

What's So Special About SOHO?



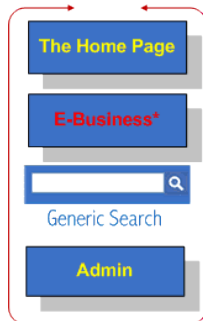
Cucina by Vincenzo Campi, 1580

The Pain

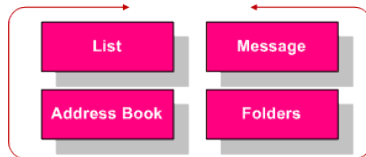
- 1) Multiple business models and lack of control over customers as well as suppliers.
- 2) Lack of money, people and time to analyze needs, train people and implement a system
- 3) Available solutions are inflexible, fragmented and lack inter-operability and scalability
- 4) Need for actionable immediate information even on very mundane matters
- 5) No structured job responsibilities requiring unfettered accessibility – anywhere, anytime

The Solution - SOHOERP

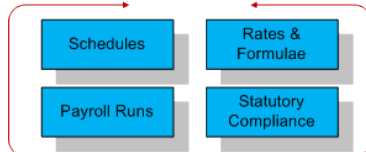
DreamApps
SOHOERP
Modules



Common



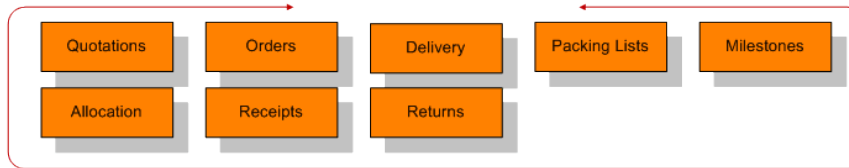
Messages



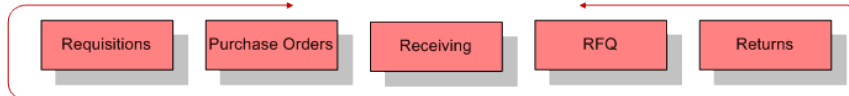
Payroll



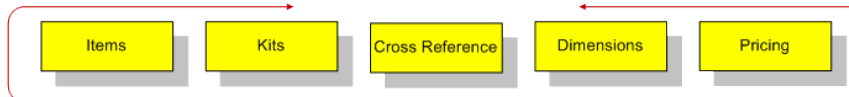
Projects



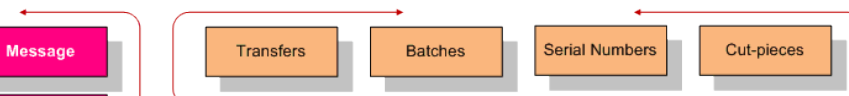
Sales



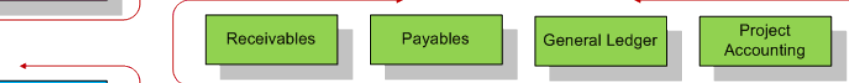
Purchases



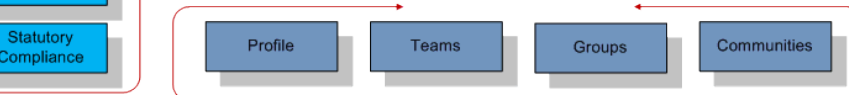
Products



Inventory



Accounts



People



An **ERP** site comprising

- 1) Sales
 - 2) Purchases
 - 3) Products
 - 4) Inventory
 - 5) Accounts
 - 6) Projects
 - 7) People
 - 8) Payroll
 - 9) Messages
- and an optional **E-Business** site.

© 2009, Advanced ERP

Delivered as ...

- 1) An SaaS running on the National Grid
 - At a cost of **S\$88** per month for *Unlimited Users* for companies with less than 50 employees, using the basic ERP site
 - Additional **S\$88** per month for the E-Business site.
- 2) DreamScape/SOHO, a pre-loaded server appliance
 - Comprising all the infrastructure needed to run both the ERP and the E-Business sites at a one-time cost of **S\$9,500** for *Unlimited Users/Unlimited Companies*
 - An annual maintenance warranty of **S\$2,000**

Access from a Browser



SOHO

asok@dreamapps.com for SOHO Demo Pte Ltd, Hilltop

Welcome to SOHO ERP

Refresh

New Messages

From: 01-01-2009  To: 02-08-2009 

Top 5 Customers

Customer	Amt(SGD) ↓
XYZ PTE LTD	25,957
DUBAI SEAFOOD	3,638
RET PTE LTD	118
Total Sales	29,713

Cash

Date ↑	In(SGD)	Out(SGD)
01-01-2009	10,000	0
21-05-2009	5,314	4,040
29-05-2009	0	107
10-06-2009	0	107
Totals	15,314	4,254



Indicator	Last Month	Current Month	Year-To-Date
Sales	SGD 0.00	SGD 0.00	SGD 3,633.33
Costs	SGD 0.00	SGD 0.00	SGD 0.00
Gross Profit	SGD 0.00	SGD 0.00	SGD 3,633.33
Receipts	SGD 0.00	SGD 0.00	SGD 15,314.00
Payments	SGD 0.00	SGD 0.00	SGD 4,254.00
Cash Flow	SGD 0.00	SGD 0.00	SGD 11,060.00

Top 10 Orders

Order No	Date	Division	Customer	Value(SGD) ↓
CO--000014	26-07-2009		XYZ PTE LTD	25,001
CO--000002	21-05-2009		DUBAI SEAFOOD	5,000
CO--000015	27-07-2009		XYZ PTE LTD	535
CO--000001	21-05-2009		XYZ PTE LTD	314
CO--000012	05-07-2009		DUBAI SEAFOOD	300
CO--000011	05-07-2009		DUBAI SEAFOOD	150
CO--000010	05-07-2009		RET PTE LTD	107
CO--000009	05-07-2009		XYZ PTE LTD	107
CO--000005	11-06-2009		RET PTE LTD	11
CO--000013	09-07-2009		DUBAI SEAFOOD	8
Total				31,533

Refresh

Or, from a Mobile Phone



Commercial Appeal

It has a huge commercial appeal, as it

- Addresses the needs of hundreds of thousands of very small businesses
- Supports multiple business models
- Allows Unlimited Usage, and optionally, Unlimited Businesses
- Is available both as a service and as self-hosted pre-loaded server appliance.
- At a zero to very low initial cost and very low recurring cost
- Is accessible anytime, from anywhere

Ubiquity & Deployability

- It addresses all the pain points at an affordable cost
 - Managing Sales, Purchasing and Inventory
 - Managing People and their Compensation
 - Controlling Cash, Receivables and Payables.
 - Recording , compiling and reporting financial transactions
 - Facilitating Statutory Compliance
 - Configuring Products and Pricing
 - Managing projects
 - Communicating over diverse messaging devices and protocols
- It can be deployed on a variety of infrastructure
 - Hardware independent
 - OS Independent
 - Database independent
 - Minimal infrastructure
- Every component of the infrastructure has great open source alternatives

Innovativeness

- **Architecture**

Simply DREAM – no application programming

- **Interoperability**

Connect to any service, any protocol and any database

- **Customizability**

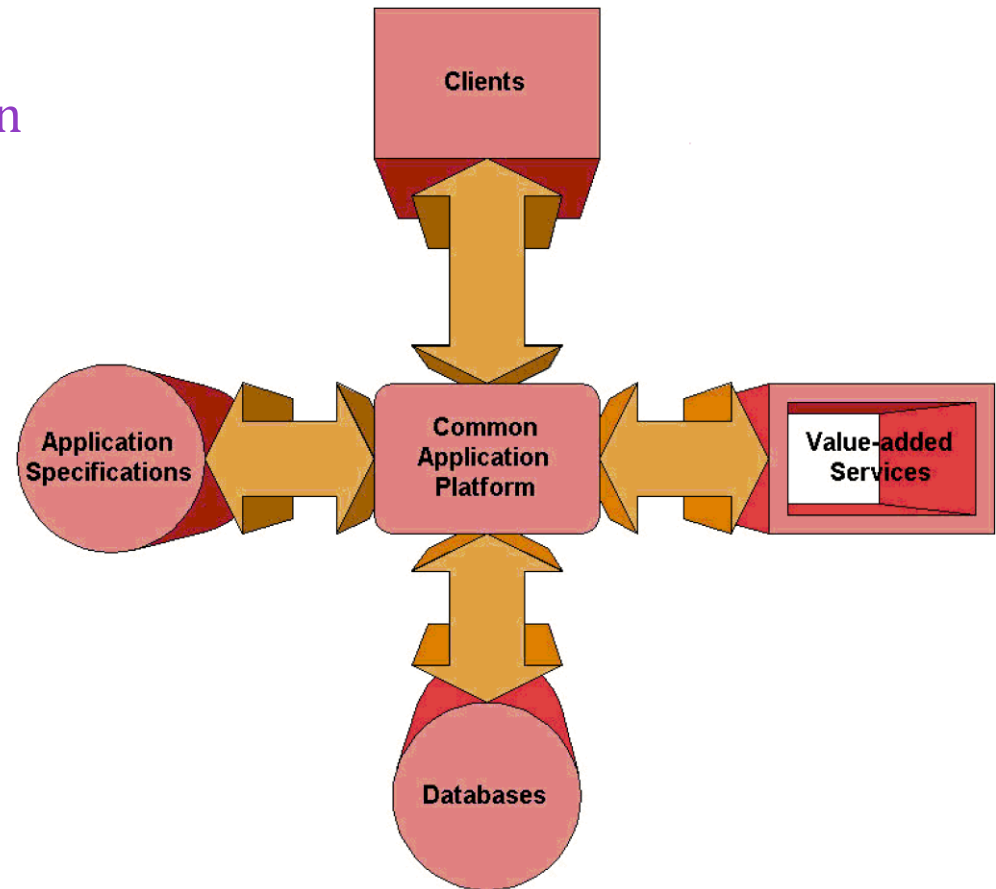
Change specs

- **Integration**

All-in-One, the only one?

- **Security & Privacy**

Highly granular, based on Realms and relationships



Scalability

- SOHOERP is massively scalable. It can run on a small pc and can
 - ***scale up*** to a large mainframe, and
 - ***scale out*** to a large cluster of blade servers.
- Deployment is highly ***granular*** and configured without any application directed requirement
- The massive scalability has been achieved by the following design decisions:
 - **Statelessness** – no memory
 - **Logical Layering** – no physical attributes
 - **Commutability** – no waiting
 - **Concurrency** – parallelism
 - **JIT Resource Allocation** – no land-grab
 - **Interchangeability**
 - **Partitioning**
 - **Transaction Isolation**

Anywhere, Anytime!



Awards & Accreditations



Summary

- Has Huge Commercial Appeal
- Addresses All the Pain Points
- Ubiquitous – always there, for everyone
- Innovative & Cost-effective
- Massively Scalable
- Highly Accessible – from Anywhere, Anytime
- Independently Reviewed