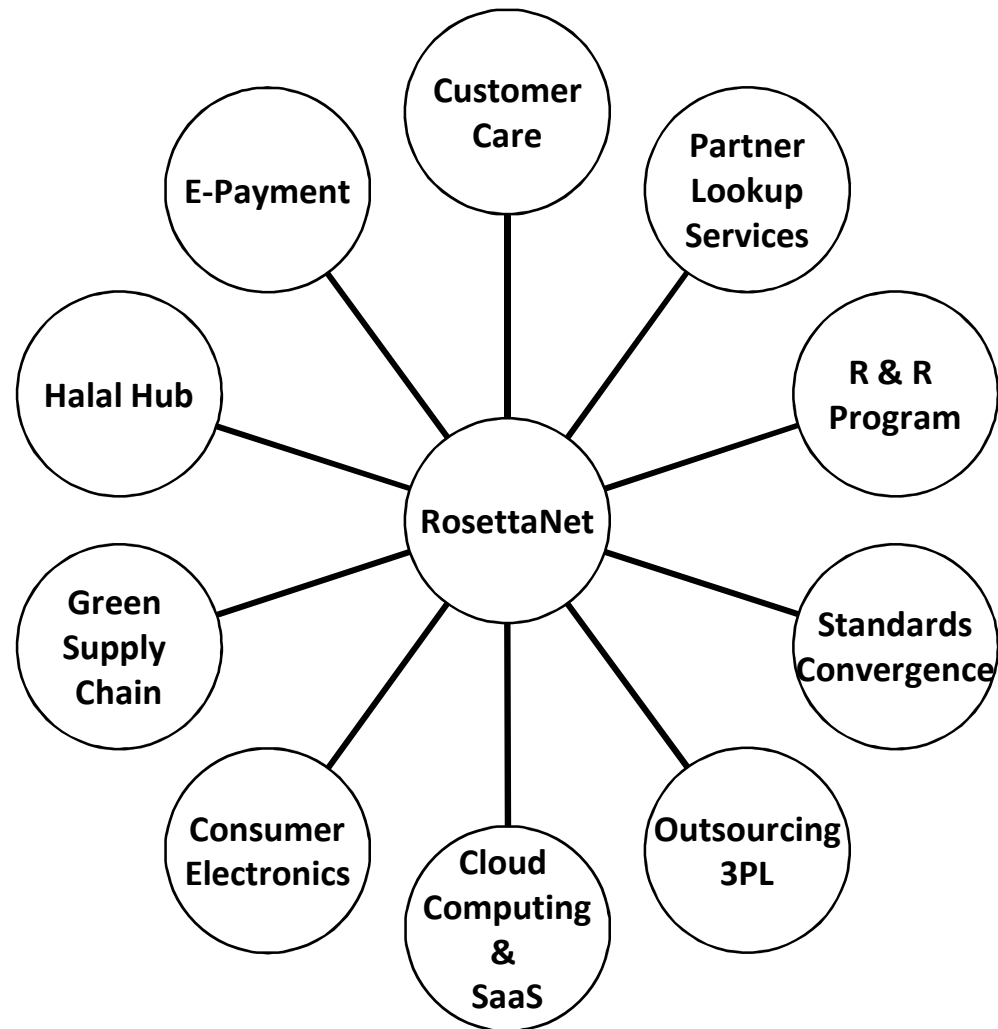
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**RosettaNet:**

**Standards or Solutions?**



# Open Discussion





# To Share: 2010 ERP Report

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## 1. Key Finding

- 57% ERP Implementations take longer than expected
  - Unrealistic expectation about timeframe / did not account for key project activities
- 54% ERP Implementations cost more than planned budget
  - Failed to identify and budget implementation cost
  - The
- More ERP implementations under-deliver business value
- Software as a services (SaaS) implementations take less time than on-premises ERP implementations, but deliver less business value
- Companies do not effectively manage the organizational changes of ERP



# To Share: 2010 ERP Report

10 Traits of Bes-In-Class ERP Initiatives	Top 10 Prediction for 2010
Focus on business processes and requirement first	Diligent focus on ERP software benefits realization and ROI
Don't rush the ERP evaluation process	<del>Small business to get back into ERP software market</del>
Focus on achieving a healthy ERP ROI	Increased adoption of software as Services (SaaS) at SMBs
Gain commitment from companies executives	<del>Lots of ERP SaaS talk, but not as much action at large organizations</del>
Develop realistic project plan and implementation timeframe	Increasing focus on organization change management and ERP benefits realization
Commit strong project management and resources to the project	With ERP software, it's till buyers' market
Ensure adequate organizational change management and training	Enterprise software risk management
Limit software customization	ERP software vendor consolidation
Carefully understand advantages and disadvantages of multiple software delivery options	Focus on integration rather than major ERP package enhancements
Leverage independent ERP expertise	<del>Niches, low-hanging fruit and business value</del>



# To Share: 2010 Key Trend of SC, China

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## 4 Major Trend

- **Rise of Customized Logistics**
  - Production-based or Order-based?
- **E-commerce Supply Chain Integration**
  - Traditional manufacturers to E-commerce?
- **Low Carbon Logistics**
  - Carbon is not limited but the opportunity?
- **High Visibility and Traceability**
  - Information Technology Roles



# To Share: ACCCIM 2009 SMEs Survey

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- **Respondents**
  - Wholesale & Trading 24.7%
  - Manufacturers 17.6%
  - Logistics 5.8%
  - ICT 2.8%
- **Action Taken To Overcome Crisis**
  - 39% of 480 Review Business Plan
  - 29% - Reduce production cost
  - 27% - Explore new market
- **Did Economic Crisis Affect the Collections**
  - 76% collections have been delayed since Sep, 2008



# Contacts

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