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e-Cenit and EMC join forces

INFORMATION management applications provider e-Cenit Sdn Bhd cemented its first original equipment manufacturing (OEM) partnership with information infrastructure technology and solutions provider EMC Corp.

The partnership merges e-Cenit's DocumentController and EMC's Documentum products in an end-to-end integrated records and content management solution.

According to Eugene Loke, chief executive officer of e-Cenit, the solution enables customers to have a centralised information hub that allows for better accessibility and manageability of the data.

"It efficiently tracks and manages electronic and physical records, giving our customers a widespread view of their data," he said at a press conference in Cyberjaya.

e-Cenit director Winston Loke said the solution was developed at a cost of RM500,000, which was mainly borne by his company, to create an application programming interface that integrated the two products seamlessly. Both men are brothers.

The new solution means businesses do not have to invest in separate products to manage their records and other content like they did in the past.

Samuel Cheng, director of strategic licencing for EMC Asia Pacific and Japan, said that



IT'S A DEAL: EMC's Cheng (left) and Loke from e-Cenit, shaking hands on their OEM partnership deal. In the centre is Multimedia Development Corp chief executive officer, Datuk Badlisham Ghazali.

although this is a jointly developed solution, it will be marketed under the e-Cenit brand name.

"But we'll be sure to say that it is 'powered by EMC Documentum' when we move into the global market," he said.

e-Cenit is targeting revenues of up to RM2mil in the first year for its integrated

records and content management solution.

It will be selling the solution to Malaysian customers before expanding to international markets.

Both companies plan to collaborate on more solutions in the future. "We hope to bring another solution to the market by early next year," Cheng said. — **JO TIMBUONG**