



For Immediate Release

e-Cenit cements 1st OEM Partnership with EMC International

Set to spread its wings globally with Integrated Records & Content Management Solution

CYBERJAYA, August 2, 2010 – e-Cenit, a MSC Malaysia-Status company which specializes in the research and development of information management applications, today cemented its first OEM (Original Equipment Manufacturing) partnership with EMC International, the world's leading developer and provider of information infrastructure technology and solutions.

The OEM partnership involves the integration of both companies' core solutions, the e-Cenit DocumentController and EMC Documentum, which have been enhanced and integrated to match the increasing expectations of today's business requirements.

With such integration the industry now has a practical solution to integrated records and content management that can meet the dynamic and fast paced business environment. The integrated solution will be able to help companies, be it private or public to meet the demands of speed of service, accuracy of data, instant accessibility of information for delivery of quality customer care at an affordable and competitive cost, and most importantly, employees' productivity as well as ROI.

"As we are looking to be the leading innovator and creator of the best of breed IT applications in information management solutions, the trust given to us by EMC International is a testament of our capability and also Malaysia's capability and knowledge workers in the field of research and development," said Eugene Loke, CEO of e-Cenit at the signing ceremony witnessed by Datuk Badlisham Ghazali, CEO of MDec.

Developed at a R&D cost of RM500,000 the *Integrated Records and Content Management Solution* is a complete system for physical record and electronic content management. It can efficiently tracks and manages both electronic and physical records through a single integrated solution to meet the specific business needs.

With the integrated solution, companies will also be able to have an integrated view of both physical and electronic records. This can be done as the solution enables the set up of a centralized information hub, allowing better accessibility and manageability with enhanced security for a more productive operation and business flow.

"When we integrate our solutions, we took great initiatives to ensure we will help our clients to eliminate the inefficiency, expense and risk of a paper environment," Loke explained.

e-Cenit and EMC International took into consideration the business challenges which most companies face today, that is compliant to financial and business rules and also statutory requirement. Through standardized templates in their solution, companies can reduce the risk of non-compliance and ensure all the processes meet their legal and business rules.



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EMC International is confident of the success of the solution as stringent benchmarks had been put in place to ensure tight compabitibility, reliability and upgradeability of the DocumentController and Documentum to develop an integrated solution.

Commenting on the partnership, Datuk Badlisham Ghazali, CEO, MDeC said, "MDeC is proud that E-Cenit, a company which has been bestowed with the MSC Malaysia-Status since 2004, is entering into a partnership with EMC International, a world leader in information infrastructure technology and solutions. This proves that Malaysian companies are capable of producing world-class products, services and solutions that not only meet, but exceed the expectations of consumers worldwide."

The Malaysian government, he added, is very supportive of the development of the country's ICT industry. To further strengthen the competitiveness of the local ICT industry, the government provides the necessary business infrastructure to help the local players to stay competitive and to constantly upgrade and innovate.

"We are optimistic that with e-Cenit cementing the first OEM Partnership with EMC International, our company will be able to grow to the next level of innovation and move up our value chain as espoused by our Prime Minister, Datuk Seri Najib Razak." Loke emphasized.

e-Cenit is targeting revenues of up to RM2 million in the first year, starting with sales in countries such as Malaysia, Brunei, China and Abu Dhabi.

About e-Cenit

e-Cenit System Sdn Bhd is a company with Multimedia Super Corridor status which specializes in the research and development of total information management systems.

Since its inception in March 2004, it has penetrated both local and foreign market in Financial Services, Telecommunications and Government sectors.

The software application available are the e-Cenit StorageController™, e-Cenit DocementController, Integrated Physical & Electronic Records Management and eVUE while the other software applications currently under development are e-Cenit StorageManager™ and e-Cenit AssetManagement.

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