



Solutions for the Internet and Technology Industries

Successful Enterprises In Focus

2002

Industry Document

Technology breakthroughs have developed at an incredible pace in the last ten years, and show no signs of slowing down. These advances are driving product proliferation, and creating new markets — and new competitors. Currently the main shift is from PC to network; but the current wireless trend will expand many new horizons.

By 2002, communica-

tions, and not PCs will see the largest segment growth within this industry. This will cause businesses to reassess their product and customer targets. The basis of competition will be between value webs, much like it is between enterprises today.

As products evolve faster and convergence draws non-traditional competitors, customer focus be-



comes a vital driver of loyalty. Bundling and configuring products and services to customers' individual needs will become increasingly important.

Industry Specific Products / Solutions

Content Management System

Data Communication System

Data Management System

- Web Crawlers
- Data Converters
- Data Transformers

Corporate Intranet

Static / Dynamic Website (Portal)

Web Enabling of Services (eCommerce Solution)

Wireless Application

What clients say about Makabu

"Working on a day to day basis with the team at Makabu has been excellent. The time and effort that has gone into the management of both projects from Makabu has been second to none."

"I was pleasantly surprised by the research and analytical capabilities of Makabu. Initially I was going to use Makabu to develop my design but soon I realized they could help in designing the product as well."

"Makabu helped us define our need and then developed a solution that was timely, cost-effective and scalable. Their project and process management skills are commendable. I would go back to them any time!"

Case Study 1

Problem

A dot com company focusing on the construction industry needed to consolidate information from hundreds of different website on a daily basis in order to populate their database with the latest and relevant information.

Solution

Makabu offered to automate the whole procedure by building a web-crawler, scheduler and a single parser to gather the information from the documents stored on different websites. Additionally, Makabu created

an administration tool on the Windows platform to manage the whole process. Thus a mechanism that would reduce the labor intensity of the whole process. Because the client wanted a first movers advantage; the system went 'live' within three months.

Case Study 2

Problem

A large automotive company in the USA wanted to implement its online strategy for its European based car service and supply company. This would be the first online interaction between the company and customers.

Solution

Makabu worked with the European team to help design a customer system that would allow the users to order automotive supplies online as well as book services such as oil change, tune-up etc through an online facility.

The system was also designed to keep track of all maintenance that had been performed for a customers car, thus allowing them to forecast the next schedule service as well as proactively market new products and services.

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Makabu participates in the new economy by providing a low cost but highly skilled software development house; a professional services team that partners with clients globally; and a research and development team dedicated to developing enabling technologies for the Internet.

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www.makabu.com

Industry Specific Clients

Carbon Partners
Commerce One
Idea Integration
Ikonami
InfocusWeb
People Business Network
Suplion
Transpolink

Other Makabu Clients

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British Petroleum
Johnson and Johnson
Kwik-Fit (Ford)
MidEast Online
Pepsi Bottlers
Pharmacia (UpJohn)
OGS
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VentureChest
WPP

Johnson & Johnson

PHARMACIA



S I T A R O

