Star TECH

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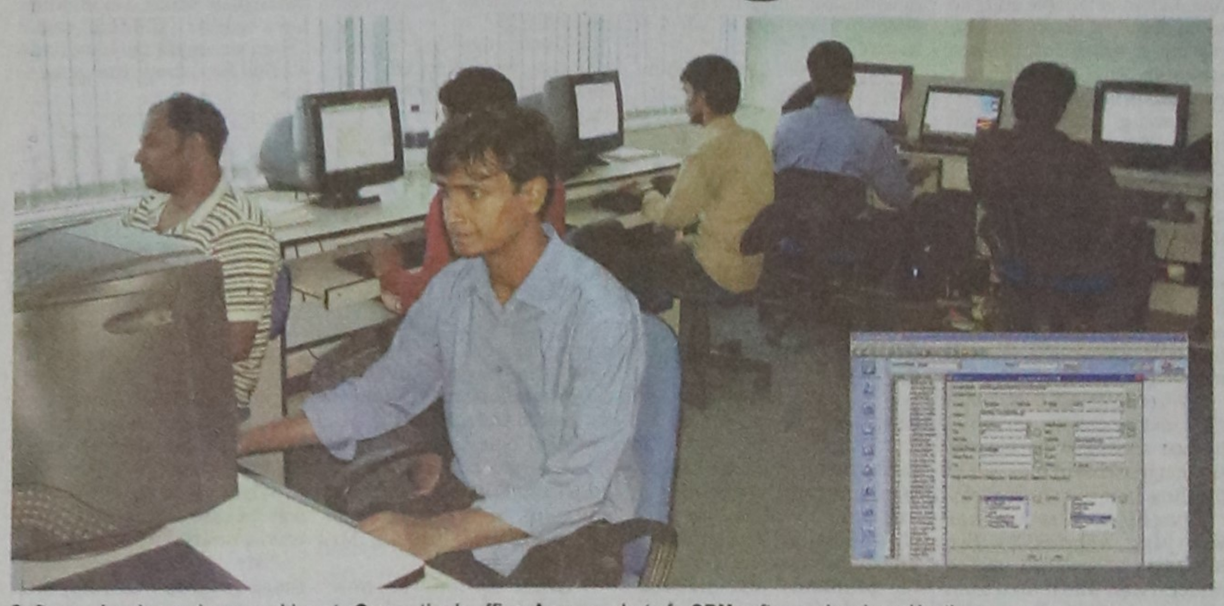
Osborne 1

The first commercially available portable computer was the Osborne 1 in 1981, which used the CP/M operating system. Although it was large and heavy compared to today's laptops, with a tiny 5" CRT monitor, it had a near-revolutionary impact on business, as professionals were able to take their computer and data with them for the first time. The Osborne was about the size of a portable sewing machine, and more importantly, could be carried on commercial aircraft. However, it was not possible to run the Osborne on batteries: it had to be plugged into mains.

TECHSPOTLIGHT

eGeneration

Setting new dimension to outsourcing



Software developers busy working at eGeneration's office. A screenshot of a CRM software developed by the company.

MAHDIN MAHBOOB

FOR a country to move forward in this fast changing world there should be a proper balance between its imports and exports. While essential products like crude oil and fruits have to be imported at a high price, this also means that export oriented businesses like the garments sector and the shrimp and tea industry have to earn the foreign currency to compensate that.

Although still a new and growing sector, the IT industry is now chipping in as well, with different locally made high quality software being exported to different countries at very competitive prices.

eGeneration Ltd is one such company, outsourcing its various software products to different countries in the world including USA, Canada, Denmark, Russia and Japan.

Founded in 2005, the company has seen a steady growth rate of above 50 percent in the last three years despite the global economic meltdown since the middle of last year. Specialising in customer management and content management, the company also serves the local market with its CRM (Customer Relations Management) and other software.

The key feature of eGeneration, which gives it an upper edge to many of its counterparts, is its four 4E approach, which includes Efficient, Excellence, Effective and Economic.

The company provides *efficient* access to information and technologies and by optimising value-based solution to its consumer organisations, it helps achieve and sustain measurable results in a short time frame that is in demand.

The company tries to work in conjunction with its clients to meet the challenges of today's global market by providing them with the tools that are needed to compete more efficiently by aligning business strategy with technology driven business transformation initiatives.

eGeneration strives to provide *excellent* infrastructure and technology expertise and with a team of consultants who focus on delivery of excellence to the projects with state-of-the-art hardware and networking infrastructure.

The company provides *effective* business flow acceleration and implementation services with a complete range of delivered services that leverage business flows built on best practices, and rapid implementation methodologies. These solutions are designed to address the unique complexities of its consumers and automate critical business processes.

The organisation provides services to improve the operating efficiency by re-engineering the business processes and streamlining the workflows. It analyses Value Chain process flow to identify process improvement opportunities, identify changes required, eliminate redundancies and incorporate new process definitions.

The fourth 'E' of the company describes its fourth objective, to establish an *economic* project delivery approach -- reduced cost with uncompromising quality. Through its application software, eGeneration enables its customers to reduce their IT costs and mitigate risks while receiving an unparalleled quality of service.

eGeneration is planning to set up its first foreign office in Copenhagen, Denmark soon, says its CEO Shameem Ahsan, an MIS graduate from the University of Central Oklahoma. "The European market, specially the Scandinavian market, is a big one and we are hoping to be able to open our first office in Europe in Copenhagen sometime in 2011. In addition to that, we already have partnerships with companies to promote our sales in UK, USA and Denmark."

Keld A Christensen, director, Nordsource Global, Denmark, is one of the satisfied customers of the company and has been quoted as saying "eGeneration has constantly demonstrated high levels of business and technical knowledge, creativity and delivery excellence. We remain highly satisfied."

Working with a core group of 25 employees, the company has already undertaken a number of foreign and local projects. Some of the already-accomplished projects were of significant monetary value, being in the range of $50,000 to $100,000. Currently, eGeneration is working on eight projects, six of which are foreign.

"People, process and technologies are the three areas that we are good at which seem to give us an edge over our competitors. For this, we were awarded the DCCI Business Award for 'Best Young Entrepreneur' in 2006, the first IT company to achieve such a feat," says Ahsan.

The company has recently finished making a FRS (Fertilizer Recommendation Software) for Katalyst and Soil Research Development Agency. Due to start soon as a pilot project in Bangladesh, it will gradually encompass the whole country. The software will try to help decide the optimum amount of fertilizer to be used for a given crop, land size, soil type and weather through telecentres, thus minimizing the wastage of fertilizers, which currently poses a significant problem in our country.

A total of 25 foreign companies have bought software from eGeneration including ELBO Group, a leading publication group in Denmark (Magazine Management System) and Knowing Point, a HR Consultancy company in USA (Partner Relation Management System). For more information about the company and its different projects visit its website at: http://egeneration.com.bd/.

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TECHNEWS

World gets to put Windows 7 to the test

AFP, *San Francisco*

A nearly-final version of Windows 7 made its world debut on Tuesday, giving people a chance to tell Microsoft what they love or hate about the new-generation operating system.

Microsoft is making a Windows 7 Release Candidate (RC) available as the global software giant puts finishing touches on an operating system that it hopes will escape criticism heaped on its predecessor Vista.

"It appears that they are on target," said analyst Michael Cherry of private firm Directions on Microsoft, which specializes in tracking the US software giant.

"I think we need to be cautious though. Windows 7 is still in development. While Microsoft is certainly moving on to the next logical milestone, this is still a test version of the operating system."

People are invited to download the software from Microsoft's official website and install it on computers in a public test of the operating system's capabilities.

"You put it on your PC, and then do what you'd normally do," Microsoft said in a message on the download page.

"Your PC will automatically and anonymously send our engineers the information they need to verify the fixes and changes they made based on the Windows 7 Beta tests."

Microsoft's website gives Windows 7 installation instructions and tells visitors that the RC "expires" on June 1, 2010. The RC will begin warning users in March of next year by shutting down their machines every two hours.

"Based on feedback we've received from beta testers and early adopters, we think Windows 7 is on track to be the most well-planned, highest quality Windows release ever," Microsoft said Tuesday.

"The Release Candidate of Windows 7 reflects extensive beta tester feedback, and is ready for IT professionals and tech enthusiasts to evaluate."

Copies of the RC were made available to developers last week and early reviews have praised the operating system for its stability and for avoiding problems that marred Vista's image.

Complaints about Vista included that it was not compatible with some software designed for the previous-generation Windows XP operating system and that it was too much for netbooks or older computers to handle.

"Windows 7 is everything that Vista should have been," said analyst Rob Enderle of Enderle Group in Silicon Valley.

"It's less annoying and it's a fraction of the size. The only thing working against them is the economy; people without money aren't going to buy no matter how good the product."

Enthusiastic early reviews of Windows 7 are stoking speculation that Microsoft will release a final version of the new operating system in time for the year-end holiday shopping season.

"It makes sense that Microsoft should have it pre-Christmas," Cherry said of Windows 7.

"I think you need to keep in mind that if something comes up in testing they are going to take the delay and get it right. Microsoft doesn't need a problem on their hands."

TECHNEWS

A-Data portable hard disk

STARTECH DESK

LOOKING for the ultimate storage device that matches your trendy notebook or PC? Look no further!

As an effort to accommodate your growing needs for storage space, A-Data recently introduced a brand new 2.5" external hard disk drive -- Classic CH91, a stylish computer peripheral for your notebook.

With capacity up to 500GB and USB ready boost, the 2.5" external hard disk drive CH91 surly is the right choice for people who need to carry large file all the time and express unique personal style.

This external Hard Disk Drive (HDD) CH91 received the Reddot design award for its extraordinary ID design and texture quality. The product has a price-tag of Taka 11,500/-.

PHOTOTECH

THE NEW KINDLE

Amazon CEO Jeff Bezos demonstrates the new Kindle DX, which he unveiled at a press conference at the Michael Schimmel Center for the Arts at Pace University May 6 in New York City. The Kindle DX, a new purpose-built reading device, features a larger 9.7-inch electronic paper display, built-in PDF reader, auto-rotate capability, and storage for up to 3,500 books. Amazon has also partnered with select major newspapers to offer readers discounts on the DX in return for long-term subscriptions. The Kindle DX is available for pre-order starting today for $489.00 USD and will ship this summer.

PHOTO: AFP

TECHNEWS

Laptop festival held at Ctg

Hundreds gather at the fair ground to see the latest mobile computing devices during the Laptop Festival 2009 held at Chittagong.

STARTECH DESK

THE port city of Chittagong recently enjoyed a cool breeze of digital wave in this hot summer as a laptop fair recently concluded in the metropolis.

The three-day event, organised by event management company 'Creation and Works,' took place at Chittagong Engineers Institution from May 1.

Industries Minister Dilip Barua inaugurated the fair as chief guest.

A large number of enthusiastic people crowded the fair every day. Members of all age-groups starting from teenagers to middle-aged people were seen throughout the fair, purchasing or taking interest in buying notebook computers.

Prices of the notebooks available at the fair range from Tk 22,500 to Tk 1,00,000 plus.

Renowned brands HP, Acer, Asus, Fujitsu, Toshiba, Dell took part in the fair. HP, Lenovo and Acer were the co-sponsors of the event.

Visitors enjoyed Wi-Fi facility at the fair venue.