



AKSAAS

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AKSAAS PTE LTD LAUNCHES THE FIRST SAAS INCUBATION CENTRE IN SINGAPORE

*AKSAAS Pte Ltd (“AKSAAS”), a former incubatee of A*STAR Exploit Technologies, partners with Exploit Technologies, HP, the Infocomm Development Authority of Singapore (IDA), Microsoft and SingTel, to offer new Software-as-a-Service (SaaS) providers a staging area for testing and commercialisation of IT services.*

AKSAAS Pte Ltd (“AKSAAS”) today launched one of the first SaaS Incubation Centres – AxSaaS Incubation Centre (AiC) – in Asia to promote and accelerate the adoption of SaaS in this region. AiC will offer consultancy and technical services to SaaS providers in Singapore and subsequently extend to other countries across Asia Pacific.

SaaS is increasingly adopted by the Small and Medium Enterprises (SMEs) and Multi-National Enterprises across the world. Pioneering this innovative concept, AiC will provide a staging area for testing and commercialisation for new SaaS providers, helping in technology augmentation, implementing proof of concepts for industry consortiums as well as acting as a demonstration area for end user customers. This will fuel the growth of the SaaS market in Asia Pacific with Singapore emerging as a major force. The growth brought about by AiC will not only be in the number of SaaS

developers but also in the terms of complex, diverse applications and newer technologies with the help of A*STAR, to create a unique model in the SaaS space compared to the traditional SaaS model. AiC aims to target not just the existing SaaS providers but also in tapping new Independent Software Vendors (ISVs), management and business consultants along with the end users which includes SMEs.

This promising development and AKSAAS' capability in this area have caught the keen interest of A*STAR Exploit Technologies, HP, IDA, Microsoft and SingTel. AKSAAS has entered into a Memorandum of Understanding (MOU) with these strategic partners to power AiC's operations.

A*STAR Exploit Technologies which had incubated AKSAAS for close to 20 months after start-up began operations in January 2006, will identify a pipeline of A*STAR's market-ready technologies for joint development with AiC, under the Commercialisation of Technology (COT) programme. Exploit Technologies will invest upfront and take the development risks to refining and enhancing these technologies for commercial applications by AiC incubatees. Each project will take about three to 12 months, and Exploit Technologies has committed S\$50,000 to seed this effort, and help grow the inspiring local SaaS providers.

Aksaas is partnering with **Microsoft** in the vision to support and nurture the local software economy in Singapore. Said Jessica Tan, Managing Director, Microsoft Singapore: "Microsoft's breadth and depth technology platforms and developer tools will be made readily accessible to all ISVs who partner with AiC. We will also provide business direction and technology support through our Local Software Economy (LSE) and Software-plus-Services Incubation Center Programs. Through these programs, Microsoft and Aksaas will enable ISVs, startups, and the next-generation of Singapore entrepreneurs, to bring their solutions to market".

HP will provide hardware solutions as well as align HP's Developer & Solution Partner Program (DSPP) of 700 ISVs to the AiC. **SingTel** will come onboard with its bandwidth and link AiC to the SingTel Industry Partner Program (SIPP).

Mr Alan Lye, Managing Director of AKSAAS said, "AiC will bring a radical change in the operating model and built externalities within the business ecosystems. AiC will go far beyond the common definition of SaaS as provisioning of mere IT infrastructure and application services to a more integrated community oriented platform service."

Mr Boon Swan Foo, Executive Chairman of Exploit Technologies and Chairman of AKSAAS, said, "Exploit Technologies is pleased to have supported the incubation of AKSAAS, which in the process, has outgrown itself to become an incubation centre for others. We are also excited to come onboard as one of AKSAAS' strategic partners for its AiC, which will fuel the growth of other promising SaaS providers in Singapore and the Asia Pacific region."

RADM(NS) Ronnie Tay, Chief Executive Officer, IDA said, "Singapore envisions a Grid market hub by 2013 where businesses can share, buy, and sell infocomm resources, on-demand and on a pay-as-you-use basis. To realise this vision, nurturing a SaaS ecosystem that allows ISVs to commercialise pay-per-use services is essential. The AiC is in line with this vision where businesses will be able to deliver new services based on innovative business models that Grid Computing promises."

Mr Bill Chang, SingTel's Executive Vice President of Business, said, "Today, it is important for businesses to innovate constantly and create more value for their customers. SingTel recognises that collaboration is crucial to accelerating innovations in the industry. Hence, we are excited to be a part of the AiC initiative, which complements the SingTel Industry Partner Programme (SIIP) in helping ISVs turn their ideas into reality."

“Building a community of local partners has been central to HP’s strategy,” said Tan Yen Yen, Vice President and Managing Director, HP Singapore. “We see Software-as-a-Service as a fast growing business model. AiC’s thrust of incubating Software-as-a-service partners align well with the technology shift we see taking place with everything delivered to you as a Service.”

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Annex A: Notes to the Editors on SaaS

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About Exploit Technologies Pte Ltd

Exploit Technologies is the strategic marketing and commercialisation arm of the Agency for Science, Technology and Research (A*STAR). Its mission is to support A*STAR in transforming the economy through commercialising R&D. Exploit Technologies enhances the research output of A*STAR scientists by translating their inventions into marketable products or processes. Through licensing deals and spinoffs with industry partners, Exploit Technologies is a key driver of technology transfer in Singapore. It actively engages industry leaders and players to commercialise A*STAR's technologies and capabilities, bridging the gap from Mind to Market. Exploit Technologies' charter is to identify, protect and exploit promising intellectual property (IP) created by A*STAR's research institutes. For more information, please visit <http://www.exploit-tech.com>

About AkSaaS Pte Ltd

AkSaaS Pte Ltd, a pioneering Singapore-based software-a-service (SaaS) Company, vision is to provide leading-edge office automation and knowledge engineering technologies to enhance enterprise agility to meet changing business demands, and for decision-makers to affect business operations in real-time. Aksaas is incubated by Exploit Technologies, (A* STAR), and leverages A*STAR's technologies to develop its advanced software solutions. Technology partners include Microsoft, HP, SingTel & ASTAR. For more information, please visit <http://www.aksaas.com>

AxSaaS Incubation Centre (AiC)

The AxSaaS Incubation Centre (AiC) is an initiative that helps ISVs adopt the Software as a Service (SaaS) delivery model. The centre aims to be an exchange for Software-as-a-service solutions and to provide an incubation platform, consulting and technical services to independent software vendors to transform their solutions to SaaS and utilise advances in cloud computing. The AIC provides ISVs with business and technical guidance, consulting services, and access to an established hosting channel for the reliable and security enhanced delivery of their applications to customers. Aksaas looks to engage ISVs and their clients in Singapore to get on the on-demand SaaS bandwagon. Along with Aksaas' technology partners, AiC has the capabilities and experience in helping our partners to develop SaaS applications to customers. For more information, please contact mainline at +65 6100SaaS or visit <http://www.axsaas.com>

About HP

HP, the world's largest technology company, provides printing and personal computing products and IT services, software and solutions that simplify the technology experience for consumers and businesses. HP completed its acquisition of EDS on Aug. 26, 2008. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>

About SingTel

SingTel is Asia's leading communications group with operations and investments around the world. Serving both the corporate and consumer markets, it is committed to bringing the best global communications solutions to customers in the Asia Pacific and beyond.

With significant operations in Singapore and Australia (through wholly-owned subsidiary SingTel Optus), the Group provides a comprehensive portfolio of services that includes voice and data over fixed, wireless, Internet and satellite platforms as well as pay TV.

To serve the needs of multi-national corporations, SingTel has a network of 37 offices in 19 countries and territories throughout Asia Pacific, Europe and the United States. These offices enable SingTel to deliver reliable and quality network solutions to its customers, either on its own or jointly with local partners.

The Group also has major investments in Bangladesh, India, Indonesia, Pakistan, the Philippines and Thailand. Together with its regional partners, SingTel is Asia's largest multi-market mobile operator, serving more than 198 million customers in eight markets.

SingTel employs more than 20,000 people worldwide and had a turnover of S\$14.84 billion (US\$10.05 billion) and net profit after tax of S\$3.96 billion (US\$2.68 billion) for the year ended 31 March 2008. More information can be found @ www.singtel.com and www.optus.com.au.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. The Software-plus-Services approach is an industry shift, which Microsoft fully endorses. This shift is driven by the fast-growing recognition that combining

Internet services with client and server software can deliver more compelling solutions. This approach is more comprehensive in that rather than a 'software only' OR 'service only' approach, it recognizes that by marrying the advantages of Internet services and client or server software, one can deliver new capabilities and offer new levels of convenience and flexibility. A Software-plus-Services approach recognizes that SaaS (hosted) is *one* approach to how software can be delivered. By providing customers with the choice as to *how* they consume software (either hosted i.e. SaaS or on premise), this allows them to decide which method or combination suits them best.

ANNEX A: Note to the Editor on Software-as-a-Service (SaaS)

SaaS is an emerging model of software and IT infrastructure solution, where an application is hosted as a service and provided to customers across the Internet. By eliminating the need to install and run the application on the end user's computer, SaaS reduces the total cost of ownership by transferring the burden of software maintenance, ongoing operation, and support to the service provider. SaaS ensures affordability and availability of latest technologies and cutting edge applications to small and medium enterprises.