## Gordon E. Moore

Gordon E. Moore is currently Chairman Emeritus of Intel Corporation. Moore co-founded Intel in 1968, serving initially as Executive Vice President. Moore is widely known for "Moore's Law," in which in 1965 he predicted that the number of transistors the industry would be able to place on a computer chip would double every year. In 1975, he updated his prediction to once every two years. While originally intended as a rule of thumb in 1965, it has become the guiding principle for the industry to deliver ever-more-powerful semiconductor chips at proportionate decreases in cost.



**TECH**FOCUS

# GP adopts hi-tech Business Intelligence System

SAAD HAMMADI

BCS-Primax Software (BD) Ltd. in association with their strategic business partner PricewaterhouseCoopers (PwC), India, had recently developed a Business Intelligence System for Grameen Phone (GP). The project, started in October last year, took around eight months for accomplishment after trials and security testing. A team of fourteen people including four from IBCS-Primax had jointly worked for setting up the system with the provision that the local company would provide full support after it has been installed.

GP has purchased this solution for better analytical capabilities and share information across the enterprise and in extranet environments, using both tools and analytic applications. The sole purpose for the system is to maintain customer call information, which is derived from several billing systems connected with

"They are now capable of creating a profile of their customers and customer behavior. So in this case instead of having a **MARGIN PERCENTAGE** 2000 Central 2000 West Margin Percentage Analyze.. An artist's impression of the margin percentage from the

blanket marketing campaign they can strategically pinpoint different customers through their intelligence system and put them in different segments and then surprise them with different packages", explained Jamal Ahmed. CEO of IBCS-Primax when asked about the flexibility of the implemented system.

It has further capabilities of understanding the churn-- that assumes the possibilities that a customer would prefer to a new service provider. It can basically quantify how many of the total clients may shift to a different operator. Comparing the actual

result for a period with the expected shift from customers, the application can realise the deviation from the actual model for churn. These are analyses from a dashboard portal that is presented in a graphical user interface by means of indicators.

"GP is the only client in this region that is using an end to end Oracle solution, so it's a very high profile project for IBCS as well as Oracle because no other telecom operators in this area use end to end Oracle system", mentioned

The ETL (Extraction Transformation Loading) tool is the and IBCS had responded to their desire with Enterprise Data Warehouse, told Ahmed when asked about Grameen's previous solution for this purpose.

Sved Yamin Bakht, general manager, Information Department, GP, said that so far the performance of the implemented syatem is satisfactory in terms of generating analyses of customer data in different areas, when asked about the system's performance

In terms of security the application finds the Single Sign-On (SSO) feature within the interface where the business users can identify themselves in a single account for each report they view.

Without SSO, each user must maintain a separate identity and password for each application he or she accesses, which consumes time to resolve and burden administrators with further worries if accounts get locked and even for creation and deletion.

The Oracle approach to SSO provides a framework for secure access from a browser to all types reports generated by Discoverer.

#### **TECH**FEST

#### Softfair 2005

# NSUCC brings companies closer to academia





RIDWAN A KABIR

FTER running successfully for three consecutive days, the sixth annual 'SoftFair 2005', orga-nised by the 'North South University Computer Club' (NSUCC), came to an end last Saturday at the Banshundhara City's exhibition centre. The objective of the fair was to expose the unexplored talents of the new generation software developers of the nation

Dr. Asaduzzaman Chowdhury, chairman, University Grant Commission (UGC) inaugurated the fair on August 4. While speaking at the inaugural ceremony, Chowdhury said that he expects NSUCC to organise more programmes like this in future to facilitate the improvements of the ICT Sector of Bangladesh.

The fair, with the theme 'Experience the latest tech, Live', sought to maintain a convergence on allowing building a bridge between the nation's apprentices with the existing local corporate stakeholders. "Thus, we have invited people from both sectors, the corporate and the educational institutions," said Ashikur Rahman, president,

The organisers also torwarded invitations to all the leading public and private students of the nation are in next year, and hoped for more universities of the nation. "Unfortunately not a single university outside of Dhaka participated at the fair. All academic institutions should

come under one roof, which would have made the objective of the fair even stronger," Rahman stated.

"We do not want to be a consumer market any more. We have the talent, and exposition of the talented is what the fair targets," said Dr SAM Khairul Bashar, pro-vice chancellor, North South University (NSU), while speaking at the ceremony. He also stated that while the world has been approaching towards a common but sophisticated tech appearance in mostly all its forms, it has become mandatory on organising such blends of interests, and for the benefit of both the students and corporate holders too, also citing that true success is always defined from benefit of both sides of the story.

Although the name of the fair limits the exhibition to software products only, the organisers managed to make it otherwise, allowing the registered universities to bring in their hardware projects along with the soft ones.

Twenty-nine participators exhibited their products and projects in forty-six stalls at the fair. The fair was kept open for all for more student show ups at the site. "Mostly students turned up at the Softfair along with the general crowd," said Rahman. need of financial backup to continue with their personal developments and this is where the industrialists may venture in

by offering them the package and promoting such necessary growth of potential

The fair offered free internet browsing for the visitors, the best three university and corporate projects were awarded, in which Bangladesh University of Engineering Technology (Buet)'s 'Bangla SMS' project became first in the university criteria while NSU took the second place with their 'Native Mobile' project, and from the corporate sector, Decode was awarded first for their outstanding 3D animation

project.
"Students can make a difference if they are given the proper exposure, and for this matter the educational institutions should come under one roof to provide them with such an locale," Rahman cited, suggesting how more interaction among the members of the private and public university community will eventually create a standard exposure for all their students, and more interaction among students should allow for more share of

their knowledge-base Dr Hafiz GA Siddique, vice chancellor, North South University was present as the chief guest at the closing ceremony. Claiming that the fair was a success, Siddique announced He also stated how potential for a more pulsating exposition participation from all universities of the country.

**PART VI** 

#### **TECH**INTERVIEW

# Optimal use of resources can make a difference

### Insoft chief adviser tells The Daily Star

SYED TASHFIN CHOWDHURY

NSOFT Limited, a local information and communication technology (ICT) company, plans to launch its own the overall progress of Public Switched Telephone Network (PSTN) service by the end of this year. The company also plans to initiate Voice over Internet Protocol (VoIP) and establish Call Centres along with its PSTN service. The company's Chief Advisor Henk V. Metelen told StarTech in an exclusive interview

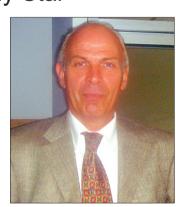
"The firm has the potential to be a key player amongst the long line of already existing PSTN service providers with their previous experience as an Internet Service Provider (ISP) and Domestic Data Communication Service Provider (DDCSP)," said Metelen.

Metelen, who has worked with global brands such as Philips

and Lucent Technologies earlier in his career, currently has his own company in Netherlands. The Dutch advisor to Insoft is quite hopeful about the future of Telecommu-nication in Bangladesh.

"With the current trend of privatisation in Bangladesh, the ICT sector will certainly flourish at an unthinkable pace. Despite the fact that Bangladesh currently has only 3 percent telecommunication lines as opposed to 120 percent of the same category in Europe, the nation will surely increase its existing number within the next 2 to 3 years," hoped Metelen.

He commended the government's current plans to provide licenses to PSTN providers as it will increase competition, the fruits of which will be enjoyed by the customers of these services. He pointed out that the



Henk V. Metelen

ongoing progress could be paced up with desired amount of commitment and dedication from the private firms and the concerned government departments.

"Usually the private firms blame the government for not generating enough funds in order to stimulate the ICT

industry. But these firms should try to take the initiative themselves and once they succeed, the government will surely try to invest in their latter projects," he said.

Business Intelligence Dashboard

mechanism by which data is

extracted and put into the Data

Warehouse that is called the

Oracle Warehouse Silver. The

presentation layer used is named

Oracle Discoverer. Grameen

Phone is using the latest version

of the application that is the

technology had separate

standalone systems in each

department installed previously,

but they didn't have a unified

model in front of them. They

wanted to consolidate the

information for a unified strategic

planning and decision-making

The leading operator in GSM

Oracle 10g.

He cited the exa four existing cell-phone operators of the nation. "The services being offered

by these operators are more or less the same as the services provided in the USA. Canada and in the European countries."

He complimented these initiatives taken by the Bangladeshi cell phone operators and further stated that the imitation and introduction of other such services into Bangladesh will further boost the overall ICT progress.

When asked about the anticipated submarine cable's arrival in Bangladesh, he suggested that the government should formulate a definite policy immediately after its arrival. "This is one sector which the

government should not privatise after implementation," sugge-sted Metelen. He explained that privatisation when added to the immense anticipated demand would bid up prices that may affect the overall ICT and Telecom infrastructure of the nation.

He further speculated that with the arrival of submarine cable, the existing IT firms would flourish through better and innovative services

"The people of this nation should no longer wait but plan their efforts systematically with whatever resources are available to them currently, and prepare themselves for future changes. As these changes are likely to be very drastic, lack of dynamic plans and efforts may result into inefficiency and overall wastage of resources, time and money," he concluded.

## PHOTOTECH

#### LITTLE ONE Computer images of a 2,000-yearold Egyptian mummy are pictured recently in Mount View, California. Computer experts in US technology mecca Silicon Valley have used 21st century science to create three-dimensional imagery of the mummified girl kept at Rosicrucian Egyptian Museum in San Jose since about 1930. Museum workers to dubbed the girl mummy "Sherit," which they said is ancient Egyption for "little one." Sherit was close to five years old when she died, and the absence of signs of injury suggests she succumbed to dysentary or another illness common among children in Nile Valley at the time, researchers said. The scans mined 35 times more information than those done on the famed King Tutankhamen mummy and enabled imaging experts to picture her in three dimensions, researchers

# DataCentre of the future

# A path to get there



One path is driven primarily by services, with the underlying technologies and access to those technologies less visible to the end user IT organisation. These technologies tend to be more proprietary in nature, but the organisation chooses service levels as opposed to technology. This path has the potential advantage of service/solution delivery, and the potential disadvantages of vendor lock-in and loss of IT control.

The other path is one of open standards and integration, with an organization's IT department in charge of the technology decisions and direction. This path is enabled with the optimal mix of services as opposed to services-led. It has the potential advantages of flexibility, choice and control, and the potential disadvantage of more integration required for implementation.

While there is general agreement in the technology industry that the datacenter of the future is achievable and desirable, there are two different paths as to how organisations will get

### Reccomendations

The datacenter of the future will enable IT processes to match business needs. It can be built using industry standards, offering the benefits of flexibility, choice and control through a pay-as-you-grow approach and

integration. It can also be delivered as a service with technologies offering service/solution delivery but much less flexibility, choice and control. Whatever the path, there are actions and opportunities for organisations of almost all sizes to begin implementing today. These actions will not only improve IT operations now and for the foreseeable future, but will also form the critical foundation for organisations to achieve the promise of the

datacenter of the future.

IT organisations must simplify operations through integrated and automated systems management tools. They must improve utilisation through server/storage consolidation, virtualisation and clustering, and cost-effectively scale through the use of industry-standard systems, enabling a pay-as-you-grow approach and the deployment of relevant technology. (The End)