



ORAYO

STRENGTH IN TECHNOLOGY

“The Application Service Provider market will reach \$136 billion worldwide by 2005 and continue to grow until the end of the decade.”

Ovum Research



A World of Opportunity

“The next 12 months may very well determine the future of many ASPs as they scramble to position themselves in the market...and replace grandiose marketing claims with concise, sober-minded business propositions.”

Gartner Group Inc., August 2000



The e-business industry is a new and evolving area of the economy which is growing at a phenomenal rate. IT spending alone is estimated to reach \$3.3 trillion by 2002 with 50% of that amount to be spent on e-business.

In this environment, a new economic model - Netsourcing - has emerged and the outsourcing evolution of the 1990s has become the ASP revolution. The ASP market is here to stay and will be big business. Using data networks and a suite of powerful online applications, ASPs help clients re-focus on core competencies, drastically cut costs and ramp-up productivity. In the very near future, if not already, the success of an organization will be judged by its ability to execute its core-competencies without distraction and without compromise.

The emergence of the ASP model means that businesses can access much more powerful and comprehensive applications than previously. Within the ASP market, there has been the emergence of a new architecture for 'Web Native Software', that is, software which exists purely on the Internet and enables the delivery of powerful business services to ASP clients.

While the ASP market is an explosive growth area (the Asia-Pacific ASP market alone is currently growing at 106% per year), succeeding as an ASP is incredibly tough. An ASP must provide its clients with the latest and most cutting edge technology. An ASP will only stay ahead of its competitors if it seizes its opportunities. Orayo Real Power™ provides a world of opportunity.

Orayo Real Power™ is a cutting edge Web Native Software system which enables end users - be they large, medium or small organizations - to manage all of their projects. Orayo Real Power™ is more than the latest project management technology. Orayo Real Power™ is a quantum leap in project management.

Whether you are a pure ASP play, an online marketplace, a telecommunications carrier, an ISP, or a professional service provider which has decided to provide e-business applications to your clients, your future depends on your ability to effectively differentiate yourself from your current and potential competitors, build critical mass rapidly, maximize your revenues and deploy powerful value added services at Internet speed. Orayo Real Power™ is a key to your success.

“More and more, companies are being driven by projects.”

The Standish Group



What is a project?

A project is any undertaking which has an objective, a time frame for completion, a finite resource budget and a sequence of tasks and phases.

Project types are endless - from minor staff changes to delivering on customer contracts to complex product development involving multiple related activities and resources. Far too often, a manager loses control of a project and alienates team members, customers and suppliers. Precious resources, profits and time are lost.

It doesn't have to be this way. By harnessing accepted project management techniques, any project across any organization can be managed proactively, effectively and efficiently. Projects can be delivered on time and on budget.

Who needs project management?

The principles of effective project management can be applied across every organization and industry, from building a bridge to running a professional services firm to consulting with the community. Project management is the way successful organizations operate.

Orayo Real Power™ - Power your projects™

Put simply, Orayo Real Power™ is an innovative, unique, powerful and sophisticated web based project management system which puts the power of project management in the hands of all users, from those with no project management experience right through to the most experienced project managers. Orayo Real Power™ provides organizations with real project management power.

The graphic overleaf describes just some of the key features of the Orayo Real Power™ engine and the advantages which organizations using Orayo Real Power™ enjoy.

“Project managers walk a fine line when it comes to requesting, and actually getting, status reports from their staff members.”

IT Toolkit



Orayo Real Power™ - Power your Projects™

How are organizations changed by Orayo Real Power™ - the innovative, unique, powerful and sophisticated web based project management system which puts the power of project management in the hands of end-users?

Powerful Scheduling Capabilities

Orayo Real Power™ utilises the industry accepted Precedence Diagram Method (PDM) network scheduling model for time and activity scheduling. Orayo Real Power™ reveals the critical path of the project, early and late starts for activities, milestones and much more.

Collaborative Project Team Model - Real Time Tracking and Control

Orayo Real Power™ leverages Internet technology to allow for a truly collaborative approach to project management. Such management power has been unworkable - until now. Team members are responsible for updating activity and resource progress data, which provides project managers with real time tracking and control of the project. Efficiency and operational agility are dramatically increased with Orayo Real Power™.

Automated Electronic Communication System (AECS)

AECS lies at the heart of Orayo Real Power™. AECS can be used to assign tasks, order resources, send reminders and follow up team members about project tasks - **automatically**. AECS is a powerful technology which releases the project manager from the day-to-day running of a project. AECS provides the leap necessary to dramatically increase efficiency and project profitability.

Secure Global Access

Orayo Real Power™ is fully web based and uses password authentication and industry standard SSL technology for secure information transfer sessions. All project data is stored on the Orayo Real Power Project Server™ in an encrypted format. Project managers can rest easy - Orayo Real Power™ secures all project critical information.

All team members have secure access to the right information anytime from anywhere. The Orayo Real Power Project Server™ is the central repository for all enterprise wide project information.

Manual Communication Systems

Orayo Real Power™ provides a web based activity log where project managers and team members enter project critical progress information. This information can be accessed by key decision makers to ensure that project goals are achieved. Orayo Real Power™ also features a web based e-mail notification system which enables team members to send project e-mails via Orayo Real Power™ to recipients anytime from anywhere.

Powerful Scheduling



Project Specific Calendar

Real Time Tracking and Control

Automated Electronic Communication System (AECS)

Orayo Re

Central Repository of Enterprise Wide Project Information



Manual Communication System



Powerful Global Communication Capabilities

Project Human Resource Management



ASP Customer Administration Enabled

Powerful Resource Management



Project Cost Management

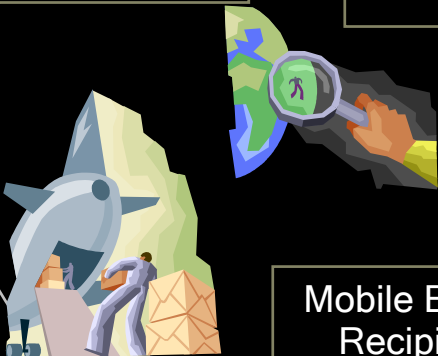
Purchasing Views



Account Allocation

Secure Global Access For All Team Members

Specific Focus Management Reports



Mobile E-Mail Recipient

Project Human Resource Management

Orayo Real Power™ maintains a database of team members responsible for project activities - with full contact details. The database is accessible securely anytime from anywhere. Orayo Real Power™ enables project managers to allocate team members to project activities efficiently and access the information they need with a broad project view.

Orayo ASP Administration Software (AAS)

Orayo Real Power™ provides ASPs with total server administration capabilities. Orayo Real Power™ is a turnkey e-business application.

AAS is intuitive and enables ASPs to set default project calendars depending on location, maintain complete end-user details on the custom built Orayo ASP administration database and access and collate end-user billing information.

Powerful Resource Management Capabilities

Orayo Real Power™ allows project managers to manage the multiple resources needed for project activities on a global scale. Project managers load resources according to activity requirements, access resource reports, allocate resource costs to appropriate organization accounts and more. Orayo Real Power™ manages resources effectively to cut transaction costs and increase profitability.

Multiple Reporting Capabilities

Orayo Real Power™ provides a myriad of reports on project information in graphical HTML and tabular format. Orayo Real Power Project Reporter™ is a sophisticated and powerful tool which enables project managers and team members to access the right information, anytime from anywhere to make project critical decisions.

The reports include: Gantt and Bar Charts, Network Logic, activity and project based Resource and Cost Histograms, Account Allocation Reports, Schedule Table Reports, Staff Lists and Activity Diary Information.

Mobile Recipient Access

As AECS utilises current e-mail network infrastructure, team members can be assigned tasks and receive reminders and updates on their desktops, laptops or WAP devices. Orayo Real Power™ provides 'mobile' team members with the tools they need to achieve optimum project performance.

Intuitive, User Friendly and Easy to Use

The ease of use of Orayo Real Power™ belies the sophisticated and powerful solutions which it delivers. Orayo Real Power™ is simple to use and has been designed for everyone from experienced project managers to those who have no project management experience at all.

A comprehensive on-line manual can be provided. In addition, each Orayo Real Power™ screen features detailed help text and hints for end-users. Simplicity of use is one of the keys to the success of Orayo Real Power™.



The Benefits of Orayo Real Power™

Existing project management delivery technologies are not meeting the increasing challenges which organizations are facing every day. Orayo Real Power™ has been specifically designed to meet these challenges.

The benefits of Orayo Real Power™ include:

- Easier identification of profitable opportunities by leveraging vital project data across the entire organization - Orayo Real Power™ brings together all project information, whether it is internal or external to the organization, or dispersed locally, nationally or globally;
- Optimize resources - Orayo Real Power™ empowers organizations to deploy the right mixture of team members and resources to achieve project and organizational goals;
- Manage project costs and minimize risks - Orayo Real Power™ enables organizations to accurately track activity progress, resources and overheads at all project stages regardless of distribution. Organizations control project cash cycles and instantly view global project performance. Orayo Real Power™ minimizes project risks;
- Drive down transaction costs & increase profitability with automation - by using AECS, tasks can be assigned, resources ordered and reminders and follow-up communications sent - automatically and precisely for the right day, without the project manager having to get involved in the process;
- Promote overall organizational profitability - Orayo Real Power™ enables organizations to track every type of activity, from internal reorganizations to product rollouts. Tracking information can be utilized to drive strategy, refine processes and increase organizational profitability;
- Build a better business - organizations build better businesses by using Orayo Real Power™. Users of Orayo Real Power™ are well informed, exploit streamlined project management processes and increase operational agility;
- Increase efficiency with the Orayo Real Power Project Server™ - never again distribute redundant information - the Orayo Real Power Project Server™ allows vital project information to be accessed and updated via one repository. Users know that the project information they access is always current. The true project picture comes into sharp focus and duplication and confusion are avoided;
- Efficient outcomes - testing different project scenarios on Orayo Real Power™ takes the guess work out of predicting project performance. By measuring project success and identifying key trends which require action, efficiency of outcomes are dramatically increased;
- Superior project critical data flow - Orayo Real Power™ enables organizations to provide timely and accurate information flow to the right people, ensuring that the right decisions are made at each project stage;
- Manage projects using best practices - Orayo Real Power™ enables consolidation of project and business operations. Organizations achieve consolidation by sharing resources, achieve economies of scale and enforce best business practices no matter how distributed their operations are;
- Improve relationships with suppliers and sub-contractors - by utilizing a collaborative project management model, Orayo Real Power™ involves suppliers and sub-contractors in the project process. Orayo Real Power™ ensures that suppliers and sub-contractors are aware of their project responsibilities, leading to better supplier and sub-contractor performance and improved relationships between organizations and their suppliers and sub-contractors;
- Secure access via an Internet browser, no additional hardware requirements - the architecture of Orayo Real Power™ prevents technical problems arising when two different organizations which use different systems (for example, Linux and Windows) want to collaborate. Orayo Real Power™ also avoids the need for organizations to have local systems and data centers - no complicated IT rollout is required. Orayo Real Power™ provides a global system with an outsourced data center maintained by an ASP. Universal access to Orayo Real Power™ provides organizations with the key to expanding their reach. Wherever 'mobile' team members, senior executives and project managers may be, Orayo Real Power™ provides them with instant and secure access to critical project intelligence.



The Future

Imagine a world in which the day-to-day running of a project takes place by **artificial intelligence**.

Imagine project management software which integrates and executes with other applications **seamlessly**.

Imagine **comprehensive** and **powerful** project tools being added to the Orayo Real Power™ platform - including contract administration, accounts, billing and multi-levelled management solutions.

Imagine an interface which is more **user-friendly** and **intuitive** than any other project management software.

These are just a few of Orayo's visions. Later versions of Orayo Real Power™ will turn Orayo's visions into your reality.

At Orayo, we build the future™.





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