



CDC Software & CDC Global Services

NEWSLETTER

中華網軟件及中華網全球服務 每季資訊

ISSUE 3 / 2011

THE CUSTOMER-DRIVEN COMPANY™



中小企也可以衝上雲端



LET SMEs FLY WITH CLOUD

中華網軟件雲端 ERP 獲選《傑出 IT 商業應用方案》 CDC Software ERP Solution Awarded "IT Solution Excellence"



本年 10 月 10 日，中華網軟件 e-M-POWER on Demand 雲端企業資源規劃方案於《PCM 電腦廣場》Biz.IT Excellence 2011 的評選中獲選為《傑出 IT 商業應用方案 (製造業)》，獲獎單位還包括 Microsoft 及 HP 等大型企業。Biz.IT Excellence 已舉行了 3 屆，是本地資訊科技界的年度盛事之一，旨在表揚本地傑出商業應用方案及致力開發富創意方案的機構。

今年獲表揚的 12 個 IT 應用方案及 3 個 IT 個案，均由專業評審委員會嚴格挑選的。評委包括：香港資訊科技商會會長方保儒先生，香港生產力促進局總裁鄧碧儀女士 M.H. 太平紳士，香港零售科技商會會長黎寶茗先生，香港科技園公司企業拓展及科技支援副總裁楊德斌先生，資訊及軟件業商會主席王志強先生，立法會議員 (資訊科技界) 譚偉豪博士太平紳士及香港理工大學行政副校長楊偉雄先生。

譚偉豪博士在頒獎時表示：「未來香港 IT 產業的發展，主要在雲運算、數據中心及流動三大範疇，當中雲運算的未來發展最有前景。」e-M-POWER on Demand 靈活方便，上網即可用，沒有長期合約捆綁用家，亦毋須額外預算以添置或維護硬件，一切以功能取勝。中華網軟件中國總監羅耀宗強調：「歐美經濟不穩定，令中國製造業面臨嚴峻挑戰，不少華南廠商都正急於升級轉型。因此，價廉物美的 e-M-POWER on Demand 正合乎他們的需要。」

On 10 Oct 2011, CDC Software e-M-POWER on Demand ERP Solution was elected as the winner of "PCM Biz.IT Excellence 2011 in IT Solution Excellence (Manufacturing Industry)" in the "PCM Biz.IT Excellence 2011" Award Ceremony, other award-winning units included Microsoft, HP and other large enterprises. It was the 3rd "PCM Biz.IT Excellence" held by PCM which was also one of the annual local IT industry's famous events. The award aimed to recognize local outstanding business applications and institutions which committed to develop creative solutions.

The recognized 12 IT Solutions and 3 IT Cases were elected by the panel of judges including: Mr. Francis Fong, President of Hong Kong Information Technology Federation, Mrs. Agnes Mak Tang Pik-Yee, MH, JP, Executive Director of Hong Kong Productivity Council, Mr. P.M. Lai, Chairman of Hong Kong Retail Technology Industry Association Ltd., Mr. Allen Yeung, Vice President, Business Development and Technology Support of Hong Kong Science and Technology Parks Corporation, Mr. Reggie Wong, Chairman of Information and Software Industry Association, Ir. Dr. Hon. Samson Tam Wai-Ho, JP, Member of Legislative Council (Information Technology) and Mr. Nicholas W. Yang, Executive Vice President of The Hong Kong Polytechnic University.

During the ceremony, Dr. Samson Tam mentioned, "The future development of Hong Kong's IT industry will concentrate on cloud computing, data center and mobility, in which cloud computing would be the brightest prospect." e-M-POWER on Demand is a flexible solution, which can be used anytime and anywhere with internet access. Besides, companies do not need to pay extra cost on purchasing and maintaining hardware. Mr. Hilton Law, Managing Director, China of CDC Software said, "The Europe economic crisis is a big challenge for manufacturing industry in China. Many factories in South China need ERP solution to upgrade themselves. Therefore, e-M-POWER on Demand is very applicable to them."

中華網軟件舉辦「中秋節合作夥伴午宴」 CDC Software held the Mid-Autumn Festival Partner Luncheon

本年 9 月 9 日，中華網軟件舉辦了「中秋節合作夥伴午宴」。午宴開始時，中華網軟件中國總監羅耀宗先生致詞歡迎蒞臨嘉賓以及感謝一直與我們合作無間的夥伴。接著，首席顧問錢婉冰小姐向夥伴們分享了我們最新的業務發展狀況、產品資訊和成功案例。是次午宴為我們提供了一個寶貴的機會更深入了解夥伴們在市場上所遇到的問題及他們各自的優勢，來年我們將繼續奮鬥，再創佳績！

On 9 Sep, 2011, CDC Software held the Mid-Autumn Festival Partner Luncheon was successfully completed. During the luncheon, Mr. Hilton Law, Managing Director of China, began the event with welcoming speech. Following that, our Principal Consultant, Ms. Vanessa Chin shared the latest company achievements, product information and win cases to our partners. This luncheon was a great opportunity for us to understand our partners more deeply on their challenges and advantages. In the coming year, we will work even better.



最新動態 LATEST EVENT

2011/07/29

中華網軟件與 ACTAtek 合辦研討會
「最低工資，經已實施！軟硬件配套，你要知多 D！」

CDC Software & ACTAtek held Seminar "How to make use of Hardware and Software to overcome the Challenges of Minimum Wages?"



2011/08/19-22

集信參展「香港電腦通訊節 2011」

ISL exhibited in "Hong Kong Computer & Communications Festival 2011"



2011/08/26

中華網軟件與 Novell 合辦研討會
"Make your customers Come as a Guest, Leave as a Friend"

CDC Software & Novell held Seminar "Make your customer Come as a Guest, Leave as a Friend"





近年，雲端運算已經成為全球 IT 發展的焦點，來自各大 IT 龍頭企業的雲端服務都已傾巢而出。今年，Gartner 便預測雲端運算將是未來數年的 10 大主要 IT 策略之一，IDC 於 2011 年亞太區動態 IT 基準研究報告，訪問了 400 名分佈在亞太地區的 IT 從業員，47% 的受訪者表示正計劃在未來一年內啟動雲端運算項目。由此可見，雲端運算將會不斷普及，作為中小企，又應該如何把握這一股 IT 浪潮，衝上雲霄？

以往中小企都礙於欠缺資金及 IT 人手而把不同的 IT 項目擱置。雲端運算的好處是可將 IT 基礎設施、開發平台及軟件當作服務以低廉的價錢租用，企業可以隨時增減服務的規模，令預算變得具彈性。因此，不少中小企正積極使用各種雲端服務。隨著市面上越來越多解決方案以軟件即服務 (SaaS) 的模式推出，中小企可以在毋須添置設備、毋須增加人手的情況下，以月租形式實施 CRM、HRM、ERP 等企業級解決方案，並以雲端技術實踐跨地域的業務管理。現時較流行的雲端服務還有各式各樣的雲端儲存方案，讓企業的資料可於各種流動裝置上存取及同步，加強資料的流動性之餘，又可省掉管理維護硬件的開支。雲端服務的迅速發展讓中小企只需以最少的支出，就能獲得全面的 IT 部署，大大拉近了與大企業競爭的實力。

香港是全球數一數二網路發展完善的地區，保證了雲端運算的傳送速度，加上大部份雲端服務供應商都是國際知名企業，資料的安全性和服務的穩定性都受到嚴格監管。事實上，雲端服務早已融入我們的日常生活當中，大家經常使用的 Webmail, YouTube, Facebook 都屬於雲端服務。因此，中小企可放心考慮採用各種雲端服務，好好把握這個來自雲端的契機，扭轉小本經營和難與大企業競爭的局面。

Recently, cloud computing has become the focus of IT development. Most of the IT market leaders have already launched their cloud services to correspond with this trend. In this year, Gartner predicted that cloud computing would become the top 10 IT strategies in the coming few years; IDC's Asia/Pacific Dynamic IT Benchmark 2011 survey interviewed 400 IT professionals from all over the Asia-Pacific regions, 47% respondents plan to start the cloud computing project within next year. Obviously, cloud computing has become an upsurge in the IT industry. How can SMEs seize this chance to fly with cloud?

SMEs always leave their IT projects aside due to lack of capital and IT manpower. Cloud computing allows them to kick start IT projects in Software as a Service (SaaS), Platform as a Service (PaaS) and Infrastructure as a Service (IaaS) models, only by paying a very low subscription fee. SMEs can enjoy a more flexible scale and budget plan at the same time. Therefore, many SMEs are actively using cloud services. While more and more SaaS model enterprise solutions are introduced to the market, SMEs now can implement CRM, HRM, ERP and other enterprise-class solutions as well as achieve cross-boundary business management, regardless of additional hardware cost and manpower. Besides, different kinds of cloud storage solution have been commonly used for business, which enhances information mobility for enterprises to access and synchronize information to various mobile devices. In subsequent, the expenses of hardware management and maintenance can be saved. Undoubtedly, cloud services enable SMEs to have enough IT capabilities to compete with large enterprises at the lowest cost.

Hong Kong has a well-developed telecommunication infrastructure which ensures the transmission speed of cloud services. In addition, most of the cloud service providers are well-known international enterprises, information security and services stability of cloud services are subjected to strict regulation. In fact, Webmail, YouTube, Facebook are also kinds of cloud service which we use daily, hence SMEs may consider how to make use of the chance brought by cloud services to upgrade themselves and be the market winner.

中華網軟件舉行銷售培訓

CDC Software held a Sales Training

7月22至23日，中華網軟件及中華網全球服務舉行了為期兩天的銷售培訓。我們很高興邀請到來自美國的銷售及培訓高級經理 Ms. Cathryn Matarazzo 擔任講師。培訓期間，我們進行了一連串有關銷售理論策略課程及各種實踐訓練，務求銷售人員能於銷售過程中為客戶提供最專業的服務和最能切合需要的解決方案。

On 22-23 July, CDC Software and CDC Global Services successfully held a two-day sales training. We were honored to have Ms. Cathryn Matarazzo, Senior Manager Sales Process and Training, who come from U.S. to be our tutor. During the training, we learned about the sales process theory and did a series of strategy practical activities, which enhanced our selling skill to streamline the sales processes and provide the best solutions to meet the customer needs.



愛瑪仕配送採用 CDC eCommerce 雲計算電子商務平台

Hermes Fulfillment implemented CDC eCommerce

上海、亞特蘭大 7月5日訊 - 中華網軟件 (納斯達克: CDCS) 今天宣布，愛瑪仕配送公司使用 CDC e-Commerce 雲計算電子商務平台，統籌奧地利皮革品牌生產商沃爾福德網上店鋪的銷售，向全球客戶提供電子商務和多渠道零售服務，提升其品牌的知名度並建立長久的客戶合作關係。

Shanghai, Atlanta, July 5, 2011 - CDC Software (NASDAQ: CDCS) today announced that, Hermes Fulfillment is using the cloud-based CDC eCommerce platform to power the online storefront of Wolford. The system also helped them to deliver e-Commerce and multichannel retail services to their global customers and build a long-lasting relationship with their customers.

中國自由貿易區服務網啟用 TradeBeam 雲解決方案

TradeBeam Cloud Solution used for the China Free Trade Area Service Network

上海、亞特蘭大 7月6日訊 - 中華網軟件 (納斯達克: CDCS) 今天宣布，中國商務部直屬的中國國際電子商務中心 (CIECC) 已正式將中華網軟件 TradeBeam 全球貿易管理解決方案以需求為導向的軟件即服務 (SaaS) 模式應用於中國自由貿易區服務網。

Shanghai, Atlanta, July 6, 2011 - CDC Software (NASDAQ: CDCS) today announced that, China International Electronic Commerce Center (CIECC), an affiliate of the Ministry of Commerce of the People's Republic of China, is using its CDC TradeBeam global trade management SaaS solution for the China Free Trade Area Service Network.

中華網全球服務與佛山市南海區政府聯合推動

雲計算在食品安全領域的應用

CDC Global Services and Nanhai Government jointly promote Cloud Computing Applications for Food Safety

佛山、香港 8月5日訊 - 中華網全球服務今日宣布，與南海區人民政府共同舉辦《新一代信息技術應用國際交流會 - 雲計算在食品安全、現代製造業和供應鏈管理的應用》大會。

Foshan, Hong Kong, August 5, 2011 - CDC Global Services today announced that, joined with Nanhai People's Government of Foshan to held conference "New Generation of Information Technology Application of International Exchange"

Pivotal CRM 在魔力象限全球銷售自動化報告中贏得讚譽

Pivotal CRM Solution recognized in Magic Quadrant for Sales Force Automation Report

上海、亞特蘭大 9月6日訊 - 中華網軟件 (納斯達克: CDCS) 今天宣布，在世界知名市場研究機構 Gartner 的魔力象限全球銷售自動化報告中，它被認為特定市場參與者象限的領軍企業。該報告稱：「中華網軟件繼續呈現增長態勢。Gartner 目睹了它的交易量在過去的 12 個月中獲得了 50% 的增長。」該報告亦指出，Pivotal CRM 主要的技術方案和微軟的軟件架構及應用進行整合，重點突出置入微軟的 SharePoint 技術等領域。

Shanghai, Atlanta, September 6, 2011 - CDC Software (NASDAQ: CDCS) today announced it has been named by Gartner, Inc. as one of the leaders in the "Niche Players" quadrant of the Magic Quadrant for Sales Force Automation report. According to the report, "CDC Software continues to gain momentum. Gartner has seen a 50% increase in deals in which the vendor has been considered in the past 12 months." The report also noted that Pivotal CRM solution's "primary technical value proposition is integration with the Microsoft software infrastructures and applications, with a focus on areas such as embedded Microsoft SharePoint technology."

加州投資公司採用 Pivotal CRM 中小型企業版

Pivotal CRM for SMB to be implemented at California Investment Management Firm

上海、亞特蘭大 9月12日訊 - 中華網軟件 (納斯達克: CDCS) 今天宣布，錢德勒資產管理公司 - 一家為機構投資者管理超過 60 億美元的資金的投資顧問公司，計劃在其兩大業務領域：企業客戶資產管理和批發資產管理，採用 Pivotal CRM 中小型企業版。Pivotal CRM 中小型企業版基於強大的 Pivotal CRM 6 平台，將客戶關係管理和大多數中小企業熟悉的微軟技術整合在一起，提供了無縫的連接和貼心的用戶體驗。

Shanghai, Atlanta, September 12, 2011 - CDC Software (NASDAQ: CDCS) today announced Chandler Asset Management, an investment adviser that manages more than US\$6 billion for institutional investors, plans to implement Pivotal CRM for SMB for the investment management firm's Institutional Asset Management and Wholesale Asset Management lines of business. Pivotal CRM for SMB bases on the powerful Pivotal CRM 6 platform which offers a seamless and elegant user experience that integrates CRM with the Microsoft technologies that are familiar to most SMEs.

中華網軟件推出優質雲端企業資源規劃系統

CDC Software launches its First Top-class Cloud-based ERP Solution

中華網軟件於 2011 年 8 月 30 日正式推出專為中小企客戶而設的企業資源規劃 e-M-POWER on Demand 雲端服務方案。透過日趨成熟的雲端技術，為中小企帶來過往因高昂的入場門檻而難以採用的企業資源規劃應用方案，讓企業特別是新成立的中小型機構可有效地管理企業內部資源，大幅降低最初添置硬件器材之成本，亦令企業可更專注於產品及服務質量的提升工作，增強市場競爭力。

根據 Gartner 在 2010 針對全球雲端服務市場的調查所得，雲端服務的發展趨勢凌厲，全球於 2010 年的營收達 680 億美元，較 2009 年增加

On 30 August, 2011, CDC Software officially launched its cloud-based Enterprise Resource Planning (ERP) solution - e-M-POWER on Demand, for small and medium enterprise (SME) customers. With the development of cloud technology, CDC Software breaks the high-entry barriers and difficulties to utilize ERP applications and allows enterprises, especially SMEs, to manage internal resources effectively, significantly minimize the equipment cost and direct companies to place their focus more on products and services to enhance the quality of work and enhance market competitiveness.

According to 2010 Gartner global services marketing research, cloud services have been developing in an excessive rate. Escalated 16.6% since previous year, global revenue of cloud services in 2010 has reached \$68 billion, and is estimated to climb to \$148.8 billion in 2014 with strong potential. CDC Software thus is actively developing cloud services, and launches ERP service by cloud technology specifically for SMEs.

了 16.6%，並於 2014 年攀升至 1,488 億美元，潛力豐厚。因此中華網軟件亦積極發展雲端服務，並推出專門針對中小企而研發的雲端企業資源規劃服務方案。

e-M-POWER on Demand 是亞洲區內同類軟件供應商中唯一獲取雙 Q 嘜認證的雲端企業資源規劃軟件，亦是 Microsoft Windows Azure 平台上唯一一款專業級的企業資源規劃軟件，透過靈活可靠的網上服務及穩健的技術支援，確保儲存於雲端上的資料都是安全及穩定，讓中小企能安心地以軟件即服務 (SaaS) 方式去使用企業資源規劃軟件。該服務更是榮獲「2010 年度

e-M-POWER on Demand is developed from the e-M-POWER which is awarded the "2010 China Excellent Software Product", is the only software provider in the same category receiving double Q-Mark certification for its cloud ERP software in Asia. It is also the only professional top-class ERP software on Microsoft Windows Azure Platform featuring flexible, reliable, and robust online services with strong technical support to ensure the security and stability of informational storage. It allows SMEs to comfortably and confidently use the ERP software via software as a service (SaaS) capabilities.

Mr. Hilton Law, Managing Director of China, CDC Software, admitted that, "After applying e-M-POWER on Demand, customers can purchase or maintain hardware with no extra cost, providing customers the solution to address their manufacturing needs while eliminating the burden of costly IT overhead and maintenance. Moreover, it can

中國優秀軟件產品」e-M-POWER 的雲端應用版本。

中華網軟件中國總監羅耀宗先生表示：「使用 e-M-POWER on Demand 後，客戶毋須額外預算以添置或維護硬件，大幅節約營運開支，更可以參照公司的業務需要，更彈性地增減硬件配置。而且，更可以有效解決如何同步管理中、港兩地的資源，改善現有營運的不足以應付企業於將來的發展。就我們的統計所得，採用 e-M-POWER on Demand 的客戶首 3 年的營運開支較一般的傳統方案最少可節省 60%。成本的下降即代表更佳的盈利回報」。

effectively synchronize business resource management between Hong Kong and China, while improving existing insufficiency in business operations. It was shown in our marketing research that the use of e-M-POWER on Demand has saved at least 60% in operating expenses compared with on-premise ERP solution in the first three years of usage. The decrease in cost indicates better return in earnings."



MODULES OF e-M-POWER on Demand 十大模組



- 繁簡英操作介面
Trad./Sim. Chinese & English Interface
- 批號及序號管理
Lot and Serial Management
- 訂單追蹤功能
Order Tracking Functions
- 多層用戶權限
Multi-level User Access Control

查詢 / ENQUIRY

+852 2263 6106
www.isl.com.hk

個案管理系統 CASE MANAGEMENT SOLUTION

站在企業的最前線，個案處理部門每天都需要處理各種客戶查詢，並向客戶提供快速而正確的答覆。因此個案處理部門都需要一套全面的個案管理系統，讓職員可以：

Being the forefront of the enterprise, case management department needs to handle various enquiries from customers everyday. In order to respond customers promptly and accurately, the department needs a comprehensive Case Management Solution which enables staff to:

- **快速地查找個案資料及記錄**
Search case information and history promptly
- **遵循標準化的處理個案流程**
Follow standardized cases handling procedures
- **準確地將個案轉介到相關部門**
Transfer cases to specific departments accurately
- **即時檢閱和更新個案跟進記錄**
Review and update case record timely

個案建立

中華網軟件的個案管理系統可與各種電話系統 (如 PABX、IVRS) 及電郵系統 (如 Outlook、Lotus Notes) 整合，為前線人員即時提供個案資料讓他們能向客人迅速作出回應。此外，他們更可透過簡易操作，在系統中立案，並更新及查閱個案記錄。系統更能按不同個案類型提供建議問題，方便接線生從客戶取得齊全的資料。

個案跟進

此系統可自訂個案分類並準確地轉介至其相關職員或部門跟進。後勤職員和部門主管可分別透過系統記錄各項預約，和了解員工的日程而作出適當調配。系統亦設有自動提醒功能，確保員工能在個案到期前完成跟進，大大減低分工不均和個案延誤跟進的可能。系統操作員、部門員工和管理層均可按照他們擁有的權限，查閱及更新個案資料及進度，使個案管理流程可視化，同時增強了個案跟進的管理效果。

個案分析

此系統設有全面的報表功能，並與 Microsoft Office 集成，管理層可按需要匯出 PDF、EXCEL 和 WORD 等格式不同的數據及報表並作出分析，幫助管理層了解客戶的需求並作出改善。

個案查詢

此系統設有 7x24 自助平台，讓客戶利用個案編號及基本的個人資料，隨時隨地登入自助平台，自行檢視個案狀況和查閱預約資料，有助舒緩前線人員的工作量並專注於處理新個案。



Case Creation

The CDC Software's Case Management System ("the system") integrates with various telephone systems (like PABX, IVRS) and email systems (like Outlook, Lotus Notes). It can provide case records for front line staff immediately to help them respond customers enquiries. Staff can create new cases, facilitate subsequent updates and review cases in only few steps. The system also provides suggested questions to ensures staff can collect accurate information from customers.

Case Follow-up

The system allows defining the case type in order to transfer cases more accurately to related staff or departments. Staff can log all reservations in the system, while department manager can check the schedule and balance the job allocation. In addition, the automatic alarm feature ensures staff to complete the case on time. The system visualizes the case management process and enhances the efficiency of case management by granting system operator, staff and manager different access rights to read and update information and status.

Case Analysis

The system provides comprehensive reporting features, which integrates with Microsoft Office, to enable management to export data and reports in PDF, EXCEL, WORD and other formats. It helps them to have better understanding of customers and service quality.

Case Checking

The system provides a 7x24 self-service platform that enables your customers to check the case status or appointment information by case number and personal information. This platform can reduce front line staff workload effectively, and let them focus on handling new cases.