

# Makabu News

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## Makabu launches with four exciting projects

Makabu launches itself into operations in October 2000 with four new projects. Within the first month of operations, Makabu has been able to secure projects for both its e-products and e-solutions groups.

Makabu's e-products group has been selected by a US entrepreneur to develop a prototype of a Linux based product geared towards increasing the efficiency of Internet access for individual users worldwide. The prototype is anticipated to be developed over an eight week period after which a 'ready to market' phase is

expected to begin. Makabu's low development costs and deep expertise in C, Unix, Linux, multi-threaded applications and socket programming contributed to its selection in this exciting research and development project.

The e-products group has also been selected to develop a new website for its parent company, VentureChest, along with other marketing materials. This project will allow Makabu to demonstrate its ability to deliver a complete image and corporate branding solution to a client. The website promises to take advantage of Makabu's in-house creative



design abilities as well as its technical expertise in developing an on-site search engine. This project is anticipated to be completed by November, 2000. In addition, Makabu is using its own resources to develop its websites and marketing brochure thus enhancing its

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## E-products group To develop wireless application expertise

Makabu's e-products group has decided to dedicate resources to focus on developing wireless application expertise. "The penetration of mobile phones in South Asia and the Middle East is significant and

growing rapidly", says Mansoor Khan, CEO Makabu Pakistan. "On the flip side, the Internet penetration is not as great because of infrastructure issues. The wireless Internet will provide another

medium of access that will be welcomed in the region. Consequently, I believe, the regional market for WAP applications will grow increasingly over the next few years and Makabu

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### Latest Events:

- Work has started on an exciting R&D project using the latest software programming techniques
- Analyst sent to the USA to help deliver an eMarket solution to a US-based staffing services company

Prototype of a wireless application has been completed by in-house professionals

## Building WAP Applications

Mobile devices such as micro browsers differ significantly from ordinary Internet browsers in terms of display size, keyboard, bandwidth and memory. This means that integrating the Internet with wireless technology will require a different set of tools and programming rules.

Wireless Applications Protocol (WAP), which is a protocol that provides Internet access for small hand-held devices such as mobile phones and personal digital assistants (PDAs) is one of the set of tools and is fast approaching the industry standard for the wireless Internet. Though different from other Internet protocols because of its special requirements, WAP has many similar features which makes the transition for programmers from web applications to wireless applications relatively simple.

WAP specifications include:

- WML, a markup language, similar to HTML, used to design what the terminal user sees
- WML Script, similar to JavaScript, that can be used for more advanced programming tasks
- WTAI, a series of telephony related

functions such as making a call, adding a name to an address book or sending SMS text

- A protocol stack that handles sessions (similar to HTTP), transactions (similar to TCP/IP), and physical link layers for communication with WAP servers or gateways.

*The benefit of WAP is that it can support the same information as HTTP/TCP/IP over a wireless link in shorter and thus cost-effective timeframe.*

In addition, WAP applications allow the same type of flexibility as web applications in terms of allowing both static and dynamic content. Static content is where the information is not updated very often and is usually written in WML. Dynamic content is one that changes frequently such as news, stock quotes, timetables and is usually generated through CGI, ASP or Java servlets.

as well as training their current professionals to pick up the necessary skills.

Since the launch of this initiative, Makabu developers have gained expertise in WAP including WML, WML Script, WTAI etc. and are using this expertise to develop applications that can configure specific content for wireless devices. For example, Makabu development professionals are fast working on a project that brings stock market information onto wireless devices in Pakistan.

Makabu is also in discussions with global wireless equipment suppliers and regional wireless telecommunication companies to develop content and the



### The WAP Network Overview

The WAP device sends a request through a mobile network (Public Land Mobile Network) via an access server to the WAP gateway. The gateway converts the request to the HTTP protocol and sends it to the web server that is WAP enabled. The server answers with a response to the gateway where it is converted to a WAP format that is then sent through the mobile network to the display device.

necessary applications for their mobile Internet units.

“Our approach to this is simple”, says Farid Masood, Chairman, Makabu Incorporated. “We will use relationships with equipment suppliers, telecommunication companies and content suppliers to help build our expertise regionally. Once we have established ourselves in the regional market, we will use our network and partners to become a global player in this area”.

## Wireless expertise

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should be in a position to take advantage of this at the right time”.

To build this expertise Makabu is hiring programming specialist from the market

*The regional (South Asia and Middle East) market for WAP applications will grow increasingly over the next few years.*

## Makabu Professionals

Each quarter, Makabu News features two professionals that are part of the Makabu tribe. The profile brings to you the people that are involved with delivering solutions to the clients, emphasizing their technical abilities, their previous professional life, the roles that they play at the company and an insight into their personalities. These are the people who make Makabu what it is today.

### Waseem Akram

Waseem is a five year veteran of the information technology industry having worked for most of his career in Pakistan. He has worked with a number of programming languages, operating systems and packages including C, Java, HTML, ASP, Linux, Unix, and Windows. Waseem's diverse experience and his ability to reverse engineer most software products makes him ideal for a role in Makabu's e-products group.

In life before Makabu, Waseem was a network administrator for a government institution. The job involved setting and maintaining Internet connectivity, managing web-hosting facilities and setting and maintaining a corporate Intranet. In addition, Waseem was also involved with the development of



numerous websites for both local and international clients.

At Makabu, Waseem is responsible for a number of website development projects and is the main client contact on the development front. Because of his hardware and networking background, Waseem is also responsible for Makabu's Local Area Network, web server and email systems.

Like his famous namesake (former Pakistan cricket captain), Waseem, is also a cricketing enthusiast and can be seen playing the game at fields in Islamabad.

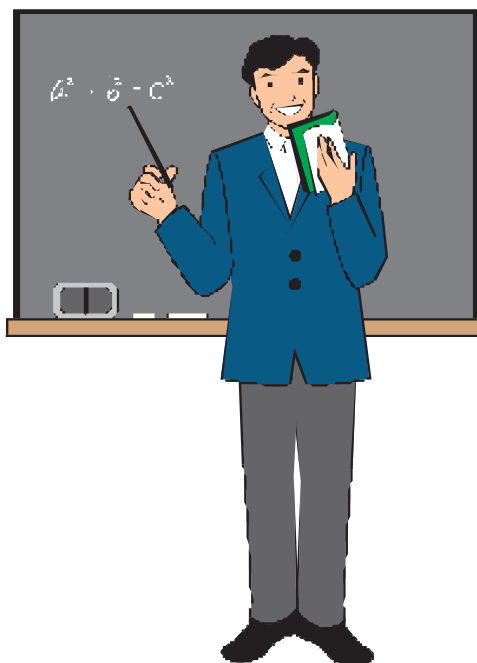
Waseem has a BSc. In Electrical Engineering and a Post Graduate Diploma in Computer Software / Hardware.

### Muhammad Saghir

Saghir has more than three years work experience in developing computer solutions using C/C++, Visual Basic, Assembly, SQL and Java before joining Makabu as a software engineer. His ability to pick up the latest technologies quickly and then help train his colleagues on these new technologies makes him a valuable asset to Makabu.

Before joining Makabu, Saghir was involved with some interesting projects including the development of a geographical information system using Visual Basic and Oracle. During the Y2K controversy, Saghir was involved with making sure many institutional systems in Pakistan were Y2K compliant.

At Makabu, Saghir is responsible for the Linux project. In addition, Saghir responsibilities



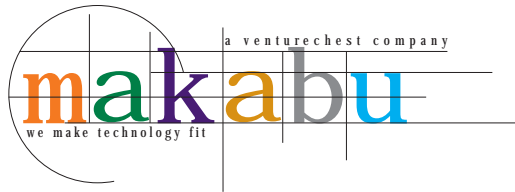
include assisting proposal development teams in completing an in-depth technical understanding of possible projects and submitting a proposal to potential clients.

In his spare time, Saghir enjoys sharing his knowledge with up and coming youngsters. He teaches computer programming to the next generation of potential Makabuites at a local institute in Islamabad. Over the past two years he has taught courses in object oriented programming, Java and JavaScript.

Saghir has a BSc. In Electrical Engineering with specialization in Communications.

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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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## Four exciting projects

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expertise in this area.

Mideast Online, a New York, USA based eMarket portal, designed to facilitate trade to and from the Middle East has selected Makabu's e-solutions group to assist them in their Commerce One implementation. In this context, Makabu will be assisting MEOL with system setup and integration using XML technology and content digitization.

The e-solutions group has also developed a relationship with Idea.com (a spin-off of Modis) a global systems integrator for Commerce One, Ariba and other e-business solutions. Makabu has sent one of its senior systems analysts to Idea.com headquarters in Jacksonville, Florida to work with Idea.com professionals on projects involving Commerce

One and related middleware packages. The first project that Makabu is involved with is an eMarket for buyers and



suppliers of staffing services that vastly improves the processes of procurement, placement and management of human capital. After twelve weeks of intense training and

project work, Makabu will use the analyst to train other software professionals at its development facilities in Islamabad. Makabu expects to receive significant outsourcing projects related to Commerce One and other e-business package solutions from Idea.com on an ongoing basis. The Idea.com relationship reflects the confidence that global technology companies have in Makabu's technical skill-set and its project management protocols.

Apart from these four projects, Makabu's marketing team is actively developing relationships with start-up organizations and global firms to secure more projects that are aligned with the company's skill set and business focus.