

# CORPORATE PROFILE

**Keells Business Systems Limited**

information integrators  
Inspired by innovation

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## KEELLS BUSINESS SYSTEMS LIMITED (KBSL)

Keells Business Systems Limited (KBSL), is the leading Information/Systems Integrator of Information Communication Technology (ICT) solutions for Enterprises in Sri Lanka and the region. We have two charters, first, to bring distinctive business solutions to market with best of breed ICT products/services and second, to deliver the best in terms of service levels. We are best poised to achieve this through our simplified focus and in delivering our customer's information needs, through flexible and powerful solutions, that are central to their business success. This has enabled us to address our customers' business needs and provide significant value addition by deploying leading-edge ICT based solutions and services across the industries and technologies, with an "end-to-end" value proposition.

KBSL was founded in 1987, as a fully owned subsidiary of the largest conglomerate in Sri Lanka, the John Keells Holdings. In April 2008, John Keells Holdings divested 74% of the shares of KBSL to Sun Insurance Brokers of Dubai. KBSL is now an Associate Company of John Keells Holdings.

In 1987 KBSL commenced operations as an IBM business partner and has grown over the years to be one of the leading Information/Systems Integrator in Sri Lanka. The heart of our success can be attributed to our leadership, technical competency, versatility, business acumen, and highly dynamic & professional team.

### OUR VISION

"To be a Strategic Partner to our valued customers across the globe in fulfilling their ICT consulting, information/systems integration as well as IT enabled services needs with our primal focus on value engineering and quality."

### OUR MISSION

- To enable our customers' businesses to be more efficient and effective through our value engineering.
- To be an early adopter of technology/product innovations in creating better value for our customers.
- To employ the best in creating a learning organization that would make the difference for our valued customers.
- To leverage business benefits of ICT for our customers at the best possible ROI/TCO by creatively employing leading-edge Information Communication Technology solutions.
- To ensure "Peace of Mind" to our customer through our untiring focus on Customer Care based on unprecedented service levels.
- To ensure that our stakeholders, i.e. customer, shareholders and employees, have a sustainable, above normal return.

## SUN INSURANCE BROKERS L.L.C

Sun Insurance was established in 1994 in Dubai with a focus to provide quality service to valued customers, professional handling of risk exposures including providing cost effective solutions for risk transfer by way of well designed insurance products.

Sun Insurance Brokers won the prestigious “Commercial Lines Broker of the Year” in 2005 and in 2007 during the annual insurance award ceremony at the Middle East Insurance Award organized by the POLICY Magazine.

The company is proud that it is one of the leading brokers in the United Arab Emirates with a total premium volume of over Dhs 80 million in the year 2006. The company operates from three offices in the UAE.

The company has diversified its operations and business lines into India and Sri Lanka. In India they have a University and in Sri Lanka have recently opened an office for their Insurance business in addition to the acquisition of a majority share of KBSL.

## WHO AND WHAT WE ARE!

Keells Business Systems Limited repositioned itself as an Information Integrator in February 2002 to focus mainly on the Enterprise space. In aligning ourselves with our mission, our prime objective is to focus on our customer’s primal need, which is “ Information” rather than “systems”. Our resolve to give a better value add to our customers, with our market leadership position in Systems Integration, had us refocus and regroup our energies to better focus on our strengths in addressing the market needs of the Enterprises at large.

With this our top priorities became rapid delivery of distinctive solutions to our corporate customers, and the deployment of a high-caliber team to address their integration complexities and needs. We intend to best achieve these goals by streamlining our organization, simplifying our product/service focus to deliver flexible and more powerful solutions that would address our customer’s business needs.

With an infrastructure that is state-of-the-art we are very well geared to take on the integration challenges of any magnitude. We are committed to giving you the best in terms of both solutions & professional services. We take pride in being able to afford you this with a team of certified/trained professionals in multiple vendor platforms and technologies. Besides, we have the capabilities to take on a project on a turnkey basis from pre-RFP stage to post-implementation including professional& consultancy services, through a full life cycle of a project.

We believe that investments in ICT can give you that added mileage, correctly invested. We can facilitate this and help you to be more swift and nimble in being more competitive!

## OUR VALUE PROPOSITION TO YOU

We specialize in providing you with business benefits of ICT, immaterial of geographic location, application environments, technologies, delivery medium (voice, data or video), touch points (phone, email, internet, SMS, kiosk, palm, etc) to broad base your enterprise’s effective reach. We will be your partners in selecting the best of applications, technologies and touch points in facilitating your business to best address your specific business strategies & needs.

We have the knowledge, expertise, experience and the tools to provide and integrate an appropriate ICT infrastructure (applications, systems and related services) for your business. With these proven capabilities we are in a position to effect a total ICT strategy that will work for you in the long term in giving you that Peace of mind.

## OUR FOCUS @ KBSL

Our focus is You, our valued customer, and Your Customer. *Our solutions are means by which we deliver your customers' expectations in making your business more efficient and effective.* To this end, our skills and expertise cover the wider aspects of Information Integration as your Preferred Partner. In meeting your expectation we take a consultative approach with our delivery focused on the following Centers of Excellence to be able to manage the needs of an Enterprise.



Under these Centers of Excellence we have specific focus groups with specialization on the following,

- **Kbsl.consult**
  - Business / ICT strategy Consulting
  - Enterprise ICT architecture & design
  - Enterprise ICT gap analysis and blue print
  - Business Continuity & Recovery Service
  - Project Management
  - Other
  
- **Kbsl.process**
  - Core & Retail Banking Applications
  - Hospitality Management Systems
  - Data Warehousing & Business Intelligence
  - Enterprise Content / Knowledge Management
  - Customer Relationship Management Suite
  - Enterprise Resource Planning
  - Human Resource Management
  - Other

- **Kbsl.serve**

- Microsoft NT based Server solutions
- Enterprise Unix based Server solutions
- Linux based Server solutions
- Server Consolidation solutions
- Business Continuity solutions
- Related Professional & Consultancy services **Kbsl.store**
- Storage Virtualization solutions
- Network Attached Storage solutions
- Storage Area Network solutions
- Direct Attached Storage solutions
- Disaster Recovery solutions
- Related Professional & Consultancy services

- **Kbsl.connect**

- LAN infrastructure solutions
- WAN infrastructure solutions
- IP Telephony solutions
- Premise Network solutions
- Power Conditioning & Protection solutions
- Related Professional & Consultancy services

- **Kbsl.secure**

- Information Security policy study and formulation
- Comprehensive end-to-end security blue print and implementation
- Perimeter Security solutions
- Intrusion Detection solutions
- Authorization, authentication and accounting solutions
- Penetration Testing & Audits
- BS 7799 / ISO 17799 certifications
- Related Professional & Consultancy services **Kbsl.manage**
- Enterprise Network Management solutions
- Telecom Network Management solutions
- Service Level Management solutions
- ITIL framework based solutions
- Related Professional & Consultancy services

- **Kbsl.interact**

- Convergence solutions for of voice and video
- Enterprise class voice solutions ( TDM/IP)
- Multimedia Conferencing Solutions
- Unified Messaging solutions
- Related Professional & Consultancy services

- **Kbsl.contact**

- Integration of Multiple touch-points
- Interactive Voice Response Solutions
- Call center solutions ( Pure voice )

- Contact Center Solutions ( multiple touch points)
- Workforce management solutions
- Call Recording / Monitoring / Tracing solutions
- Related Professional & Consultancy services

- **Kbsl.service provider**

- IP based Core infrastructure solutions
  - Soft-switch solutions
  - Hosted PABX/IP Centrex
- Telecommunication Network Management solutions
- Related Professional Services & Consultancy services

- **Kbsl.outsource / managed services**

- Resource augmentation services for overseas deployment
- Project roll-out for overseas projects
- SLA based infrastructure management
- Related Professional Services & Consultancy services

- **Kbsl.care**

- 24x7 support capability
- Platinum, Gold, Silver service-plans
- Managed Service Centers / Support centers
- Managed Help Desk/Asset Management services
- Authorized Repair Center & Services
- Managed Services (on-site / off-site)
- Related Professional Services & Consultancy services

- In the capacity of an Information/Systems Integrator we will be in a position to integrate other requirements, which are not addressed herein on a need basis.

## WHAT MAKES US DIFFERENT!

KBSL is one of its kinds with a total focus on service levels based on customer needs. We can address any integration challenges from a simple Server farm to a complex ICT infrastructure for your business. We are one of the very few companies with the technical skills, expertise and experience who could help a company's in-house ICT team, through its ICT strategies, Project Consulting, Project Mentoring, Project Delivery, Project Management and Training services. We also have a broad based network of partners/ VARs/ISVs in Sri Lanka, Singapore, India and the United Kingdom to give you the necessary domain expertise and industry best practices.

Our team members also retain the special ability to explain technology and system complexities in everyday terms, making us the perfect choice to demystify ICT at all levels of the enterprise. Working closely with key industry vendors our team members keep abreast of the very latest technology developments, and can advise you with confidence on the long-term strategy you should adopt in order to keep ICT working effectively for your business as a strategic partner of choice. With this comes Peace of Mind to you, our valued customer.

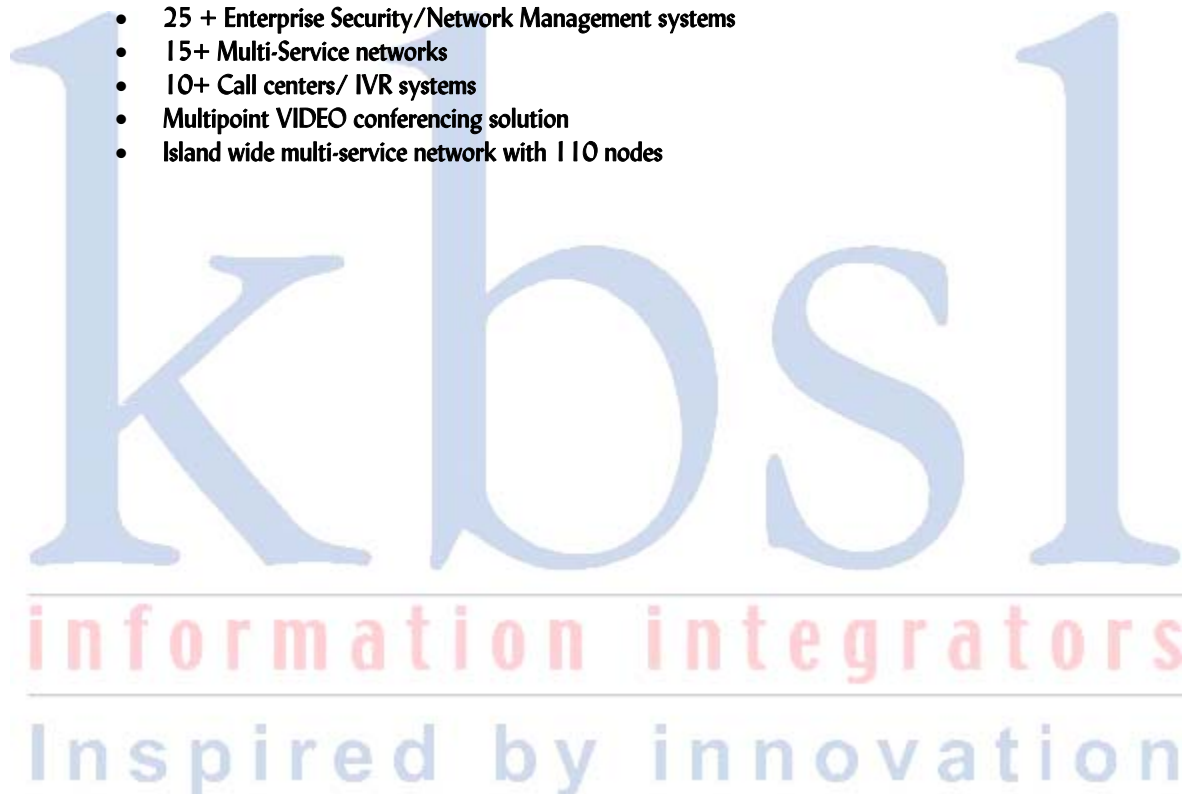
## PEOPLE @ KBSL

Our people are not only academically highly qualified with MSc, MBA, BSc, BA, BCom, CEng, MBCS, MACS, MIEEE, MIEE, ACCA, CIMA, CIM, etc. but also have leading industry certifications & training in the following vendor based solutions/technologies.

- AVAYA
- CHECKPOINT
- CONCERTO
- FOUNDRY NETWORKS
- HEWLETT PACKARD
- ISS
- INTERCHANGE
- LOTUS NOTES
- MICROSOFT
- NICE
- POLYCOM/PICTURETEL
- TEKELEC
- WITNESS
- CISCO
- COMPUTER ASSOCIATES
- FLEXCUBE
- IBM
- IDS
- JUNIPER NETWORKS
- MOLEX
- NETWORK APPLIANCE
- EMC Smarts
- SYMENTEC/VERITAS
- ESS

## OUR SCORE CARD

- 100000+ data & voice points
- 900+ CISC based Servers
- 700+ Local Area Networks
- 140+ RISC based Servers
- 130+ Application environments
- 90+ Enterprise Voice Communication Solutions
- 60+ Wide Area Networks
- 25 + Enterprise Security/Network Management systems
- 15+ Multi-Service networks
- 10+ Call centers/ IVR systems
- Multipoint VIDEO conferencing solution
- Island wide multi-service network with 110 nodes



## OUR PRINCIPALS

 **AVAYA COMMUNICATIONS INC.**

We are an Authorized, Sole Distributor and Silver Partner for Avaya Communications for their entire range of products ranging from PABX solutions, Contact centers, IVR based solutions, Customer Relationship Management, IP telephony, etc.

 **Witness.**

We are an Authorized, Sole Distributor and Systems Integrator for Blue Pumpkin's workforce management suite of solutions.

 **CISCO SYSTEMS INC.**

We are an Authorized Premier Certified Partner of Cisco Systems with the highest certified resources in Sri Lanka. We cover the entire spread and the portfolio of CISCO solutions / products.

 **TEKELEC.**

We are an authorized partner for Tekelec a high performance network applications company that is accelerating the transition to IP Multi Media Subsystems (IMS) networks for Service Providers around the globe.

 **CONCERTO INC.**

We are an Authorized Systems Integrator for Concerto's Contact Center & workforce management suite of solutions

 **FOUNDRY NETWORKS INC.**

We are the Authorized, Sole Distributor for Foundry Network products and solutions in Sri Lanka.

 **HEWLETT PACKARD INC**

We are an Authorized Systems Integrator for HP's Enterprise Solutions offerings in Sri Lanka.

 **IBM WORLD TRADE CORP.**

We are an Authorized IBM Business partners since 1987. We are authorized IBM business partners for IBM eServers p-series, x-series, Software, Storage and related services.

 **INTELLECT DATA SYSTEMS LIMITED**

We are an Authorized, Sole Distributor and Systems Integrator of IDS's Property & Hotel Management suite of solutions in Sri Lanka.

 **INTERNET SECURITY SYSTEMS LIMITED**

We are an Authorized, Sole Distributor and Systems Integrator of ISS's Information Security suite of products and solutions in Sri Lanka and Maldives.

 **i-flex solutions ltd.**

We are the Authorized, Sole distributor for i-flex solutions ltd. for their entire product offerings addressing the vertical market of banking & finance. This includes core and retail banking with other products in the likes of internet banking, data warehousing/data mining, electronic bill presentment, project management, etc.

 **IFS ltd.**

We are an Authorized partner for IFS's Enterprise Application suite in Sri Lanka and Maldives.

 **JUNIPER NETWORKS INC.**

We are an Authorized Systems Integrator for Juniper's entire suite of network & security solutions / products in Sri Lanka.

 **LOTUS INC.**

We are an Authorized Distributor for Lotus Notes in Sri Lanka. We have a very close relationship with other Independent Software Vendors to cater to the applications development on this platform.

 **MOLEX**

We are an Authorized systems integrator for MOLEX range of structured cabling solutions and work with them very closely on fiber as well as copper cabling solutions.

 **NETWORK APPLIANCES INC**

We are the sole Distributor and Integrator for Network Appliance's range of Storage solutions in Sri Lanka and Maldives.

 **NORTEL NETWORKS**

We are the Authorized Systems Integrator for NORTEL NETWORKS in Sri Lanka.

 **ORACLE INC.**

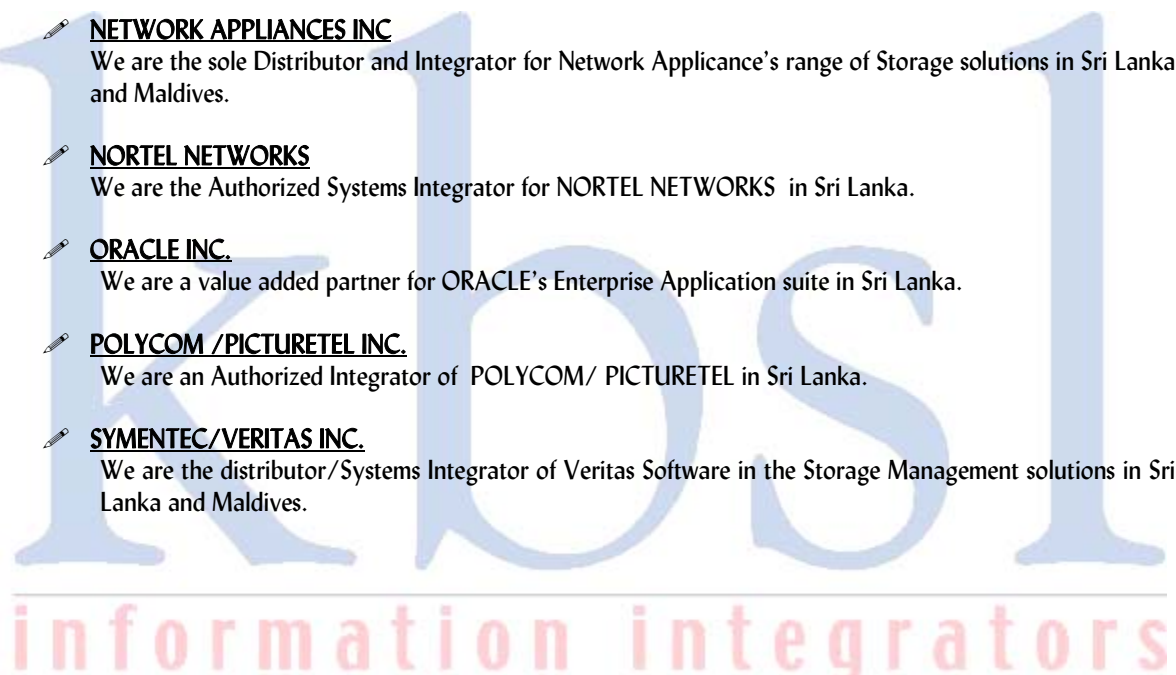
We are a value added partner for ORACLE's Enterprise Application suite in Sri Lanka.

 **POLYCOM / PICTURETEL INC.**

We are an Authorized Integrator of POLYCOM/ PICTURETEL in Sri Lanka.

 **SYMENTEC/VERITAS INC.**

We are the distributor/Systems Integrator of Veritas Software in the Storage Management solutions in Sri Lanka and Maldives.



## AWARDS & RECOGNITIONS

- Best IBM P Series Sales Champion of the Year Award - 2005
- IBM Management Leadership Award - 2004
- Avaya Significant Win Award – 2002/2003 – SLT project
- Avaya Significant Win Award – 2000 o/a MTN Project
- Lucent Significant Win Award - 1999 o/a ANZ Project
- New Customer Leadership Award IBM RS/6000 – 1999, 2002
- IBM Leadership Award - 1999, 2002, 2004
- Business Partner of the year IBM RS/6000 – 2004,2002/1999/1997/1996/1995
- Best Customer Satisfaction RS/6000 1998, 2002,2005
- IBM Leadership Award–Competitive Win backs RS/6000 1998, 2003, 2004
- Product Leadership Award RS/6000 1998, 2004,2005
- PSG Winners Circle Award 1998
- PSG Highest Growth Business Partner 1998
- PSG Managers Recognition – Servers/Channels 1998, 2000
- Liebert Top Sales Award – 1996

## MANAGEMENT TEAM @ KBSL

**Chairman**

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**Manager**

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Together with our legendary customer care, quality focus and service reputation we @ Keells Business Systems Limited are well poised to be your chosen provider and partner in applying ICT solutions that will give you the added edge !

**VISION. INNOVATION. STRENGTH. FLEXIBILITY. PARTNERSHIP.**

**“PEACE OF MIND”.**

information integrators

Inspired by innovation