

# e-Cenit eyes public sector and SMEs

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PETALING JAYA: Storage solutions software developer e-Cenit Systems is confident of sustaining its high growth rate by focusing on big listed companies while exploring the public sector and small and medium enterprises (SMEs) markets.

Its chief executive officer Eugene Loke said the company's revenue will grow at least 30% this year.

e-Cenit was ranked 141st in the Deloitte list of fastest growing technology companies in the Asia-Pacific region in 2007. Its revenue grew 355.15% to RM5.26 million in 2006 from RM1.15 million in 2004.

Its high profile customers include Maybank, Ambank, Bursa Malaysia and Inland Revenue Board, for whom e-Cenit provided the storage software solutions incorporated in e-Hasil.

It plans to expand further into the public sector and is currently bidding for a contract to provide storage software solutions to E-Tanah, an electronic land administration system implemented by the government in October last year.

In addition to the public sector, e-Cenit is targeting SMEs by introducing a subscription system this year that would allow smaller companies to pay less by using its software within a certain timeframe.

Loke attributed the company growth to the success of its two niche products, e-Cenit StorageController and e-Cenit DocumentController, that use Radio Frequency Identification (RFID), an identification method that allows wireless tracking, monitoring and management of storage resources.

Its third and latest product, e-Cenit StorageManager, uses a multi-tiered application, which is able to run on the web on either the Microsoft or Linux platforms.

The e-Cenit StorageController has been trademarked while the remaining two are pending approval. The products are the result of years of research and development (R&D), Loke said.

Last year, it spent RM3.7 million on various R&D projects, including research to enable its products to run on Java technology. The company had previously spent RM6.4 million from 2004 to 2006. An estimated 30% of revenue would be allocated for this year's R&D work.