

The Wii is the fifth home video game console released by Nintendo. The console is the direct successor to the Nintendo GameCube. Nintendo states that its console targets a broader demographic than that of Microsoft's Xbox 360 and Sony's PlayStation 3. It competes with both as part of the seventh generation of video game systems. A distinguishing feature of the console is its wireless controller, the Wii Remote, which can be used as a handheld pointing device and detect movement in three dimensions. Another is WiiConnect24, which enables it to receive messages and updates over the Internet while in standby mode.



TECHFOCUS

# Outsourcing Golden opportunities for local companies

EDWARD APURBA SINGHA

THE landscape of the local ICT industry is systematically changing day by day. The government's proactive role, public private partnership and foreign investment are the underlying reasons for the progressive move of native ICT industry.

But nowadays the sustainable development of the ICT industry totally depends on the amount of business it draws from the global market. In this regard, the role of outsourcing is invaluable to expedite the overall development process and at the same time give a boost to national economy.

Bangladesh has nearly all the ingredients to become a unique outsourcing destination in this region. According to Basis (Bangladesh Software Information Services) nearly 500 software and ITES (Information Technology Enabled Services) companies are operational in this country.

Among them, 100 companies currently export their products to more than 30 countries. A majority of the clients of Bangladeshi companies are in North America, EU countries, East Asian countries and Japan.

The size of the local IT market is USD 300 million, of which software and ITES industry has 29 percent share and remaining 61 percent belongs to hardware/network services. In 2007, the value of exported software and ITES from Bangladesh reached USD 27 million.

Although these figures are not massive compared to the neighbouring countries, Bangladesh has several success stories that, in effect, energised the entire IT industry to line-up with the global competitors.

GraphicPeople, a software company, achieved resounding success in work with Danish companies. The Danish communication house PeopleGroup founded this company in 2004. Since then, this company has offered cost-effective service without sacrificing the quality.

The service portfolio of this company includes full range Desktop Publishing or DTP solutions that mainly encompass brochure, catalogues, magazines, advertisements, POS/POP, web-banners, direct mailers, postcards, flyers, folders, newsletters, promotional publications and packaging etc.

Another software development company is Visual Magic Corporation (VMC), that is presently working with a Japanese IT



Programmers engrossed in software development at different local software companies. Manpower is Bangladesh's biggest strength and it should be properly utilised to flourish industries such as ICT.

company to develop algorithms, applications, solutions and products for patented "Dot Pattern Technology (DPT)".

DPT is a kind of technology that allows an input device to read information from the specially printed books, magazines, catalogues etc. VMC offers various offshore relationship models for software development, embedded programming and hardware device development companies to start and build an outsourcing partnership.

VMC is also working with Polygon Magic Inc. a Japan-based video game development company that is providing services on 3DCG since 1996. In addition, VMC is also involved in the development process of a 3D game engine for Xbox and PS2 with Polygon Magic since 2003.

eGeneration is a software

services company with tested and matured software development processes like eGen SDP, CMMI, ISO and RUP. With its comprehensive understanding of diverse business verticals and wide resources, eGeneration mobilises the right people, skills, and technologies to help organisations enhance its performance and transform cost burdens into competitive business assets.

BJIT (Bangladesh Japan Information Technology) Limited is also playing a significant role in outsourcing activities. BJIT offers services such as software development, software testing, CAD/CAE and technology consulting for its clients. So far, BJIT has successfully completed more than one hundred software projects and proved its expertise in embedded software development.

Outsourcing services provided by Bangladeshi companies are offshore software development (business applications, web services, games, cell phone applications, embedded software, VLSI etc), animation (2D & 3D-cartoon, web publication, advertisement, 3D modelling), IT enabled services (GIS, CAD/CAE, architectural visualisation, network maintenance, desktop publication, document conversion), BPO (call centre, e-accounting, HR/payroll), software testing and verification service etc.

Global outsourcing market has a tremendous growth rate. XMG a market analysis firm appraised that the size of the global outsourcing market was USD 297 billion in 2007 with a growth rate of 19.31 percent, and forecast that it would reach USD

450 billion by 2010. Bangladesh can grab a significant portion of the global market if it successfully mobilise its resources and takes proper decision at the right time.

Habibullah N Karim, president, Basis told StarTech said: "We need a good telecommunication infrastructure including uninterrupted power supply to leverage outsourcing activities in the country. On the other hand sufficient IT educated human resource is an important consideration to deliver best quality service to our foreign clients."

TIM Nurul Kabir, chief executive officer (CEO), Spinnovation said, "There is acute demand for skilled human resources in Europe and the USA. Only European countries require near about 6 million IT skilled people. It is a great opportunity for Bangladesh. So time has come to utilise this opportunity and mobilise resources to make this land into a unique outsourcing destination."

Asia's prominent outsourcing destinations are India, China, Philippines and Malaysia. In 2007, Indian outsourcing market reached at USD 34.1 billion at 29.5% CAGR. India will claim an estimated 11.5% share of the global market. XMG estimates India will continue to lead the offshore segment through 2010 with at least 15% share.

Chinese outsourcing market reached at USD 13.1 billion at 47.9% CAGR by the end of 2008. China is on track to have a 4.4% share of the global market, based on 2007 total revenue figures forecasted.

In 2007, Philippines outsourcing market reached at USD 4.1 billion and it has 1.4% of the global market share, whereas Malaysia is estimated to finish the year at US \$3.6 billion, achieving 1.2% of the global market share.

The government can think of building up an "outsourcing zone" where foreign companies will shift their offshore development centres. This specialized area will be dedicated only for the outsourcing companies and it will incorporate modern technological facilities including uninterrupted power supply. This outsourcing zone can follow EPZ operational model to offer services. Foreign companies can enjoy tax holiday for a certain period to kick-start their business. This initiative also generates huge employment opportunity for the IT graduates.

TECHNEWS

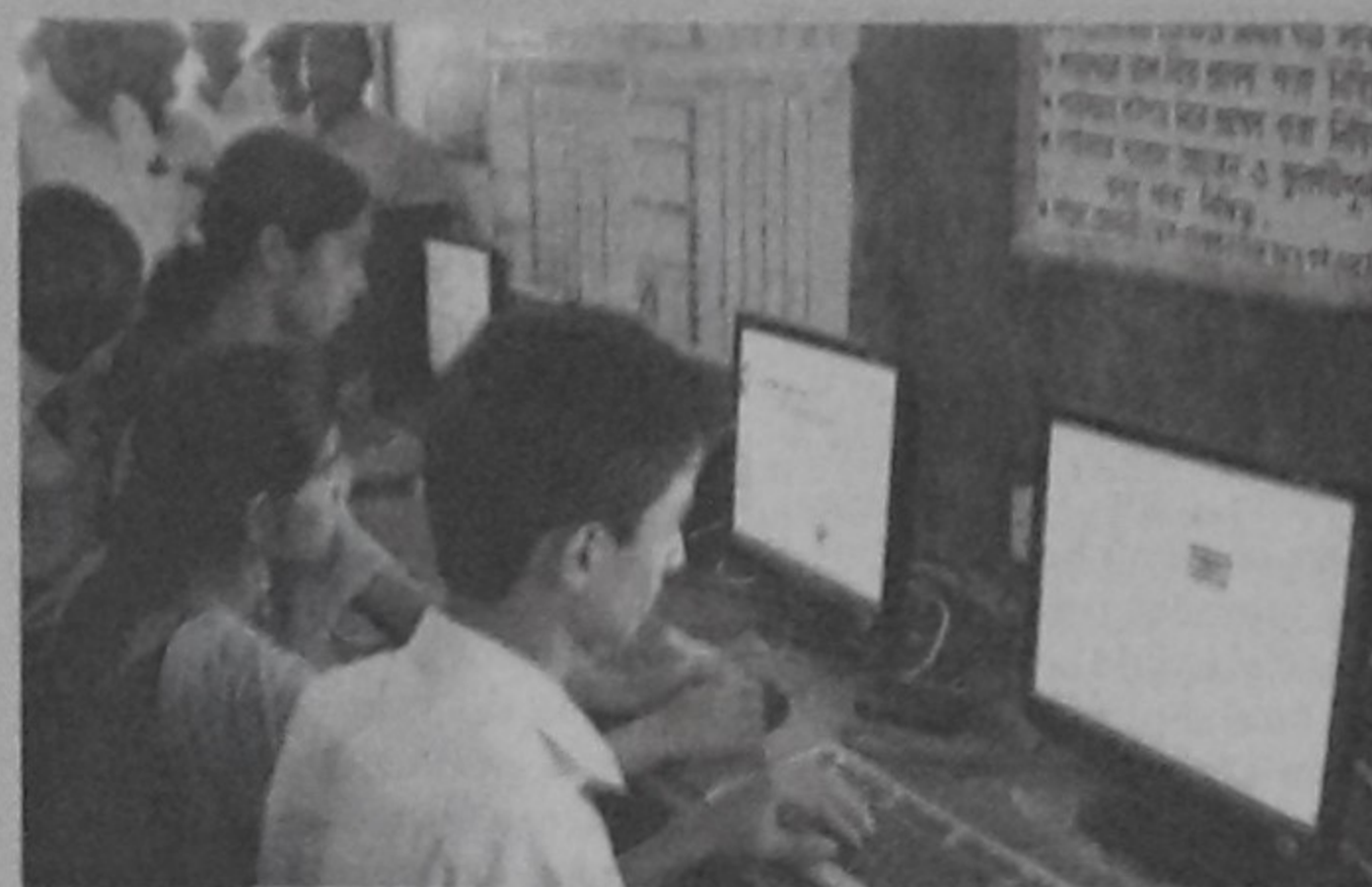
## Brac introduces internet at its Gonokendros

STARTECH DESK

BRAC moves a step forward by disseminating internet facilities for the rural students at its two Gonokendro Pathagars in Narsingdi on May 12. Through this out of 632 IT enabled Gonokendros 10 get the internet connectivity.

World's renowned integrated circuit (IC) manufacturer AMD and US based technology company N-Computing have provided technical assistance to establish this kind of facility at the Gonokendros. Brac hopes to roll out more internet enabled Gonokendros across the country in the near future.

Rafiq Hussain, member of the technical staff, Global Manufacturing Services, AMD said "It is high time to come forward and contribute in the ICT sector to strengthen country's position in the global domain. Bangladesh has enormous potential and it just requires the right tool to utilize these. The rural people are our invaluable asset and if we successfully integrate technology with their lives they will



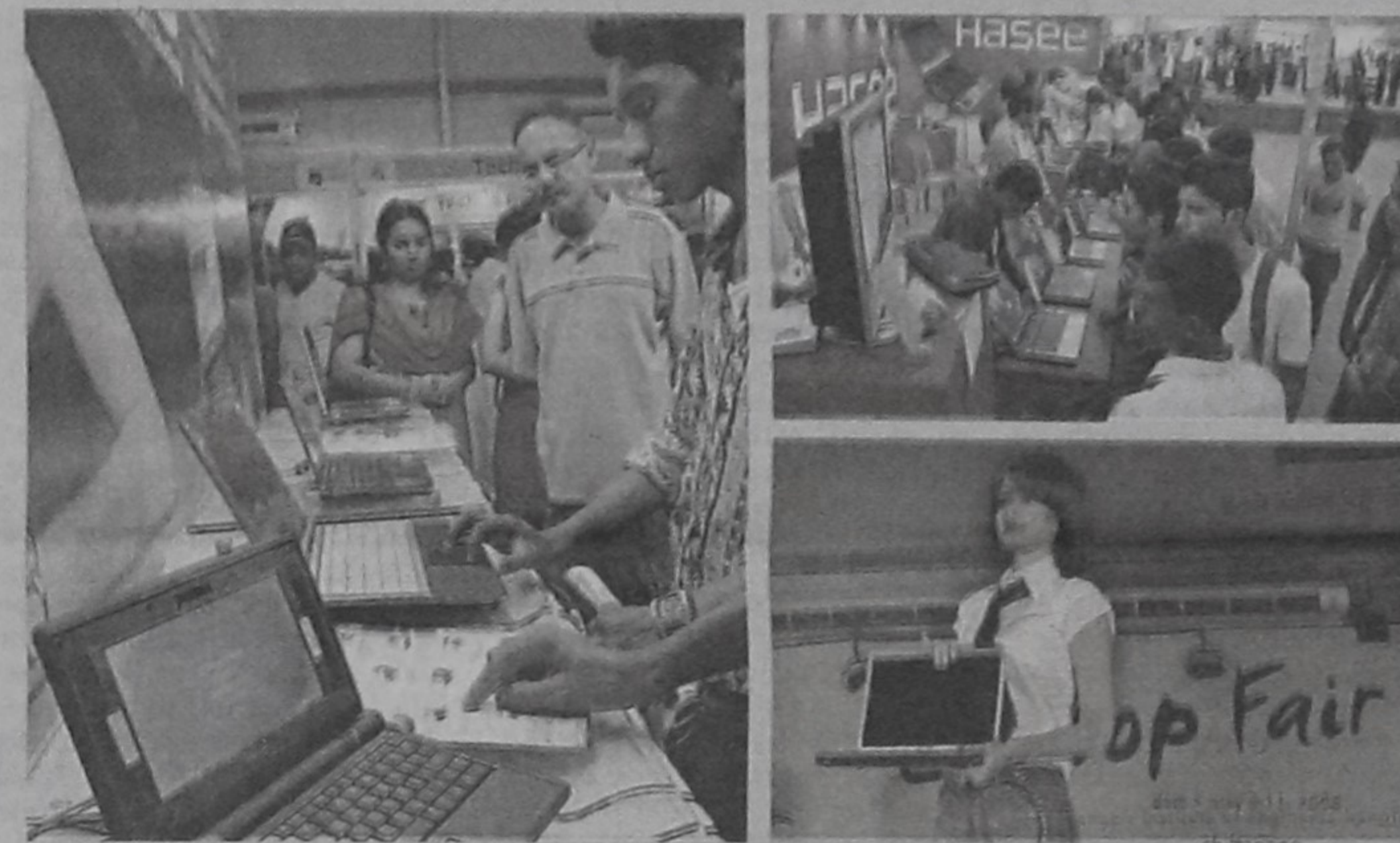
definite drive the ICT trend of Bangladesh".

Martin Booth, senior director, Business Development, NComputing told StarTech "We are delighted to introduce Ncomputing devices in the rural areas of Bangladesh. We have already implemented this technology in several countries."

"In order to upgrade the rural community, technology is not the ultimate issue, we have to emphasize on local content development and train the people as well. Technology alone cannot help rural people

to change their fortune but if people get livelihood related information their propensity to technology will dramatically increase," he added.

Shahidul Hasan, program coordinator, Brac Education Program said "Nowadays ICT skills are mandatory to develop career. We are committed to spread internet services through our Gonokendros. From these centers rural students can stay connected with global information system and this brings profound impact in their academic activities".



### Laptop Party @ Port City

After a successful event in Dhaka, Laptop Party 2008 was held in Chittagong from May 9 to 11 at the Engineers Institute. A total of 19 organisations in 25 stalls displayed their products. All the existing laptop brands participated at the fair. The event was organized by Maker Communication.

## Global Brand introduces ACTAtek security system

STARTECH DESK

GLOBAL Brand Pvt Ltd, one of country's leading IT accessories vendors, has introduced ACTAtek security system in the local market on May 15.

According to Global Brand, ACTAtek is an integrated security solution that is manufactured for both residential and business purposes.

This system has four levels administration (personal, user,

network and super) and specifically designed to downsize install and maintenance cost.

Key features of this ACTAtek system are multi access method (fingerprint, smart card, password), operates in standalone and network modes, encrypted communication, in built software, IP 65 rated, multi-lingual interface, maximum number of fingerprint template of 60,000, maximum transaction storage of

75,000, 1:1 & 1:N verification methods, control/ configure/administer via web interface, real time system update and configuration, optional built-in CMOS camera, optional Wi-Fi support, optional barcode, EM card, HIS & Legic Technology and FelicA support.

Global Brand says, very soon this device will be available in the country at a reasonable price.

PHOTO TECH



### EYE TRACKER

An employee of Japan's camera venture Nac Image Technology displays a new eye-tracking system "EMR-9", which can track eye movement with three CCD cameras on the glasses, seen during the annual Automotive Engineering Exposition at Yokohama city in Kanagawa prefecture on May 22. Automakers are using this device for research of drivers' eye-tracking movement to prevent accidents. The new device can record high-speed eye movement of 240 frames per second of VGA (640 x 480) image.

PHOTO AFP

TECHNEWS

## Nokia opens retail stores in Bangladesh

IMRUL KAYES CHOWDHURY

EVER had a feeling of uncertainty when purchasing a Nokia set from a mobile store in Bangladesh? There's always that accompanying question mark as to whether the set, its parts or warranty papers are truly genuine and authentic or not.

Moreover, the salesperson may not be well-trained enough about all features that your selected set may have. Therefore, the only way you can experience all its features is after you buy it and operate it yourself, by when it may be too late to change your mind.

Well, Nokia lovers, there's news for you. To give justice to their slogan - "Connecting People" and to make the whole consumer experience fun, easy and informative, Nokia has launched four of its very own retail stores last month in Bashundhara City, Dhanmondi, Uttara and Motijheel. The main objective of this step is to communicate



with its consumers more effectively and to provide them with first hand experience of various Nokia products.

Now, consumers can get expert advice from well-trained salespersons on any Nokia

product. Furthermore, the customer has the opportunity to explore all the features of their Nokia set through live demonstrations by skilled and knowledgeable personnel.

Keeping with the designs of

Nokia Stores around the world, these stores also offer a wide range of Nokia devices and accessories with authenticity. So, now, you can finally breathe a sigh of relief. The days of the question mark are over.