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## Cuscapicom to showcase Transight at Gitex 2009

Cuscapicom Berhad, market leader in the F&B business solutions for quick service restaurants is making its inaugural appearance at Gitex Technology Week 2009. The ACE-listed company will be showcasing its premier F&B business management solution, Transight at the five-day international annual trade event beginning 18 October 2009 under the Business Solutions category.



'Gitex 2009 is an ideal platform that provides us an opportunity to further showcase and demonstrate our solution internationally,' said Cuscapicom Berhad chief executive officer, Danny Leong.

*'Through this regional participation, we are able to play up our presence in the Middle East, which is one of our focus markets, as well as the surrounding markets as we are keen to explore opportunities to build future inroads in the various countries in that region,'*

he added.

Cuscapicom executive director, Her Chor Siong, who undertakes Cuscapicom's international business operations, said that Gitex 2009 helps to create opportunities for the company to build a more extensive partner network in the Middle East region as a bridge to the European market.

International expansion is one of the three components in the company's growth strategy, which was put in place since its corporate and business revamp in mid 2007. Cuscapicom's international revenue has since grown, and contributed 19% to the company's total revenue in 2008.

Developed in 2003 for the F&B and hospitality industries, Transight has been successfully implemented in over 6,000 sites in 21 countries, including its homeground, Malaysia.

Comprising five integrated modules, Point-of-Sale (POS), Manager, Headquarter (HQ), Centralised Call Centre (CCC), and Enterprise Customer Loyalty Management (ECLM), Transight is designed for single operators to large-scale multinational enterprises spanning multiple properties across a geographically diverse spectrum.

The solution connects customers, outlet operations, suppliers and management via a seamless internet-based network. Highly convenient and very cost-effective, all Transight components are enterprise enabled and all modules can be installed independently or integrated as a

comprehensive system.

With 30 years of F&B and hospitality experience and industry knowledge, Cuscapi continues to grow from strength to strength with proven track record of offering innovative world-class F&B and hospitality solutions across the Asia region.

Through its international implementation and support network, Cuscapi has managed to provide solutions and services to 29 other countries across the globe.

In its pursuit of delivering innovative and world-class solutions, Cuscapi has been certified with Capability Maturity Model Integration (CMMI) Level 3 and is also a Microsoft gold partner.

GITEX Business Solutions, which is the category that Cuscapi is participating under, is internationally recognised as the largest and most important business-to-business IT platform for corporate, enterprise and small-and-medium-sized businesses in the Middle Eastern, African and South Asian markets.

Cuscapi's booth, C6-10 will be located in Hall 6 of the Dubai International Convention and Exhibition Centre and visitors will get the opportunity to obtain information and review live demonstrations of the solution.

## Notes and Media Contacts

### About Cuscapi Berhad

Cuscapi Berhad, listed on the Malaysian Access, Certainty and Efficiency (ACE) Board since July 2004, was established in 1978.

With established and strong presence in the food and beverage, retail, hospitality, automotive, telecommunications, financial services, and public service industries, Cuscapi's offerings include customer relationship management, supply chain management, spend management, business intelligence, IT security, as well as enterprise resource planning solutions and services.

Cuscapi also provides numerous outsourcing services across various industries, including application hosting, application enhancements and maintenance, regional and nationwide deployment and support, business and legal process management, IT outsourcing services, and enhanced value contact centre services.

Certified as a Microsoft gold partner and was awarded the Capability Maturity Model® Integration (CMMI) Level 3, and with over 50 years of combined in-depth industry experience and knowledge implementing world class solutions in more than 7,000 installed sites internationally, Cuscapi aims to create more value for its clients through maximising their businesses' customer capital.

Cuscapi has 12 nationwide service centres in Malaysia and supports clients throughout 29 other countries, namely Australia, Bahrain, Brunei, Cambodia, China, Cyprus, Egypt, Hong Kong, India, Indonesia, Jordan, Korea, Kuwait, Lebanon, Macau, Maldives, Pakistan, Philippines, Qatar, Saudi Arabia, Singapore, South Africa, Sri Lanka, Sudan, Taiwan, Thailand, UAE, United States, and Vietnam.

Headquartered in Kuala Lumpur, Cuscapi's other offices are located in Beijing, Guangzhou and Suzhou, China and Singapore.

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