

The Chartered Institute of  
Logistics & Transport

Singapore

## Moving Business in Challenging Times

On 29 May 2009, a seminar was held at the SingTel Business Solutions Centre (BSC) to introduce “Software-as-a-Service” or SaaS, a phenomenon that is increasingly changing the way businesses operate. A total of 35 SingTel customers, including CILTS members attended the seminar.

Mr. Dane Anderson, CEO of Springboard Research, which specialises in research on SaaS, gave the keynote presentation, comparing SaaS to the way in which electricity was outsourced as a utility. He argued that the outsourcing of IT capabilities was increasingly catching on as a more cost effective way of running businesses as companies only need to pay a monthly subscription instead of investing in expensive infrastructure and hiring employees to maintain them. This also allowed companies to focus on their core businesses. Service providers, meanwhile, can leverage on its economy of scale to lower overall costs for their customers.

In line with this development, SingTel is moving into the ICT space to be the one-stop shop for businesses. In her welcoming address, Ms Ong Geok Chwee, Director of Business Development and Segment Marketing in SingTel’s Business Group, compared SingTel’s aspirations to that of Starbucks Coffee – where the business is not just about providing the coffee but the entire experience. Similarly, SingTel aims not just to provide the pipes and connectivity but also the IT capabilities for a complete experience for businesses. She quoted Mr. Bill Chang, EVP of Business Group, who likened IT to the ‘fourth utility’, or ‘IT on the tap’.

With this concept in mind, two solutions in the Logistics sector, namely the Fleet Visibility Solution and Workforce Visibility Solution were also showcased at the seminar. Mr. Ronnie Lim, Business Development Manager for Logistics segment explained how the solutions helped to optimise resources and reduce costs. SingTel Fleet Visibility solution allows companies track their vehicles to allow more efficient job dispatch. One of the customers who subscribed to this solution is a five-star hotel which creatively used it to give them visibility of their limousines so that their front desk can extend their timely welcome to their VIPs. Meanwhile, SingTel Workforce Visibility solution gives companies visibility of their mobile personnel so that it can effectively assign jobs to the nearest mobile worker.

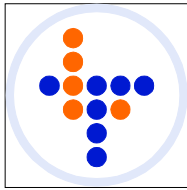
Finally, Mr KT Ling, CEO of Alpssoft, gave a demonstration on iForm+, a soon-to-be-launched solution which enhances job automation. iForm+ allows companies to create and amend forms without any programming work and to push them into the internet cloud where they can then be downloaded by mobile workers into mobile devices. This reduces a lot of workload as forms can be easily amended and also importantly it eliminates the need to manually transfer data from multiple forms to the computer.

All these solutions are offered on a SaaS model, which requires minimal upfront investment, hosted and managed by SingTel.

For more information on SingTel Track and Trace solution, please visit [trackingsystem.singtel.com](http://trackingsystem.singtel.com)

For any enquiries, please contact [industrysolutions@singtel.com](mailto:industrysolutions@singtel.com)





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