CREATE
Cluster for Research in ERP based Applications, Technology and Excellence

“Can we be the Mecca of ERP Excellence?”

Redhuan D. Oon
RED1 - LEADER OF THE ADEMPIERE PROJECT

“Allah creates.. teaches by the Pen, what we know not”
- from Surah Al-Alaq (of the Clot)
OPEN SOURCE ERP IS A BLUE OCEAN FOR ANY NATION TO BECOME NO.1 IN THE COMPETITIVE WORLD OF DISRUPTIVE IDEAS

Political

Economic

Social

Technology

Competition

CREATE

CHALLENGES

OPPORTUNITIES

US handling global conflicts to maintain unipolarity
Financial cycles of instability
Kiasu culture of the east
Western dominance in Intellectual Property
MSC losing the branding war

Flat world view emerging for small nations
Fluidity of wealth
Emerging peer Communities

Software diffusion via open source

THE WEB SINGULARLY REVOLUTIONISES MANY THINGS. A WEB-BASED OPEN SOURCE PROJECT IS STRATEGIC POSITIONING
OPEN SOURCE ERP IS FORSEEN AS THE ANSWER TO COST CUTTING AND PRODUCTIVITY OF ALL BUSINESS

Free Software is new strong wave for self-ownership

Enterprise Resource Planning integrates whole organisations

ERP business worldwide is USD30b per annum

Part of OSCC-Mampu Long Term Masterplan for ERP

Governmental Grants support against foreign dependancy

Reduction of Total Cost of Ownership in long run

Why ADEMPIERE?

Founded and led by Malaysians

Top SourceForge Project in record time

Supported with hundreds of contributions from 30 countries

15 languages, multi-currencies, country localisations

Open components, Multi-Interfaces, High Quality Software

Truly 1Malaysia to 1World

Compete directly with SAP and Oracle Financials

THE GOVT’S THRUST IS NOW FOR SELF RELIANCE INNOVATION THAT CAN EXPORT TO THE WORLD TO BECOME A STRATEGIC ECONOMY BY 2020
UNIVERSITY CLUSTER IN MALAYSIA CAN BRAND THIS AS TRULY ‘MALAYSIA’S GIFT TO THE WORLD’

**Why Universities?**

- Govt support for R&D
- Blue Ocean of Original Intellectual Property
- Citations for Top World Rankings
- Aligned to MSC Flagships as 1-stop reference

**How does 1 comes in?**

- DIFFERENTIATE in own vertical of core focus
- VERTICAL sits on ADempiere stack
- Fulfill Gaps with own R&D and expertise
- Connects with Global Peer Community
- Exchange Synergy Within IP Pond

RESOLVING EDUCATION’S PRESENT DILEMA IN PRODUCING KNOWLEDGE WORKERS THAT ARE RELEVANT TO WORLD INDUSTRY
ISSUES WITH ERP - ITS COMPLEXITY AND RISKS GIVES READY OPPORTUNITIES FOR UNIVERSITIES

ERP Software

- Complexity
- Migration of Legacy
- Expertise
- Standards
- Future

CHALLENGES

- Old systems need to update & map data mines
- ERP is too complex, trying to integrate across departmental functions
- Expensive and difficult to hold
- Vendor-driven conflicts
- Proprietary giants rightsizing or die

OPPORTUNITIES

- Building on top of ready made ADempiere brings speed to market
- Open & matured toolset framework ready to roll
- CREATE well-prepared certified training
- CREATE support well-researched open standards
- Community Institutionalising under CREATE

ADEMPIERE IS THE KILLER APP TO ADDRESS WORLD DEMAND FOR SIMPLICITY IN IMPLEMENTATION. ‘CREATE’ PROVIDES ONE-STOP POND
ROADMAP TOWARDS IP POND SYNERGY - UNIVERSITIES FORM CLUSTER TO COMPLETE ECO-SYSTEM OF ERP EXCELLENCE

Concept
• Formation of CREATE centres
• Generate Global Audience
• Peer-Apprentice Learning
• Add-ons and quick wins

Launch Branding
• Standards & Certification
• Research & Reference
• CREATE centres
• Incubating Champions
• Global Exchange

Conquer
• Conference Presentation
• Confidence with projects
• New IP Innovation
• Showcase Reference

Complete
• IPO Spinoffs
• Made In Malaysia
• ISV Startups

Our Gift to the World

Global MSC Branding Journey

Roadshow
REPUTABLE VALUE BRANDING FOR TOP UNIVERSITY

- Premier top R&D member in ERP community
- Research theses, publications in ERP applications
- Own IP in open source ERP contributions
- Online media library of community activity, trainings, case-studies to attract worldwide interest
- Showcase in centre, exhibitions, conferences
- Project twinning for prototype research and application in ERP worldwide
- Exchange value resource with global universities, lead eco-system
OWNERSHIP OF METHODOLOGY BRINGS BUSINESS GOODWILL TO THE UNIVERSITY

- Cluster builds eco-system reference
- Certification need to be reputable
- Experts need to be certified
- People need to be trained as experts
- Software is free, people are not
- Warranty & support
- Migration & integration
- Project implementation & consultancy
- Preliminary needs analysis

- Inhouse setup for corporate group
- Teaming agreements worldwide projects
- Project compliance performance audit
- Joint project execution chargeable at USD1,000 per day
COST STRATEGY FOR EACH CENTRE TO ALLOW RECOUP OF FUNDS VIA READY ERP PROJECTS

- RM 1 million capex setup
- RM 2 million opex p.a.
- RM 10 million revenue p.a.
- Head of Create - RM200 thousand p.a.
- Project commission 2% of total revenue
- Ongoing goodwill transfer to Create
STARTING CORE TEAM BUILD RESOURCE ASSETS FOR REFERENCE AT CREATE CENTRE

- Head of Create, assisted by team of 7
- Centre Manager (1)
- Media Manager (1)
- Subject Matter Experts (2)
- Developers (2)
- Other support shared with internal admin
EDUCATIONAL FUNDING IS RECESSION PROOF AND REQUIRES INNOVATIVE PUSH FROM UNIVERSITIES

- University R&D status grant - RM10m
- MOSTI Pre-Commercialisation - RM5m
- MDec Halal ICT Flagship grant - RM3m
- Human Resource grants
- MARA Cyberpreneur grants
- European Union FP7 grants - Euro30b
More universities are picking it up - Stick to our differentiator (books, research, centre and certification)

Collaborate openly and align in Hubs and Spokes.

Be selective and focus on key projects

Get our products endorsed by SIRIM, Mampu

Value add certifications with practice
EXAMPLES OF KILLER APPS ON ERP TO DELIGHT MASS CONSUMER MARKETS

User Interface

- Google Earth rendering of ERP Logistics & Organisational Flow
- IPhone touch screen user friendliness
- Telephony - Voice Recognition to conduct ERP process over the phone
- Operations via SMS

Backend

- MySQL Drizzle multi core 64bit super-speed
- Smart Business Installer
- Module Editor Modeller
- ERP Time Machine Snapshots
- BI / KPIs intuitive graphics

3rd Party Products Migration Tool i.e. SAP, Navision, Myob

COMMERCE LIKES KILLER GADGETS, ERP IS THE NEXT WAVE, ITS CONVERGENCE WITH TELEPHONY AND WEB CLOSES THE LOOP
THE UNIVERSITIES OF THE WEST HAS BEEN ON CLUSTER OF GUILDS AND APPRENTICESHIP. THE EAST CAN RENEW ITS KONGXI AND GOTONG-ROYONG
EXAMPLES OF CREATE ACTIVITY THAT CAN BRING WORLDWIDE CITATIONS AND REFERENCES

- Benchmarkings
- How-To Guides
- Standards and Practices
- Technical Guides
- Project Reports
- Research Findings
- White Papers
- Journal Papers

THIS REQUIRES HIGH INCENTIVE SCHEME FOR KNOWLEDGE PRODUCTION ON A SYSTEMATIC LOW BARRIER OF ENTRY
TCO Pyramid
We Focus on the Right Layers

1st Release
2nd Release

New Process

Customisation

Implementation

Application

Utilities Tools

Application Server

Database

Operating System

Cost Value Scale

One time low cost savings

Continuous

high cost savings

sustenance

MRP
HealthCare
Other verticals (3,000,000)

ERP/CRM (300,000)

LINUX (3,000)
WEB 2.0
Peer-Apprentice Philosophy

The University Project
4-POINT STRATEGY

Transform Graduates into
Employer NOT Employee Material

Quantum Leap into the Brave New Vision
of Open Source Business

Train them in the Pareto 20% Skill-set of
80% Commercial Value

Head-start via open membership in
ADempiere's Worldwide Community of
Resources And Business Opportunities

redl.org
The Answer to Future's Quest
The Story of Red1.org

Formed in June 2003 to contribute Open Source ERP learning
Leader of http://www.adempiere.org/September 2006 -
A global effort of diverse international expertise in Business and Software Development hitting top spot in SourceForge within record time.
Open Source ERP

Commonwealth Electric has extensive experience in the Trade Show, Convention and Special Event Industry. Since 1995, Commonwealth Electric Company has been the exclusive provider of utility services in both the Phoenix and Tucson Convention Centers. We have also provided our services at several locations including resorts, hotels, arenas and fairgrounds throughout the state of Arizona.

Our services include exhibit floor electrical, compressed air, water, audio-visual electrical requirements, and production electrical supply. Our extensive experience with events and productions of all sizes enables us to meet every electrical need. Commonwealth Electric treats every event, big or small, with the same intensity and devotion to customer service. We fulfill all of our clients' needs, the expected as well as the unexpected.

Some of our clients have included:
- Intel
- The American Gem Trade Association (AGTA)
- Shamrock Food Company
- National Indian Gaming Association
- Sylaca Food Service
- The Southern Arizona Home and Building Association (SAHBA)
- The Arizona Auto Show
- Microsoft
- Waste Management Symposium
- Tucson Gem and Mineral Society (TGMG)
- USBIT
- LGI
- The Centurian Jewelry Show

Manage All Types of Business
Translated to 15 languages with hundreds of installations worldwide. Chosen by more institutions for been free
Integrated to OSGi, GlassFish, ZK Ajax, JasperReports and GWT. Applications covers Point of Sales, Shopfloor Manufacturing, Logistics and Project Performance Monitoring.
Enterprise Resource Planning (ERP) covers ICT, Management, Business..

SALES/EXPORT
- Payment
- Invoicing
- Shipment
- Packing
- Order
- Quotation
- Customers
- Proposal

INTEGRATED
- Valuation Costing
- Available To Promise
- Replenishment (Demand)
- Customer Shipment

Warehouse
- Shipment (Receipt)
- Inventory Move
- Physical Inventory

INTEGRATED
- Inventory
- Financials
- Progress
- Receipt
- Work Order
- Suppliers
- Requisition

PRODUCE/BUY/IMPORT
- Payment
- Financials
- Progress
- Receipt
- Work Order
- Suppliers
- Requisition
Blue Ocean for Asian Nations
FOUR OPTIONS FOR THE GOVERNMENT TO TAKE

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<thead>
<tr>
<th>Academic Focus - Long Term</th>
<th>Commercial Focus - Short Term</th>
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<tbody>
<tr>
<td>CREATE Centres</td>
<td>GLC to Sell Services</td>
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<tr>
<td>Own Silicon Valley</td>
<td>Efficient Product Services</td>
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<td>World-class K-Worker</td>
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<td>Rakyat First</td>
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<td>RM 200 million</td>
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<td>Supply Chain Everything</td>
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<td>Free setup for major</td>
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<td>Business As Usual</td>
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<td>Do Nothing</td>
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<td>Foreign Dependant</td>
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THE RM1B OPTION INCLUDES BOTH QUADRANTS OF RM400M
In Time

Verily Humanity Is In Loss

Except Those Who Have Faith,

Produce Good Deeds

Advice With Truth

Advice With Patience