



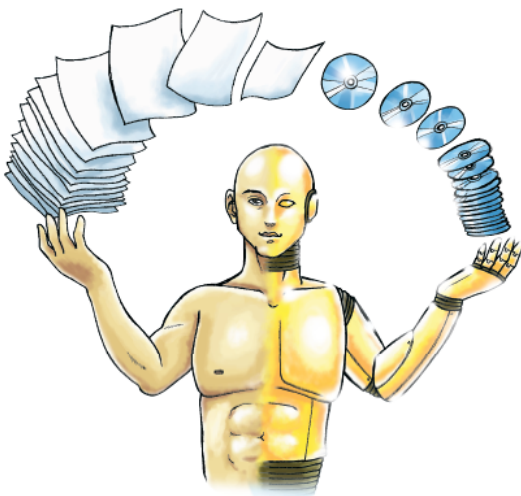
## Introduction

Datamation was established on October 14, 1983 and is now a leading systems integrator and solutions provider offering end-to-end enterprise system solution from data capture to business process management, enterprise content management, enterprise customer communication management, prepress systems and professional publishing.

In the early days, Datamation was primarily a company specialised in data automation, hence the name Datamation was derived. Over the span of 27 years, the company has grown from a Malaysian based entity to a regional organisation. We have offices established in Singapore, Hong Kong, Australia and representative offices in other countries. We have transformed ourselves from "data automation" to "data transformation". Datamation's solutions are deployed across industries in the banking, education, telecommunication, insurance, airline, military, newspaper publishing and healthcare.

Datamation is helmed by a strong management team with many years of business, finance and technological background attained from their years of experience whilst working in multi-national companies across the Asia Pacific region. The success of Datamation can best be reflected by the company's healthy balance sheet with zero financial gearing and zero debt obligations.

## Our Mission Statement



Transforming Information

It is our Corporate Philosophy to be involved in business activities which are of high barrier to competition, high technological and sound investment potential. To stay ahead of competition, we innovate and apply suitable technologies to meet market needs.

We are committed to total customer satisfaction and believe it will lead to repeat business and loyal clientele. To this, we will strive to provide a high standard of service to our customers to assist them to stay competitive and profitable.

## Our Corporate Culture

We are guided by the **DATAMATION** principal, which is the ellipsis for :

**Diligence**  
Persistent effort; conscientious hard work

**Assurance**  
Confident to deliver the right solutions

**Total Customer Satisfaction**  
Placing the importance of meeting and exceeding customer

**Accountability**  
Responsible and answerable

**Merit**  
Solutions of excellence deserving praise

**Accomplishment**  
To complete successfully on time

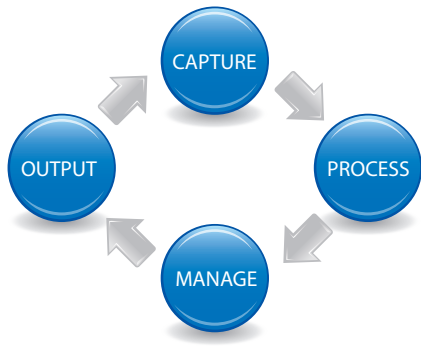
**Trustworthy**  
Being responsible and accountable

**Innovative**  
Always new and fresh with ideas

**Openness**  
Truthful and consistent

**Niche**  
Specialise and unique solutions

# Our Solutions & Services

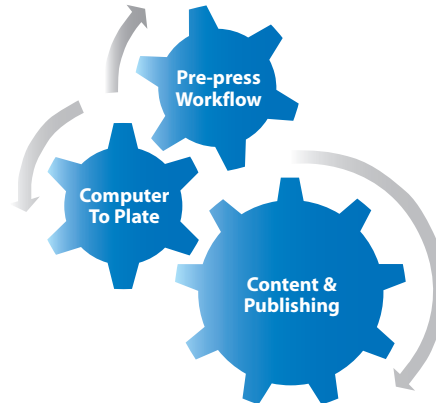


## Pre-Press & Publishing Solutions

- Content Management System
- XML Publishing Systems
- CTP & Pre-press Workflow Systems

## Business IT Solutions

- Document Automation & Processing (ICR/OCR/OMR/EDI)
- Digital Pen
- Business Process Analysis
- Business Process Management
- Business Performance Management
- Integrated Document Management System
- Enterprise Customer Communication Management



## Our Services

- Application Development
- Turnkey Projects
- Systems Integration
- Program & Project Management
- Outsourcing

## Electronic Ads Delivery System

**eadsworld**  
ELECTRONIC ADS DELIVERY SERVICE  
[www.eadsworld.com](http://www.eadsworld.com)



Datamation Technology (M) Sdn. Bhd., a member of Datamation group, provides electronic delivery services to publishers. Our delivery system, EADS was fully developed in-house and began its operation in April 2005.

Today, we deliver advertisements in digital format to all major newspapers and magazine publishers in Malaysia and Singapore.

# Our Strategic Alliance

Datamation is an ideal and reliable partner as we have the right ingredients of expertise, experience and knowledge to formulate robust and effective ICT solutions to help your organisation take on the challenges in this highly competitive environment.

In addition, we continuously form strategic alliances with our technology partners to deliver best of breed solutions to our customers. In order to provide complete end to end solutions, we have established strategic alliances with market leaders such as Scantron Inc, Readsoft Inc, Metastorm Inc, Computhink Inc, Intense Technologies Limited, Ioppolo & Associates, SDL XySoft and Infralogic.



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- Document Automation
- Document Management
- Business Process Management
- Enterprise Customer Communication Management
- XML Publishing & Content Management
- Pre-Press & CTP System
- Electronic Ads Delivery Service