

Leading ICT company in Brunei

By Sonia K

A COMPANY many people would be familiar with and find amusing that is taking space as an architect at the iCentre is Alif Technologies Sdn Bhd.

Alif Technologies is a leading Information and Communication Technology (ICT) company with an established presence in Brunei.

Its latest endeavour is to make more evident many of its existing custom-made solutions in the areas of automation, workflow and computer dispatch for emergency response.

Although they have been established for a while now, they still face a few compelling problems, which they hope to tackle, such as high cost of acquisition for conventional computer-aided dispatch.

Among others are that research management systems remain high, integration to existing environments require large capital investments, while solutions are not easily adaptable to the existing operational environments.

One of the owners, Pj Hj Muhammad Pj Hj Karimullah, shared with The Weekend some of the aspirations for Alif Technologies.

Tell us a little bit about your company, what it does and its ownership and how long it has been operating.

Pj Hj Muhammad: Alif Technologies was formed way back in 1997 and was known by the name of Sistem Komputer Alif Sdn Bhd.

It was renamed again in 2003.

The change initiative has actually reflected how Alif has grown from a system to a technology company.

(Today, the company is fully owned by Bruneians Pj Hj Muhammad and his wife, Pj Hj Zulwahid Pj Hj Muhammad.)

Why have you decided to take the company into the iCentre?

Pj Hj Muhammad: For the last 20 years since its inception, Alif has been providing computer systems and solutions to Brunei.

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Some five years back, we decided to develop our own products and established a software development house in India.

We now have a number of products which have been developed by ourselves, such as work flow software, document management systems, bar-coding systems, fleet management systems, computer-aided dispatch, biometric and RFID solutions.

We are one of the few companies in Brunei that



The iCentre building

ALIF TECHNOLOGIES SDN BHD SPECIALISES IN PROVIDING CUSTOMISED SOLUTIONS

can provide customised solutions on any of these technologies and maybe the only local company with product expertise in all of the mentioned technologies.

During this time, we are trying around with the idea of developing our own products for Brunei and neighbouring regions from when the iCentre project was announced.

We thought it was the right time to take the opportunity and put more effort into our research and development, especially in the emerging technology areas, such as RFID, biometrics, mobile technologies, content development and business process management.

Again, Alif is one of the few companies that implementing large-scale RFID solutions in Brunei.

What do you, your staff and company hope to achieve and learn from the iCentre?

Pj Hj Muhammad: We hope to grow and achieve greater heights, becoming one of the few Brunei-based international ICT companies.

We do hope iCentre will help us in many ways to go forward and realise our dreams.

We hope to learn from them about marketing ourselves, how to attract venture capitalists and maybe even have our own patents in the future.

What are your aims and future plans for your company?

Pj Hj Muhammad: Our aim is to grow exponentially and have an international presence.

We hope to become an ICT company that brings inflow of foreign currency apart from the oil industry.

We hope to be marketing our solutions overseas by 2008 and hope to gross over \$10 million in revenue annually by year 2010.

Where do you see your company in five years' time?

Pj Hj Muhammad: We hope to see Alif being recognised as an ICT major and a product with niche software solutions.

Of course, our prime focus will still be Brunei and BIMP-EAGA.

Our goal - affordable solutions to the Brunei market and remain most of the revenue earned within the country for further product development and enhancement.

So far how have things been going at the iCentre?

Pj Hj Muhammad: Well, we are just about to move in, as we already have temporary office at Kompleks Mubarakah, Level 1, Jalan Taling.

We are in the process of relocating our staff and the staff to the Centre.

We are not here just for that, as we are quite established.

The reason we are here is to focus on innovation and research.

We are here to innovate and be with the best minds of Brunei and we hope we can succeed like many of the techies in Singapore.

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