

## Datacraft offers 'best of breed' solutions to the Manufacturing Industries

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Bangalore, 13 September 2007 – Datacraft, the Asia-Pacific region's leading independent IT solutions and Services Company, is strengthening its focus on the manufacturing industry by developing best-of-breed solutions to help manufacturers tackle their pressing concerns. Some of these key concerns include enhancing customer satisfaction and experience, improving business and operational processes, ensuring on-time information flow and delivery, faster time-to-market and enhanced security and risk management.

The focus on the manufacturing industry is in line with Datacraft's go-to-market strategy to extend its vertical market share and penetration. The other vertical business focus includes the Financial Services, Media & Communications and Travel & Transportation industries.

"The manufacturing sectors in Asia are experiencing a massive boost, as manufacturers continue to outsource or source their production facilities and locate their global supply chain centres to the region for cost savings, effective fulfilment and proximity to raw materials," said Sunil Manglore, CEO, Datacraft India Pvt. Ltd.

"There is also an increasing trend for manufacturers using technology to drive their dynamic business strategy and resolve their pressing issues, such as shorter product development cycles, faster time-to-market, on-time delivery, minimising supply chain risks, and linking plant floor to office for effective information flow. By drawing on our experience and industry insight, Datacraft is well-positioned to help these manufacturers successfully manage their technological and globalisation issues with our customised, best-of-breed solutions and services," Manglore added.

To further penetrate into the industry, Datacraft will also be tying up with several manufacturing technology vendors in order to enhance its solutions portfolio and provide best-of-breed technologies to effectively address the manufacturers' challenges.

Datacraft has established a strong track record in the manufacturing industry, having implemented turnkey projects for several leading manufacturers from hi-tech to heavy industries. Some of the projects included:

§ Implementing a network storage infrastructure for Paxar Far East ('Paxar'), a world leading provider of garment tags and labelling systems to the apparel industry. Paxar's data volume had increased significantly as its garment tag production involves significant amounts of data in the form of digital artwork and variable data such as size, stock-keeping unit numbers. Datacraft's solution has increased Paxar's data storage capacity tremendously, enabling them to back-up everything in just a few hours whilst reducing file server response times for end users.

§ Setting up an internet data centre and VPN (virtual private network) for Dongkuk Steel, a leading Korean specialty steel manufacturer, to streamline its business processes. Datacraft implemented a new data centre and high-security IP network to seamlessly integrate its communications infrastructure for faster access to resources, effective collaboration and data protection.

§ Deploying a Digital Video Security Surveillance (DVSS) solution for Meyer's manufacturing plant in Thailand – one of the largest cookware and appliance manufacturers. Datacraft's DVSS security monitoring solution integrates with Meyer's 26 existing security system, whilst providing a scalable security system that can automatically analyse 'live' video streams to alert security personnel of significant movements and unusual behaviour.

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About Datacraft India Ltd.

Datacraft India Ltd. is the leading independent IT services and solution company in Asia Pacific. The company helps clients plan, build and support their IT infrastructures. Datacraft combines an expertise in networking, security, operating environments, storage and contact centre technologies, with advanced skills in consulting, integration and managed services, to craft IT solutions and services for business.

Datacraft India has been operational in India since the last 10 years has established itself as a formidable IT Solutions and Services player. Datacraft started as infrastructure integrator and has since then transformed it self into a leading IT Solutions and services specialist. The company today has Rs. 500 crore turnovers through its India operations. The company has been instrumental in networking and maintaining mission critical networks for clients like SBI, VSNL to deploy a varied range of technology solutions to address technology and business problems.

The key highlights of the company have been

- Pioneering new technology usage amongst Indian enterprises
- Specialization in key technology solutions to aide business transformations
- A highly specialized and trained employee base with skill, capability and competency to handle technology and transform the same into business benefits
- Intellectual Property on various solutions offerings to manage enterprise IT infrastructure and deploy new technology

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