



MAIN

GENERAL

POLITICS

BUSINESS

SPORTS

[Business Main](#) | [News List](#) | [Markets](#) | [Malaysian Budget 2010](#)BERNAMA.COM
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Kuching-based Software Company Targets Plantations

By Caroline Jackson

KUCHING, April 19 (Bernama) -- Software Optima Sdn Bhd, a subsidiary of a local joint venture information technology (IT) company, is targeting the plantation industry in Sarawak following the recent launch of its latest integrated business suites.

Its Business Development Manager Farrell Choo said today the Kuching-based company had rolled three more more integrated business suites for the small medium scaled enterprises (SMEs) under its financial information system (FIS) brand.

"Today there are a lot of oil palm estates that want to utilise the FIS Plantation Estate Resource Systems (Planters), for which our company is able to provide personalised services in the areas of support, trainings and backups," he told Bernama here.

A dedicated software company specialising in the research and development of integrated business software, Software Optima is a subsidiary of Comserv (Sarawak) Sdn Bhd - a Sarawakian Bumiputera and Australian joint venture - that is a member of the Rimbunan Hijau Group.

With many of its clients consisting also of government agencies, education institutions, port authorities, estate plantations and customers from various industries, Choo said the company also provided vertical solutions to the oil palm plantations and timber industries.

"FIS Planters is an integrated business solution developed and dedicated for the oil palm plantation industry," he said, adding that this latest addition to the FIS' suites of applications provided the necessary functionality to improve operation efficiencies and manage costs in the plantation estates using activity based costing method.

Apart from automating manual processes to remove work redundancies and reduce overheads, it also helps companies maintain compliance with government regulations from hiring practices to environmental laws, he said.

He was confident that SMEs in Sarawak today would get better value in enterprise resource planning (ERP) investment from Software Optima's latest integrated business solution, including FIS Human Resource Management (HRMS) and FIS Sales and Distribution Management System (SDM).

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