

# ASL

## NEWS

### 快訊

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**AUTOMATED**  
 AUTOMATED SYSTEMS HOLDINGS LTD.  
 自動系統集團有限公司

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## 董事總經理談零九財政年度業績及中國業務拓展

### Managing director discusses FY09 and business expansion in PRC

#### 二零零九財政年度業務表現

儘管面對不景氣的經濟環境，集團於二零零九財政年度仍然能夠錄得穩定業績，營業額為1,442,000,000港元，較去年上升3.5%，純利為42,700,000港元。資訊科技基建業務繼續為集團帶來大部份的生意，佔總營業額59.3%，值得一提的是於回顧年內服務及解決方案業務較去年為集團帶來更多收入，尤其是服務業務，收入較去年上升16.2%，集團並贏得多個重要的服務合約，這些包括國泰航空公司授予兩份價值數百萬元之外判服務合約，以及一為期五年並價值數百萬元的政府資訊科技維護及支援服務合約等。年內，集團維持穩健的資產負債表，於二零零九年三月三十一日，淨現金約為386,000,000港元，手頭訂單總值超過600,000,000港元。此外，海外業務表現滿意，營業額較去年上升54.8%，達171,000,000港元，

#### FY2009 business performance

Despite the gloomy economic environment, the Group maintained steady performance in FY09 with turnover amounting to HK\$1,442 million, up 3.5% against last year, and net profit at HK\$42.7 million. The bulk of the Group's business continued to be from IT Infrastructure, contributing 59.3% of the total turnover in FY09. The increasing importance of the Group's Service and Solution business must also be highlighted as they contributed more to the Group's revenue in the year under review. In particular, Service revenue for the year increased by 16.2% against last year with significant contracts awarded. Such major contracts included two multi-million dollar outsourcing contracts from Cathay Pacific and a 5-year multi-million dollar government IT maintenance and support services contract, etc. During the year, the Group maintained a healthy balance sheet with net cash of approximately HK\$386.0 million as at 31 March 2009 while the order book carried a total value of over HK\$600.0 million. Besides, overseas business performed satisfactorily with turnover rose by 54.8% to HK\$171.0 million compared with last year, accounting for 11.9% of the Group's total revenue. Major highlights in the overseas business included the opening of an office in Taichung City in Taiwan in November 2008 and our Macau subsidiary celebrating its 15<sup>th</sup> anniversary this year.

#### Business expansion in China

Looking ahead, the Group will continue to explore business opportunities of partnering with strong PRC IT service providers to support the Group to serve existing Hong Kong and Taiwan

佔集團總收益11.9%。海外業務方面的亮點亦包括集團於二零零八年十一月增設台灣台中市辦事處及集團之澳門附屬公司慶祝成立十五週年。

#### 拓展中國業務

展望未來，我們將繼續發掘與中國實力雄厚的資訊科技服務供應商合作之機遇，以支持集團為現有香港及台灣客戶的內地業務提供服務，以及向中國當地企業銷售解決方案及服務。我們亦將會進一步鞏固與技術供應商之間的合作關係，以擴大集團在區內的業務發展。此外，我們會繼續專注拓展可為集團帶來經常性收益之業務，並從公私營界別中獲得更多大型項目，致力爭取業務進展。

有關詳情請參閱集團於二零零九年六月十日之公告。

clients for their mainland operations as well as to sell solutions and services to local enterprises in China. We will also cement stronger relationship with technology vendors and suppliers to bolster regional business development. Besides, we will continue to focus on growing the recurrent revenue based business and winning sizable projects from both public and private sectors, so as to strive forward.

For further details, please refer to the Group's announcement dated 10 June 2009.



自動系統集團董事總經理賴音廷先生  
 Mr. Lai Yam Ting, Managing Director  
 of the ASL Group

二零零八年無疑是充滿挑戰的一年，但集團以信心堅毅面對。未來，我們將會繼續為客戶提供高質素的服務及具成本效益的解決方案，以為客戶及股東帶來價值。

Unquestionably, year 2008 was a challenging year but the Group faced with poise and grit. We will continue to offer high quality services and cost-effective solutions to our customers so as to bring value to both our customers and shareholders in the years ahead.



# Business Intelligence – Your trusted solution to 商業智能方案 — 助您渡過經濟不景氣

**I**n today's gloomy economy, cost-cutting and leveraging existing IT assets have become the top agenda of enterprises. Their major focus has also been on how to realize and maximize the value of existing business data for better decision making. Therefore, advanced IT tools are needed to consolidate accurate and real-time data for business analysis and forecasting. According to the results from 2009 CIO survey conducted by Gartner Executive Programs, Business Intelligence (BI) is the number one investment priority among CIOs, as it demonstrates an exceptional ability to address the captioned issues in the way of business process improvement.

## BI delivers promise to fight against current economic uncertainties

BI is an advanced IT tool that provides a fast, consistent and integrated view of real-time and reliable information for all users across an organization to share, helping to accelerate decision making and facilitate risk management. The functions of BI applications include ad hoc query, reporting, online analytical processing (OLAP), statistical analysis, forecasting, and data mining. BI can assist new product launch and shorten the time-to-market by generating analytical reports, financial reports and performance predictive analysis for management and executives. Besides, BI's powerful data-mining and consolidating capabilities can save cost and manual effort in generating reports from disparate sources. To conclude, BI can support better decision making, leading to adding business value and improvement of service quality to customers. Given the above benefits, more and more enterprises and organizations in various industries, including manufacturing, retail, telecommunications, banking and finance, insurance, government and education institutions are adopting BI.

## Applications of BI for various industries

### Banking and Finance

Through the holistic view of customer, product and enterprise information provided by BI technology, marketers can monitor credit card campaign performance on existing card holders or new customer acquisition. Besides, risk managers can also identify and predict fraud while analysts can spend more time on studying data instead of consolidating it. All in all, financial institutions can gain greater insights for timely decision making in driving profitable CRM programs on credit cards, growing rewarding product lines and achieving wise investment.

### Telecommunications

Under increasing pressure from global competition, telecommunications companies require advanced technologies in order to respond faster to changing market needs. Through BI, telecommunications companies can generate complete analysis and reports about demand, customer behaviors, products

and services profitability so as to support sales and marketing initiatives such as loyalty and retention programs and to develop profitable products and services.

### Insurance

Timely analysis and reporting, call center performance, claim operational efficiency, fraud detection, risk management and agents' performance management are the key business focuses of insurance companies. With BI technology, these aspects can be well-managed helping to increase customer satisfaction and enhance company competitiveness.

### Manufacturing

Key decision-makers in factory processes can gain real-time visibility into different reports through a single BI platform. Production managers can monitor productivity from key performance indicators, such as production time, capacity usage and resources utilization, for capacity planning and resources optimization. Quality control managers can improve quality through defect analysis while senior management can better control cost and enhance return on investment via expenses analysis.



**Business Intelligence is the No.1 investment priority among CIOs.**

**商業智能乃眾多首席資訊總監一致認為的首要投資項目。**

– Gartner

### Retail

With BI capabilities to consolidate real-time data regarding customers, products, vendors, merchandising, operations, store performance, inventory and supply chain into valuable insight, retailers are able to identify customers' needs and predict product trends. Thus, allowing for profitable

merchandising decisions to be made and favorable products to be marketed in the right store, at the right time and at the right price. This can also strengthen customer and vendor loyalty, ultimately maximize profitability and succeed in the ever-changing market.

### Government

To address public demands on service level with regard to increased transparency, accountability, and performance, government agencies require better collaboration and performance monitoring for continuous improvement. Government departments can leverage BI to share real-time information quickly, easily and securely within the organizations to achieve these initiatives.

### Education

The BI solution helps education institutions provide a secure, role-based Web access to information for students, staff, alumni, and partners. Staff can access administrative information such

# weather the gloomy economy

as student records, and create complex financial analysis and academic reports more easily and efficiently.

## ASL professional services on BI

To realize the benefits of BI, organizations require an experienced BI services provider which can address their specific business needs, help them design and develop a turnkey BI solution, and implement BI smoothly within a defined schedule. As a leading IT services provider with over 35 years of experience, ASL offers comprehensive services on BI deployment from business analysis and planning, project management, development, implementation to maintenance and training. Organizations can fully rely on us in BI deployment since we have proven track records in implementing

BI projects for various enterprises, such as international conglomerates, multinational corporations, electronic component distributors, transportation enterprises, financial institutions, insurance companies, education institutions, publishing and printing groups, and retailers. Our project quality is well assured as our BI professionals follow international quality standards and industry best practices, such as ISO 9001, CMMI, ITIL and Six Sigma, in project delivery. ASL is definitely your trusted BI services provider to help you tackle business challenges nowadays.

**在** 現今不明朗的經濟環境下，企業最為重視減省成本及充分利用現存的IT資產。同時，企業的首要目標亦是了解及充分利用現有業務數據以作出最佳的決策。因此，企業需要先進的IT工具以整合準確及實時的數據用作業務分析及預測。根據Gartner行政人員企劃部於二零零九年進行的首席資訊總監(CIO)調查結果顯示，商業智能(BI)乃眾多首席資訊總監一致認為的首要投資項目，證明商業智能具卓越的能力，能透過改善業務流程解決上述提及的問題。

## 商業智能助您對抗現時經濟不明朗

商業智能乃一先進IT工具，能提供迅速、一致及綜合的資料檢視，讓機構內的所有用戶能共同分享實時和可靠的資料，幫助加快決策的制定及有助風險管理。商業智能應用系統的功能包括即時查詢、報告、網上分析處理(OLAP)、統計分析、預測及數據開採。透過建立分析報表、財務報告及表現預報分析供管理層和行政人員參考，商業智能能協助新產品的推廣且縮短產品推出市場的時間。此外，商業智能強勁的數據開採及整合能力能節省從分散的資料來源建立報告所需的成本和人力。總括而言，商業智能能支援最佳的決策，帶來業務增值，及提升客戶服務質素。因著上述好處，愈來愈多的企業和不同行業的機構，包括製造商、零售商、電訊公司、銀行及金融機構、保險公司、政府部門及教育機構均正在採用商業智能。

## 商業智能於各行業之應用

### 銀行及金融業

透過商業智能技術，客戶、產品和企業資訊均一目了然，市務人員能藉此監察信用卡活動對現有用戶的成效或吸納新客戶之表現。此外，風險經理亦能鑑定及偵測欺詐行為，而分析員能投放更多時間於研究數據而非整合數據上。總的來說，金融機構能獲取更深入的資訊

作出及時決策，以推廣有關信用卡之客戶關係管理計劃而從中獲利，並發展高回報的產品系列，確保作出明智的投資。

### 電訊業

隨著全球競爭日益增加，電訊公司需要先進技術以迅速回應瞬息萬變的市場需要。透過商業智能，電訊公司能建立完整的分析及有關市場需求、客戶行為、產品和服務盈利能力的報告，以支持銷售和忠誠客戶及維繫客戶等市場推廣計劃，並且發展有利可途的產品及服務。

### 保險業

適時的分析和報告、熱線中心服務表現、索償程序之運作效率、欺詐偵測、風險管理及從業員表現管理均是保險公司所關注的營運重點。全賴商業智能技術，上述各方面都能夠妥善管理，從而增加客戶滿意度並提升公司競爭力。

### 製造業

透過單一的商業智能平台，工廠內不同工序的決策者能夠獲得實時的資料並檢視不同的報告。生產部經理能從生產時間、產能利用和資源運用等關鍵績效指標，監控生產力並策劃產能和優化資源；品質管理部經理能透過產品缺陷分析改善產品質素；而高級管理層能透過更有效地控制成本及開支分析提升投資回報。

### 零售業

商業智能將有關顧客、產品、供應商、採購、營運、商舖表現、存貨及供應鏈的實時數據整合為有價值的資料。零售商藉此能找出顧客需要及預測產品趨勢，以作出有利的採購決策，並於最佳時機及最合適的價格及商店推銷合適的產品。同時，亦能加強顧客與供應商忠誠的關係，最後達成盈利最大化，並於千變萬化的市場上脫穎而出。

### 政府機構

為回應公眾對服務水平的需求，增加透明度、責任承擔和提升表現，政府機構需要更佳的協作和表現監察以達成服務持續改善。利用商業智能，政府部門便能夠迅速輕易且安全地於機構內分享實時資訊，達成上述目標。

### 教育機構

商業智能方案能幫助教育機構提供學生、員工、校友及合作夥伴一個安全及以角色為基礎的網上存取平台。員工能取得行政資料如學生記錄，並且更容易及有效率地建立複雜的財務分析和學術報告。

## ASL商業智能專業服務

為實現商業智能的優勢，機構需要一家擁有豐富經驗的商業智能服務供應商，根據機構獨特的業務需要，協助它們設計及開發一套定製的商業智能方案，並於所需時間表內順暢地實施。作為具領導地位且擁有超過三十五年豐富經驗的資訊科技服務供應商，ASL提供全面的商業智能服務，包括業務分析及籌劃、項目管理、開發、實施以至系統維護及培訓。憑藉我們過往為不同機構實施商業智能方案的卓越成績，包括國際企業集團、跨國公司、電子零件分銷商、運輸企業、金融機構、保險公司、教育機構、出版及印刷集團及零售商，機構可完全交託我們為其配置商業智能方案。此外，我們的商業智能專業人員交付項目是遵從國際質量標準及業界最佳守則，如ISO 9001、CMMI、ITIL及六西格瑪，因此項目質素得以保證。ASL絕對是您最值得信賴的商業智能服務供應商，能協助您應付現今業務上的挑戰。



# 為豐隆保險實施商業智能方案 Business Intelligence Solution for Hong Leong Insurance



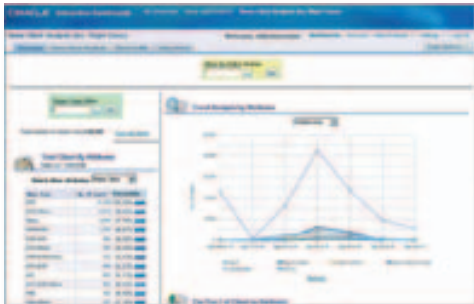
豐隆保險(亞洲)有限公司(豐隆保險)(前稱道亨保險有限公司)提供廣泛的保險服務，包括為個人及工商業客戶提供全面保險產品。為於保險業內保持競爭優勢，豐隆保險特別重視客戶數據分析以發掘新業務及提升業務表現。為不斷向客戶提供優質服務並貫徹「豐隆專線專注為你」的宗旨，豐隆保險委託ASL實施商業智能方案以逐步取代現有的報告建立方法。

現存於豐隆保險中的公司數據分散在多個企業數據源。若公司員工用戶需要就營運表現、市場策略及客戶行為進行分析，便要求IT人員從不同應用系統中抽取數據，並以人手將報告編制成試算表格式。此報告建立過程不但費時，且相對較易出現數據不一致及人為錯誤。

經過評估豐隆保險之需要後，ASL選用Oracle商業智能套件企業版Plus，因其具備全面的功能，包括互動式儀表板、全面即時查詢、前瞻性的智能及預警、企業及財務報告，以及實時預測智能等。以上功能均能與豐隆保險現有的IT基建整合，以達致最低的總體擁有成本。為使用戶能看準趨勢及優化業務表現，系統亦配置了以多維度立方體建立的Oracle Essbase。根據豐隆保險的分析需要，ASL協助豐隆保險開發及設計多款儀表板以提取商業智能資訊。其中一款「客戶分析」儀表板整合了客戶的人口統計數據，例如年齡、性別、居住區域等。營銷及市場用戶能藉此編制一個詳細易明的報表，且能以不同維度檢視數據，讓他們能更深入了解客戶分佈、行為模式及購買趨勢，從而推廣不同類型的保險計劃。透過從功能強勁的報告中取得的相關業務資訊，各銷售渠道如熱線中心及保險從業員更能針對潛在客戶的需要，提升擊中目標客戶的機會及增加收入。此外，「每日銷售分析」儀表板以一系列的分析內容建立，包括每日生意額的大小及銷售目標的成績，藉此監察保險從業員及其他渠道每日之銷售表現。除了方案設計、顧問及實施服務外，ASL亦為豐隆保險的IT人員提供指導服務，讓他們能自己開發、建立及交付公司所需的報告。

透過商業智能方案之完備及強勁的報表功能，豐隆保險的用戶現能自行即時進入及分析所需的數據源，令IT部門的工作量得以減輕。此方案亦將建立報告所需之時間由數小時減省至數分鐘，讓用戶能更專注於分析工作上，以制定更適時及準確之業務決策。此外，由於數據是整合於中央儲存庫及於每日更新，數據的完整性得以維持。透過單一檢視最新及準確的資料，業務經理及行政人員能迅速地監控保險從業員及其他渠道之銷售表現。

總括而言，透過ASL強勁的商業智能方案及服務，豐隆保險能提升其內部數據的價值，更快捷地取得對相關業務的資訊以作出最佳的決策及改善營運效率。



Hong Leong Insurance (Asia) Limited (HLIA) (formerly known as Dao Heng Insurance Co. Ltd.) offers a wide range of insurance services, including comprehensive insurance products for personal, commercial and industrial clients. In order to stay competitive in the insurance industry, HLIA values customer data analysis for its ability to draw new business and improve business results. To continue providing excellent service to customers and meet the company vision "Your Dedicated Protection", HLIA commissioned ASL to implement Business Intelligence (BI) solution to gradually replace its current method of report generation.

The existing organizational data in HLIA are distributed in multiple enterprise sources. If business users wanted to perform analysis on operational performance, marketing strategies and customer behaviors, IT staff is asked to extract data from

different applications and compile reports manually in Excel format. Such report generation process was time-consuming and relatively prone to high data inconsistency and manual errors.

After evaluating HLIA's needs, ASL chose Oracle Business Intelligence Suite Enterprise Edition Plus (OBIEE Plus) for its comprehensive capabilities, including interactive dashboards, full ad hoc queries, proactive intelligence and alerts, enterprise and financial reporting, and real-time predictive intelligence, etc, that can integrate with HLIA's existing IT infrastructure for the lowest total cost of ownership. To enable the users to identify trends and optimize business results, Oracle Essbase was also deployed and built with multi-dimensional cubes. According to HLIA's analytic requirements, ASL helped HLIA develop and design various dashboards to extract business intelligence. Among them was "Client Analysis" dashboard which consolidates customer demographic data such as age, sex, living district, and etc. Through it, sales and marketing users can generate a detailed and easy-to-understand report which can be viewed in different dimensions, enabling them to better understand customer segments, behavioral patterns and purchasing trends for promoting different types of insurance packages. Based on the relevant business insight drawn from the robust report, its sales channels, such as call center and insurance agents, can take care with the potential customers, enhancing the chances on hitting the right customers and driving more revenues. In addition, the "Daily Sales Analysis" dashboard was built with collections of analytic content, including daily deal size and achievement of sales target, to monitor the daily performance of insurance agents and other channels. Apart from solution design, consultancy and implementation, ASL also provided coaching services for HLIA's IT staff to develop, generate and deliver their own reports.

With the comprehensive and powerful reporting capabilities that BI solution delivers, users in HLIA can now instantly access and analyze various data sources they need by themselves, in turns, resulting in lessened workload for IT department. The solution also reduces the time needed to generate reports from hours to minutes, enabling users to focus more on analysis to make timely and accurate business decision. Moreover, data integrity is maintained since data is consolidated in a central repository and updated on a daily basis. With a single view of up-to-date and accurate information, business managers and executives can quickly monitor the performance of sales agents and channels.

All in all, with ASL's robust BI solution and services, HLIA can leverage its in-house data to gain relevant business insight faster for better decisions and improved operational efficiency.

# 為香港移動通訊有限公司升級防火牆

## Firewall upgrade for CSL Limited



**香**港移動通訊有限公司 ("CSL")是香港首間及具領導地位的流動通訊網絡商，透過世界級GSM / WCDMA 流動通訊網絡為逾二百五十萬名客戶提供流動通訊服務。為保障其網絡免受威脅及維持七日二十四小時網絡服務予客戶，CSL委託ASL提供強勁的保安方案。經詳細了解CSL現有的保安系統後，ASL安裝了兩組全新的群集Check Point Power-1 9070設備以提升防火牆及提高其可用性，並加入VPN功能。為確保防火牆成功遷移，ASL設計及採用了一套明確周詳的流程。在進行正式遷移前，ASL先在測試實驗室環境建立防火牆，並進行仔細測試以減低對現時系統服務的影響。為優化及使防火牆更易於管理，ASL為CSL重新審查現有防火牆的規則設定，並對新的規則設定遷移至新系統的過程作模擬測試。除系統設計、諮詢及實施外，ASL作為Check Point在香港唯一的認證協作服務供應商，亦為CSL提供優質的現場維修服務，包括一年七日二十四小時的軟件支援及硬件配件的支援服務。裝置了新的防火牆後，CSL的網絡得以確保有全面的保護、無可比擬的管理性、七日二十四小時業務持續性及高水平的服務。

**C**SL Limited (CSL) is Hong Kong's first and leading mobile network operator providing mobile services through a world-class GSM / WCDMA network to over 2.5 million customers. To protect its network from threats and maintain 7 x 24 uptime to its customers, CSL entrusted ASL to provide a robust security solution. After a detailed examination of CSL's existing security system, ASL upgraded the existing system by installing two new clustered Check Point Power-1 9070 appliances for firewall enhancement with VPN function and high availability. To ensure a successful firewall migration, ASL designed and adopted a series of well-defined processes. Prior to migration, ASL set up the new firewall system in a test lab environment and performed thorough testing for minimum service interruption to the current system. To optimize firewall performance and increase manageability, ASL helped CSL to review the existing firewall rule set followed by simulation test of the new rule set migration to the new system. Apart from system design, consultancy and implementation, ASL, as the only Check Point's Certified Collaborative Support Provider in Hong Kong, also provided CSL with premium on-site maintenance services, including one-year 7 x 24 software support service and hardware spare parts support. With the new firewall, CSL's network is guaranteed with comprehensive protection, unrivalled manageability and 7 x 24 uptime for business continuity and a high level of service.



## 為美聯物業提供桌面管理解決方案

### Desktop Management Solution for Midland

**美**聯物業於香港擁有約三百間分行，是全港最大的上市地產代理商之一。為簡化IT資產管理並增加軟件交付的效率，美聯委託ASL提供一大規模的桌面管理解決方案，助其管理、保護及支援IT資產，以提供有效的服務。於此項目中，ASL選擇並提供Symantec Altiris Software Delivery Suite Basic於超過一千三百個節點上，覆蓋約一千二百個用戶。此解決方案能使美聯的IT人員輕鬆地追蹤、識別並移除可能容易被電腦病毒、間諜軟件和其他威脅入侵的未被授權之軟件。此外，此解決方案能有效地監控IT資源的使用，將桌面配置標準化，並使應用程式和修補程式更新之交付自動化。解決方案實施後，資產得以集中管理，優化了投資回報，降低了以往人手處理過程涉及的時間和成本，且軟件私穩和法規遵循的問題亦得到適當處理。美聯亦受惠於提升了的營運效率及系統安全，從而達致更高的服務質素，有助業務增長。



**M**idland Realty is one of the largest listed real estate agencies with about 300 branches in Hong Kong. With an aim to simplify IT assets management and increase software delivery efficiency, Midland entrusted ASL to provide a large-scale desktop management solution to help it manage, secure and support its IT assets for effective service delivery. In this project, ASL selected and provided Symantec Altiris Software Delivery Suite Basic on over 1,300 nodes, covering approximately 1,200 users. The solution can enable Midland's IT staff to easily track, identify and remove unauthorized software that may contain vulnerabilities to virus, spyware, and other threats. In addition, the solution can effectively monitor the usage of IT resources, standardize desktop configuration and automate the delivery of applications and patch updates. Upon implementation of the solution, the assets management has been centralized, optimizing return on investment, while the time and cost involved in manual processes has been reduced, and software privacy and compliance issue has been addressed. Midland can also enjoy the benefits of improved operational efficiency and system security, helping it to achieve a higher quality service for business growth.



# 為房委會實施「全方位維修計劃」— 家居勘察及維修預約及 Total Maintenance Scheme System – Appointment and Scheduling

香

港房屋委員會(房委會)乃一法定機構，負責制定和推行香港公共房屋計劃；房委會於二零零六年推行「全方位維修計劃」。該計劃旨在為出租公共屋邨提供主動及全面的維修保養服務，並處理緊急事故及迅速回應住戶要求。為配合該計劃，房委會決定開發一套「全方位維修計劃系統」，包括三個主要之子系統，並委託ELM負責實施其中一個子系統—「全方位維修計劃—家居勘察及維修預約及查詢系統」(TASS)。

## 挑戰

TASS是「全方位維修計劃系統」一個主要的子系統，目的為提升及處理保養維修的要求及查詢的質素和改善服務效率。系統需提供自動預約功能，讓公屋住戶可預約或更改室內勘察或維修的時間。取代傳統透過屋邨管理人員預約維修工程的單一渠道，TASS需提供多種便利的渠道予公屋住戶預約維修工作，包括有電話接聽專員長駐的維修服務熱線中心、電話預約系統及網上電子預約系統。該系統需支援大量用戶，包括六十萬公屋住戶、約一百名房署職員及超過一百間承辦商。在辦公時間以外，系統亦需能夠提供七日二十四小時的一般查詢功能，並可作即時資料更新。

## 解決方案

ELM成立一專責項目隊伍審查業務運作及研究系統要求。經過深入仔細的了解後，該隊伍設計及開發了一套TASS網上應用系統，能夠讓用戶包括房署職員、承辦商、住戶及熱線中心的職員，透過互聯網簡便及不限次數地進入系統，TASS亦具備能與其他子系統整合的介面以便互換資料。此外，自動電話預約系統採用了互動語音系統及先進的文字轉語音合成引擎(備有英語、普通話及廣東話)。

除了應用系統開發，為配合維修服務熱線中心的運作，ELM亦提供網絡及電話基建設備，包括網站伺服器、交換機電話系統及其他所需設備及網絡設施。ELM亦負責熱線中心的管理及運作，包括設計及建立供中心的電話專員使用的知識庫，以及提供培訓協助他們處理公屋住戶的要求及查詢；並且於廣州設立一個後備呼叫中心以提供緊急的服務。為確保達到指定的服務水平，ELM每月均提供表現報告，並與房委會進行定期會議。

ELM亦為使用網上TASS的用戶包括房署職員及承辦商提供培訓服務，同時為房委會提供系統管理和運作以及系統提升服務。

## 優點

TASS實施後，處理維修要求及查詢的效率得以改善。系統提供了一個即時的資訊平台緊密地聯繫住戶、房署職員及承辦商。公屋住戶可透過多元化的渠道包括互聯網、維修服務熱線或設於屋邨大堂的服務站，提出維修要求及隨時查詢最新的維修進度。房署職員可隨時跟進預約、安排資源及監察維修工程進度。承辦商亦可查看維修預約及於系統內更新維修工程的狀況。維修服務熱線為居民提供一站式的服務由接收維修要求及查詢以至處理投訴，有助簡化維修服務的工作流程、縮短室內勘察及維修的等候時間。系統亦提高維修工程進度的透明度，協助房署職員更有效地監察維修承辦商的工作表現，以改善整體服務水平。自「全方位維修計劃系統」推行後，已有約一百個屋邨實施了TASS，公屋住戶均對該系統感到滿意。

The Hong Kong Housing Authority (HA) was established as a statutory body to take charge of developing and implementing public housing programme in Hong Kong. The HA launched the “Total Maintenance Scheme” (TMS) in 2006. Major objectives of the scheme are to work out a proactive and comprehensive approach for the maintenance of public rental housing (PRH) estates, and to provide prompt response to emergencies and tenants’ requests. To cope with the TMS programme, the HA had decided to develop a Total Maintenance Scheme System (TMSS) with three major system components. ELM was commissioned to implement one of these components, the TMS Appointment and Scheduling Subsystem (TASS).

## Challenges

As a core subsystem of the TMSS, the TASS is developed to enhance the quality and improve the efficiency in handling maintenance requests and enquiries. The TASS is required to incorporate automatic appointment and scheduling functions for public tenants to make or change appointments for in-flat inspection or repair works. Instead of traditional single booking channel for repair works through estate management staff, the TASS should provide convenient and multiple access channels for public tenants to make repair requests. These channels include maintenance hotline service centre with service centre agents, telephone booking mechanism and e-appointment service via Internet services. The system should be able to support a huge number of users, including over 600 thousands public tenants, about 100 HA staff and over 100 contractors. Outside normal service hours, the system is required to provide 7 x 24 service availability for general enquiry function and allow real time information update.



## Solution

ELM set up a dedicated team for the project to review business operation and study system requirement. After a thorough review, the team designed and developed a Web-based application for the operation of TASS, enabling convenient and unlimited access of users, including HA staff, contractors, tenants as well as call centre staff, through Internet. Interfaces for TASS with other subsystems are also provided to facilitate information exchange. Besides, to enable operation of the automated telephone booking system, an Interactive Voice Response System and a sophisticated text-to-speech engine (for voice announcements in English, Mandarin and Cantonese) were applied.



# 查詢系統」

## Subsystem for the Hong Kong Housing Authority

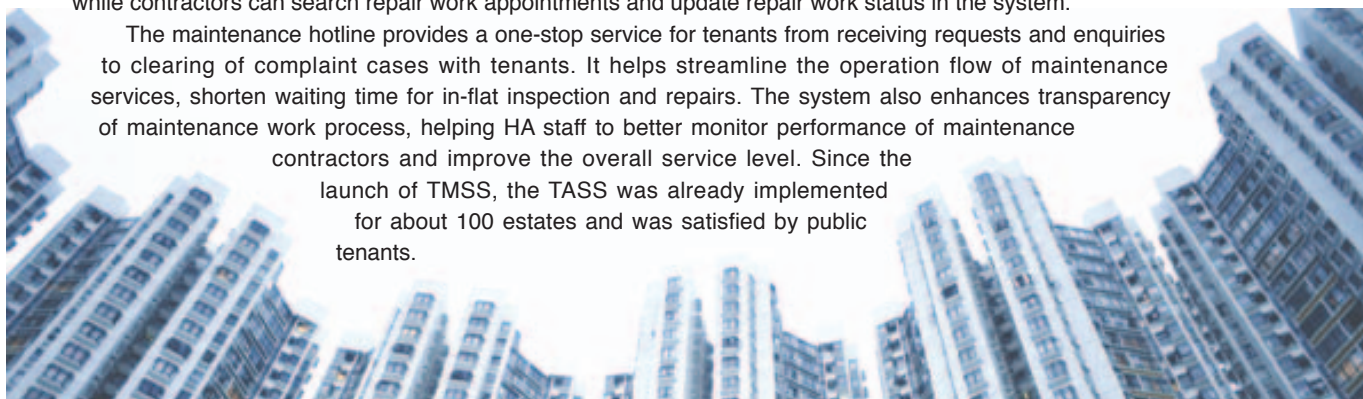
Apart from application development, ELM provided Internet and telephony infrastructure, including Web server, PABX telephone system, and other necessary equipment and network facilities for the operation of the maintenance hotline service centre. ELM was also responsible for the management and operation of the service centre, including design and set up of knowledgebase and providing training to assist service centre agents in handling requests and enquiries from public tenants. Moreover, a backup call center was established in Guangzhou to provide contingency service. In order to ensure the specified service level is met, ELM provides monthly performance reports and has regular meetings with HA.

ELM also provided training services for users using the Web TASS including HA staff and external contractors, as well as system management and operation and enhancement services for HA.

### Benefits

After the implementation of TASS, efficiency in handling maintenance requests and enquiries is improved. The system provides a real time information platform to enable close collaboration among tenants, HA staff and contractors. Public tenants can make maintenance requests and keep abreast of repair work progress of their flats through various channels including Internet, maintenance hotline or on-site service counters. HA staff can keep track of appointments, schedule resources and monitor repair works progress, while contractors can search repair work appointments and update repair work status in the system.

The maintenance hotline provides a one-stop service for tenants from receiving requests and enquiries to clearing of complaint cases with tenants. It helps streamline the operation flow of maintenance services, shorten waiting time for in-flat inspection and repairs. The system also enhances transparency of maintenance work process, helping HA staff to better monitor performance of maintenance contractors and improve the overall service level. Since the launch of TMSS, the TASS was already implemented for about 100 estates and was satisfied by public tenants.



## 其他主要獲取的項目 Recent Major Wins

**客戶：**醫院管理局

**項目內容：**

獲得一份價值逾四千萬港元的合約，為其提供八個獨立服務類別的專業服務，以支援臨床管理系統第三期項目之開發及實施，為期48個月

**Customer:** Hospital Authority

**Scope of work:**

A 48-month contract worth over HK\$40 million for the provision of professional services under eight separate service categories to support the development and implementation of Clinical Management System Phase III Project



**客戶：**政府資訊科技總監辦公室

**項目內容：**

提供及安裝硬件、軟件及相關服務以實施電子採購系統

**Customer:** The Office of Government Chief Information Officer

**Scope of work:**

Supply and installation of hardware, software and related services for the implementation of the e-procurement system



**客戶：**國泰航空有限公司

**項目內容：**

為整合儲存區域網絡提供儲存硬件

**Customer:** Cathay Pacific Airways Limited

**Scope of work:**

Provision of storage hardware for storage area network consolidation



**客戶：**九巴

**項目內容：**

提供現場硬件維修服務

**Customer:** KMB

**Scope of work:**

Provision of onsite hardware maintenance services



**客戶：**差餉物業估價署

**項目內容：**

部門網絡更新項目

**Customer:** Rating and Valuation Department

**Scope of work:**

Departmental network revamp project



**客戶：**英國保誠保險有限公司

**項目內容：**

數據庫升級及維護項目

**Customer:** The Prudential Assurance Company Limited

**Scope of work:**

Database upgrade and maintenance project





## 「有效資訊整合，協助關鍵決策」午餐聚會 “Integrate Information Efficiently for Better Policy Making and Critical Decision Making” luncheon

**近**年公眾對政府之要求不斷上升，政府部門的工作透明度及績效表現皆備受關注。因此，ASL 聯同Oracle於四月二十九日假萬豪酒店舉辦政府部門行政人員午餐聚會，介紹如何利用商業智能方案及入門網站有效整合來自不同數據源的資料，並提供機構全面的檢視與分析及資訊交流的平台，幫助機構作關鍵決策，提升效率與透明度，從而提高服務質素。此外，ASL解決方案業務部銷售經理施浩生亦於會上分享ASL為公營及私營機構實施商業智能方案方面的成功個案。作為少數Oracle於香港的高級認證合作夥伴，ASL擁有一支專責Oracle專業服務的團隊，能為企業與機構提供多種Oracle解決方案及專業服務。



### Solution Highlights:

#### Oracle Business Intelligence Solution

- Offer consistent view of information from disparate sources across an organization
- Generate analytical reports for ad hoc analysis over the Web
- Accelerate decision making and facilitate risk management

#### Oracle Portal

- Offer a complete portal framework for building, deploying, and managing portals
- Provide a rich and declarative environment for creating a role-based interface with ease
- Reduce costs and complexity in building portals

## 卓越銷售成績獲Check Point嘉許 Outstanding performance recognized by Check Point

**A**SL早前榮獲Check Point Best Gold Partner Award 2008，表揚ASL於二零零八年在Check Point眾多業務夥伴中取得最佳的銷售成績。過往一年，ASL成功為政府、電訊、航空運輸、金融及其他商業機構實施多個Check Point防火牆升級配置，或提升Nokia安全設備至Check Point產品等資訊保安項目。ASL除了是Check Point的Gold Partner外，亦是香港唯一的認證協作服務供應商(Certified Collaborative Support Provider — CCSP)，其專業服務團隊均擁有Check Point Certified Security Experts (CCSE)及Check Point Certified Security Administrator (CCSA)的認證資格，保證能為客戶提供最高水平的支援服務，包括第一線Check Point產品支援、Check Point直接後線支援、優先緊急事故支援、Check Point網上安全產品知識庫及其他升級優惠等。憑藉雄厚實力，ASL將致力為更多客戶提供優質的Check Point產品和服務，爭取更理想的銷售成績。



**ASL – 香港唯一認證協作服務供應商，提供的優質客戶服務包括：**  
ASL – the only CCSP in Hong Kong provides the following premium support services:

- 1<sup>st</sup>-line support from CCSP
- Fast path escalation
- 7 x 24 direct backline support from Check Point
- 4-hour regular response time
- Unlimited telephone / email support with prompt reply
- Advanced access to SecureKnowledge – Check Point online, self-service knowledgebase for fast check the problem solving method
- Feature upgrades, major releases and bug fixes

## ELM獲IBM頒發 「全球資訊科技服務 – 最佳貢獻業務夥伴大獎」

ELM receives “IBM Business Partners Top Contributor Award – Global Technology Services”

**E**LM作為IBM的長期業務夥伴，一直在銷售IBM產品方面成績彪炳，今年更獲得IBM頒發「全球資訊科技服務—最佳貢獻業務夥伴大獎」，證明ELM在推廣IBM服務方面亦表現出色，尤其以最近為香港房屋委員會實施的房屋署屋邨管理移動系統項目，便採用了IBM的研發服務，該應用系統能協助房屋署的前線人員更有效率地進行定期住戶調查及記錄工作。



## ASL澳門成立十五載，致力提供卓越方案與服務 15 years' unwavering commitment of ASL Macau in providing quality IT solutions and services

二零九年是ASL澳門成立十五週年紀念。此里程碑標明了我們的發展及為澳門各行業的客戶提供全面的資訊科技解決方案及優質服務上的成就。我們將繼續提供卓越服務及最佳的解決方案，助客戶減低成本，將資訊科技投資回報最大化並提升盈利，以面對現時充滿挑戰的經濟環境。

### 十五週年紀念慶祝晚宴

為慶祝成立十五週年，ASL澳門於四月十七日假陶香居酒家舉行聯歡晚宴，全體員工均獲邀參與，藉此感謝員工作出寶貴貢獻，並堅守提供卓越客戶服務的承諾。整個晚宴洋溢著歡笑和掌聲，各人均渡過了一個愉快的晚上。

### 「政府工作流程之最佳守則」研討會

為協助機構提升業務表現，ASL澳門於四月十七日聯同Adobe及Oracle舉辦「政府工作流程之最佳守則」研討會。此會議特別為每天需要處理大量文件及擁有複雜工作流程的澳門公共機構而設。當中介紹了如何透過Oracle Universal Content Management、Adobe LiveCycle PDF Generator ES及Digital Signatures ES，幫助政府部門將工作流程自動化，讓文件處理更輕鬆，並提升日常運作績效。逾五十位來自多個政府部門的IT經理及行政人員參加是次研討會，並在工作流程管理上獲得寶貴的知識。



2009 is the 15<sup>th</sup> anniversary of ASL Macau. This milestone marks our growth and achievements for providing comprehensive IT solutions and quality services to the local customers in various industries. We will continue to provide quality services and the best-of-class solutions to help customers reduce cost, maximize IT investment and improve profitability so as to endure the current challenging economic condition.

### 15<sup>th</sup> anniversary celebration dinner

To celebrate its 15<sup>th</sup> anniversary, ASL Macau held a gala dinner at Pao Heong Koi on April 17. All staff was invited to participate as an appreciation for their dedicated efforts and continued commitment to service excellence. The dinner was full of cheers and applause, and everyone enjoyed the wonderful night.

### “The Best Practice of Operation Flow for Government” seminar

To help organizations improve business performance, ASL Macau partnered with Adobe and Oracle to organize “The Best Practice of Operation Flow for Government” seminar on April 17 for Macau's public organizations, who need to process large quantity of documents daily with complicated operational flow. This seminar introduced how Oracle Universal Content Management, Adobe LiveCycle PDF Generator ES and Digital Signatures ES could help government departments automate workflow, facilitate document processing, and improve daily operational efficiency and performance. Over fifty IT managers and executives from various government departments attended the seminar and gained a valuable insight on workflow management.

CSA Automated (Macau) Ltd.  
- A Subsidiary of The ASL Group

## 為杭州奧克伍德服務公寓提供酒店前台管理系統 Provision of Comanche Front Office System for Oakwood Residence Hangzhou



**Oakwood**  
RESIDENCE  
Hangzhou

杭州奧克伍德服務公寓(杭州奧克伍德)，附屬於全球領先的奧克伍德集團，屬新概念酒店服務式公寓。新開業的杭州奧克伍德需要一套完備及操作簡易之多功能酒店管理系統，故此委託ASL廣州提供Comanche酒店前台管理系統，該系統能有效將前台運作自動化，簡化工作程序及節省成本。除了前台系統，ASL廣州亦提供其他軟件以進一步加強系統整合功能，當中包括Comanche的電話計費系統、應收賬系統及餐飲客賬管理系統，並負責安裝、執行、顧問、工程管理、培訓及維護支援等專業服務。配備這些先進的系統，新酒店的管理工作變得更輕鬆，服務質素亦得以提升。作為Comanche於香港、國內、澳門及台灣之獨家代理商，ASL廣州有信心將陸續為其他奧克伍德集團於大中華區內之酒店服務式公寓安裝Comanche系統。

ASL擁有多年從事酒店IT業經驗，其服務酒店業的專業團隊深切了解大中華酒店休閒業的需要，能為客戶提供軟件、硬件、項目管理、實施及售后維護等全方位解決方案，助客戶實現酒店與服務式公寓管理系統服務一體化。

Guangzhou Automated Systems Limited  
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## ASL推廣高效能資料倉儲解決方案

### ASL promotes high performance data warehousing solution



更迅速地抓緊商機並於現今瞬息萬變的市場維持競爭優勢，機構需要透過穩健的資料倉儲解決方案，以前所未有的速度管理及處理千兆位元(petabytes)的數據。為迎合市場需要，ASL與具領導地位的資料倉儲科技供應商Greenplum簽訂合作夥伴協議，於台灣、香港、澳門及中國大陸推廣及提供資料倉儲解決方案。

作為Greenplum的Master Partner，ASL台灣聯同其合作夥伴Sun及Greenplum，於今年年初舉辦了研討會，向企業客戶介紹超級資料倉儲設備。此設備乃一易用並即插即用的系統，結合了Greenplum最佳的數據庫軟件及Sun的伺服器及儲存部件。研討會上，專家闡釋了該設備如何採用大量並行處理技術來支持大規模數據儲存之需求，並介紹了此方案給用戶帶來的其他好處。透過此解決方案，用戶能體驗比傳統資料倉儲解決方案強勁十倍至一百倍的效能，顯著改善大量商業數據分析的工作，且能以低成本優化商業流程。此外，Xtract亦應邀分享其用戶經驗。研討會吸引了超過五十位來自各行業的IT行政人員參加。



To seize business opportunities faster and sustain competitive advantage in today's ever-changing market, organizations need a robust data warehousing solution that can enable management and processing of petabytes of data at a super-than-ever speed. Catering to the market demand, ASL signed partnership agreement with Greenplum, a leading provider of data warehousing technology, to market and deliver data warehousing solution in Taiwan, Hong Kong, Macau and mainland China.

ASL Taiwan, as the master partner of Greenplum, collaborated with its partners, Sun and Greenplum, in organizing a seminar early this year, to introduce the super-capacity data warehouse appliance to enterprise customers. The appliance integrates Greenplum's best-in-class database software with Sun's server and storage components into one easy-to-use, plug-and-play system. During the seminar, subject experts illustrated how the massively parallel processing technology adopted in the appliance could support large-scale data warehousing demands as well as solution benefits brought to users. The solution enables users to experience 10 to 100 times the performance of traditional data warehousing solution and significantly improves analysis of massive business data as well as optimizes business processes at lesser costs. Besides, Xtract was invited to share its user experience. The seminar attracted over 50 IT executives from various industries.

*Taiwan Automated Systems Limited  
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## Relocation of Business Recovery Centre for HSBC Thailand



To ensure HSBC's capabilities and readiness to resume business operation in case of unexpected incidents or external crisis, the bank decided to relocate and expand its business recovery centre. ASL Thailand was entrusted to provide the disaster recovery (DR) solution by relocating and coordinating the setting up of the new business recovery centre. Located in Bangkok business area, the new recovery centre has an office space which is more than double in size than the previous one. The new centre is well-equipped with powerful and reliable computing and communications systems. If disaster occurs in its existing local offices, the centre will be used to resume business operations with data recovered quickly. ASL Thailand also provided consultation on backup schedule, monthly data recovery test, facility and equipment checking reports, simulation test, security products update and 3-year onsite maintenance service with 7 x 24 standby support services to HSBC. A dedicated team was also formed to support HSBC during the simulation test and business disruption. The project was completed within two months as scheduled. In fact, this was the second time that ASL Thailand was appointed as the IT services provider to offer DR services to HSBC since 2003.



The achievement of this project shows that ASL Thailand has continued to meet HSBC's stringent standards and has extensive capabilities and experience in setting up business recovery center. By outsourcing DR support services to ASL Thailand, HSBC can focus on its core business while maintaining its reputation as a leading commercial bank in Thailand.

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# CHECK POINT POWER-1 APPLIANCES

## Security for high-performance environments

Check Point Power-1™ appliances enable organizations to maximize security in high-performance environments such as large offices or data centers.

- Integrated firewall, IPSec VPN, and intrusion prevention with advanced acceleration technologies.
- High-performance security platform with firewall throughput up to 25 Gbps and intrusion prevention throughput up to 15 Gbps.
- Extensible on demand to include SSL VPNs, Web security, URL filtering, antivirus, anti-spyware, and anti-spam.
- Simplifies administration with a single management console for all sites.
- Software Blade architecture for fast and flexible deployment of new security services.
- Protects against emerging threats with optional blades for security services such as VoIP.

Power-1 5075



Power-1 9075



Power-1 11085



To understand how "Power-1" appliance can empower your security protection, please contact Miss Vanessa Wong of Automated Systems (HK) Limited (Telephone: 2608 6025, or email: vwong21@asl.com.hk) to book a personalized meeting for further discussion.

**The first 10 customers eligible for the meeting will be given a "Check Point Radio Control Mini Helicopter (Limited Edition)" as a thank you gift.**

**Call for meeting now!**

ASL & Check Point reserve the right to make the final decision.

**AUTOMATED**  
AUTOMATED SYSTEMS (HK) LTD.



**Check Point**  
SOFTWARE TECHNOLOGIES LTD.

# Continual attainment in CMMI

## Achieving excellence in business and quality

The continual achievement in CMMI\* manifests ASL's comprehensive operational procedures, sufficient supporting templates and assets on project processes, good facilities and measures for staff training, as well as **strong commitment to customer service excellence** in achieving customer satisfaction.



### Our Key Processes

- **Dedicated Project Monitoring and Control**  
Quality manager to keep track and review on project status on a timely basis through self-developed "Project Quality Management System"
- **Structured Project Planning**  
Include the planning of involvement from relevant parties, risk, resources and proper handling of project data
- **Proper Configuration Management**  
Provide the effective state-of-the-art configuration of hardware and software to improve the efficiency of customers' business operations
- **Improved Risk Management on Projects**  
Identify the potential risks affecting the project and take appropriate actions to mitigate the likelihood and impact of the risk thus ensuring the success of projects
- **Improved Training to Staff**  
Proper training and mandatory certification of PMP for our project teams to ensure a thorough understanding of the defined processes and following such processes in doing clients' projects

### Your Benefits

- Attain consistent quality standard across different software development projects
- Get predictable and improved cost, schedule and quality on developing and operating systems
- Align management and engineering activities more explicitly to business objectives
- Expand the scope of and visibility into the product lifecycle and engineering activities
- Achieve higher product and service quality
- Improve productivity and ROI

\***Capability Maturity Model® Integration (CMMI)** is a defined best practice model for developing and improving organization's standard processes in system and software engineering area. Being adopted worldwide, it can be used to guide process improvement across a project, a division, or an entire organization.

\* CMMI is registered in the U.S. Patent and Trademark Office by Carnegie Mellon University



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