



The SPSS e-Labore.com project for Softex/PSI-SW: this project aims to obtain, through a contract, a collaboration environment via WEB, in the ASP mode (by renting it, hosting it, maintaining it and providing backup) in order to handle the PSI/SW information.

Types of users: Companies, APEX-Managers, Managers and Administrators. Each of them with different authorizations to access and interaction with the collaboration area.

Number of users: Company-Users: from 90 to 150; APEX-Users: from 1 to 5; Manager-Users: from 1 to 9 and Administrator-Users: from 1 to 3.

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WBuild Technology
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MODULES OF E-LABORE USED IN THIS PROJECT

File management: with control of access by user or by group. The file system protects the access of group users who are related to the users vertically defined. These files may be linked to the applications of FORUM and Leads Management.

Management of protocolled communications via FORUM: This module must be capable to send forms through e-mail and ask the person in charge to complete the information required within the area of collaboration. It should have notification rules with reminders through e-mail according to schedules and priorities. A demand should be able to generate similar demands to be sent to other people, always with the same contents. It should allow to define to whom that information is sent. It should be possible to link other documents -- included in the management system of the Web file-- to the form to be sent.

Calendar: In this module, Softex will register the relevant facts and events for PSI/SW. All users of the collaboration area will have access to consultation / advice.

Opportunities manager (Leads) SADNEG CRM: This module will register and handle all business matters of the firms included in PSI/SW and their final clients. Group users may have access to negotiations, follow-up and management according to the access authorizations of each of them. The "data" field is very important: based upon data and the status of the business, the system must be able to generate messages (or reminders) through e-mail. Notification rules will be defined by the administrator in a free manner, and linked to the time that has passed since the beginning of the process, to the time that has passed since the last contact and to the time that has passed according to the status of the business, with specific rules for each line of business.

Business status: Market, Contact, Meeting, Quotes, Negotiation, Contract, Subscription, Business agreement, Postponed Business, Lost Business. Lead levels (market): Site, Fair, Agent, Finders & Others. Business line may be defined as the (crossing / matching) between the PSI/SW verticals and the target countries. The summary of matters discussed with the client keeps growing; each time that a new contact is made with the client it must be registered in the summary. This system must generate a graphic report exhibiting the format of a sales funnel; each user will be able to see his own funnel. Managers will have access to the information of groups of users and the administrator will have access to all the leads. Funnel: by company, vertical, country and total (with total value in U\$S).

All the area (e-Labore) resources are protected by login and password. The exception will be a form, in the Softex site, where any person included in the PSI/SW will be able to register his interests. This form must be approved and qualified by Softex, and later on will be defined as opportunity (Lead) in an integrated way with the collaboration tool. This Lead may be presented to a User-firm or to a group of users-firm related to one of the verticals.

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Entry of user: electronic terms of agreement (contract), which will be included in a data base with additional data provided by the eConsulting research. Softex gives "enter" to the data. Foresee in the entry: complete legal name of the Company and fantasy name. The company may be related to more than one vertical and to more than one country.

There must be an area in which all the companies are registered according to: Vertical, Country and Vertical-country.

Personalized entry screen (after the login) with editable information by Softex. Include /exclude edit information.

Funnel report: according to company, vertical, country and total (total value in U\$S).

Lead levels (market): Site, Fair, Agent, Finders and Others.

Lead form in the open Web, in the Softex portal.

Form to confirm the counterpart, according to the APEX model. With protocol system. With notification rules and automatic reminders by e-mail. Due to (available) time, change the priority of calls (callings) (FORUM).

About SPSS:

SPSS Solution Provider is now completing 11 years; the firm was founded the same year that the Internet era started in Brazil. We were the first independent ISP in our city and region, and we are one of the few pioneers that stayed firm in this difficult market. Our pioneer character was not limited to the creation of the Company, to play a role in this new world. We were the first server of the State (of Rio Grande do Sul) to become an affiliate of the UOL net. We were also pioneers in the Broadband access to Internet in our region, and the second firm in the State of RS to provide corporative access via ADSL.

Corporative solutions for Internet : this is the focus of our work. Since the beginning we catered to a large demand from clients whose purpose was to integrate their technological legacy with the Internet. Until today we integrate and make systems available using the Internet as our communication infrastructure, based upon the experience and tools we have developed during these last ten years.

Since 2001 we provide a complete line of technological solutions for the sector of International Business and Logistics . In 2003 we received an award for the quality of our products in this specific market. Today we assist more than 400 clients from this segment, throughout all the regions of our country.

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In order to improve our services to the corporative market we became, in 2002, authorized agents of Intelig Telecom; and we are remain the only authorized firm in our region. In this way, we are able to provide communication infrastructure throughout the whole country with the support of that Company (Intelig Telecom) who invoiced more than 1,3 billion reais in 2004.

We experienced an important growth in the volume of our business during 2003 and 2004. At present, we have got offices in Curitiba and Sao Paulo, apart from a net of retailers and representative agents. In 2003 we redefined our position within the market and accordingly we changed the name of our firm to Systems, Projects, Portals & Software, in order to make quite clear the nature of our products and services.

In 2004 we also expanded our business through the creation of a new firm -- WS2 Web Solutions -- oriented to the development of Web solutions of medium and large companies. In the same year (2004) we also acquired a participation of WBuild Technology , who develop an integrated management system oriented to international trade business. Apart from these two investments, we came together Pitrez Informatica and formed the SPPS group.

We work as a group in order to share resources, experiences and products. In this way, we have succeeded in offering a wider range of services to the market and we have attained a higher level of efficiency and productivity. We participate in the integrated sectorial programme together with Softex/APEX, and in 2005 we will be exporting our solutions in technology .

THE CONTRACT: the contract between SOFTEX and APEX has been signed.

By Danielle Guimaraes.

SOFTEX and APEX-Brasil (Agency for the Promotion of Exports from Brazil) signed, on a contract stating that R\$ 11,8 million will be handed over to the software sector with the purpose of developing activities of commercial promotion. Of that total amount of money, R\$ 4,6 million will be provided by APEX and the rest by SOFTEX, by the Ministry of Science and Technology, companies and other partners. The main focus will be oriented towards important markets like the United States of America, Germany, Japan, China, Spain, France , Mexico and Argentina, apart from possible partnerships with the Arab Emirates, Russia, Chile and Angola.

R\$ 4.6 million (from the total amount of 11,8 million) will be provided by APEX and the rest by SOFTEX, the Ministry of Science and Technology, companies and other partners. The main focus will be oriented to promising markets like the United States, Germany, Japan, China, Spain, France, Mexico and Argentina, apart from possible partnerships with the Arab Emirates, Russia, Chile and Angola.

More than one hundred people, from which fourteen were journalists, participated of the Ceremony of Agreement between SOFTEX and APEX-Brazil to implement the Integrated Sectorial Project for the Exportation of Software and Related Services (PSI – SW) .

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In the collective interview that took place after signing the Agreement, the main questions were how can Companies join the PSI-SW; the question about the parallel regional programmes that are nowadays carried out -in Recife, for example (and whose companies must migrate to the National PSI as from the expiration of the contracts); and data about the sector.

The aim of the project is to export US\$ 16 million this year. This is going to increase the visibility of the Brazilian software abroad, apart from building an image of reliability and competence of this sector of the national IT.

In his speech when the signature of the agreement between SOFTEX and APEX took place, the Director-President of SOFTEX, Márcio Girao, underscored that this partnership represents a reason for joy, pride and hope:

“Joy: for being the result of an intense and fruitful work of both entities who, during the last six months, worked on the contract that we are now signing. Hope: based upon the certainty that the established objectives are correct and will be firmly pursued by SOFTEX and by the 100 partner firms. Hope, also, due to our conviction that the Brazilian software industry will still be one of the pillars of national development. Pride: because APEX and the Ministry of Industrial Development and International Business have trusted in SOFTEX for such an important mission.”

In that occasion, Marcio Girao said that SOFTEX is going to launch in March or April a new study with data about the sector. According to Juan Quiros, President of APEX-Brazil, Brazilian software must face the challenge of becoming a competitive actor in the international market of products and services. The sector has an important expansion potential, shown by the fact that it is the one which most grows in the Brazilian IT industry. The major task will be to consolidate in the external market the image of a modern Brazil, producer of technology.

PSI-SW will be financed by APEX and coordinated by SOFTEX. It also counts with the support of MDIC, the Ministry of Science and Technology (MCT), the “Financiadora de Estudos e Projetos” (Financing Agency of Studies and Projects) of the Federal Government (FINEP) and of several sectorial associations throughout the country.

Related Web Sites:

www.softex.br

www.spps.com.br

www.e-labore.com

www.apexbrasil.com.br

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