

# CORPORATE OVERVIEW



## ABOUT DATACRAFT

- The leading independent IT services and solutions company in Asia Pacific.
- Network integration business started in 1988.
- Listed on the Singapore Stock Exchange in 1995.
- US\$581 million in annual revenue for FY2007.
- Over 2,000 client relationships around the Asia Pacific region.
- A client base that spans four major industry sectors: Financial Services, Media & Communications, Manufacturing, and Travel & Transportation.
- Operates in more than 50 offices across 13 Asia Pacific markets.
- Over 1,450 employees.
- A member of Dimension Data Group, which owns 55% of Datacraft Asia.

**Our vision is to be world leaders in the provision and management of specialist IT infrastructure solutions that help our clients achieve their business goals.**

# WE KNOW YOUR BUSINESS BETTER

In today's business landscape, the competitive rules are changing at an unprecedented pace. When consumer trends are constantly being reshaped by the forces of technological change, any company that stands still risks being left behind. Customer needs are increasingly fickle, tastes change constantly, and companies need to stay nimble to evolve and adapt. If you're concerned about the future of your business, **let Datacraft help you.**

## WHY PARTNER WITH US?

At Datacraft, we seek to become trusted technology advisors to our clients, helping them to leverage diverse technologies to address their critical business issues. **Our approach is always client-centric and our focus is invariably on performance excellence.** We take our commitment to our clients very seriously. **Our service delivery is based on proven systems and industry best practices and standards.** Our clients trust our judgement because our focus is on understanding their business, grasping their business challenges, and understanding how technology can accelerate the attainment of their business goals.

As a leader in the provision and management of specialist IT infrastructure, we plan, build, support and manage IT infrastructure solutions that help over 2,000 clients achieve their business goals. Drawing on our experience in **Consultancy, Converged Communications, Contact Centre Solutions, Data Centre and Storage, iBOSS (Infrastructure Operations & Outsourcing Solutions), Managed Services, Microsoft Solutions, Network Integration, Security, and Training,** we deliver a full lifecycle of IT services.

**66% of the Fortune  
Global 500 and  
around 50% of the  
Fortune Global 100  
companies are  
Datacraft clients.**

## THE DATACRAFT DIFFERENCE

### 1. Proven track record in IP network integration

For over 20 years, Datacraft has been at the forefront of implementing and managing Internet Protocol (IP) network infrastructure. We have built an extensive track record of handling some of the most complex turnkey projects in the world. Our clients are drawn from various industries, giving us invaluable insights into the unique challenges they face.

### 2. Unsurpassed regional coverage with global reach

Datacraft is the only independent systems integrator to be Cisco Gold Certified in 13 Asia Pacific countries. Together with Dimension Data, our coverage extends to over 40 countries across six continents.

#### 1 Asia

Revenue: US\$581 M\*  
Employees: 1,381

#### 4 Americas

Revenue: US\$580 M\*  
Employees: 776

#### 2 Europe

Revenue: US\$961 M\*  
Employees: 2,051

#### 5 Australia

Revenue: US\$791 M\*  
Employees: 1,396

#### 3 Middle East & Africa

Revenue: US\$849 M\*  
Employees: 5,003

\*Revenue for 12 months to September 2007.



### 3. Strong services capabilities

Over half of our total employees comprise networking industry-accredited technical personnel. Datacraft is the only region-wide Cisco Gold Certified Partner, employing over 100 CCIEs (Cisco Certified Internetwork Experts) – more than any other organisation in Asia Pacific. Our depth of services expertise is backed by five Global Service Centres, which provide 24x7 multivendor support in local languages and local client knowledge.

### 4. Strategic partnerships

By developing strategic, mutually beneficial relationships with leading technology vendors such as Cisco, Microsoft, EMC

and others, we provide you with preferential access to the most advanced and flexible technology solutions.

### 5. Management of multivendor technologies

As an independent systems integrator, Datacraft partners the world's leading vendors to provide the most advanced and flexible solutions and acts as the single point of contact to manage multivendor technologies.

## OUR AREAS OF EXPERTISE

Datacraft offers a range of core business solutions that addresses your requirements at every phase of the IT lifecycle – from consulting to infrastructure and applications – making Datacraft your trusted partner for delivering complete IT solutions.

### CONVERGED COMMUNICATIONS

Our converged communications solutions offer new and integrated channels for connectivity, communication and collaboration that improve business processes and overall productivity. The convergence and integration of traditional communication methods with new technologies (IP telephony, instant messaging, conferencing, presence, identity) allow for better communication, enhancing your business agility while driving down costs and reducing risk.

#### Our converged communications solutions include:

##### **Integrated collaboration**

We help you to reduce costs and improve business process speed by integrating multiple communication channels and presence within your users' working context.

##### **Visual communications**

We implement Telepresence and video conferencing solutions to improve interaction and the quality of remote collaboration, reducing the time and money spent on travelling.



**Enterprise mobility**

We improve the productivity of remote and mobile workers through seamless access to corporate communications tools and business applications irrespective of location.

**Telephony**

We provide a secure and robust IP voice infrastructure as the platform for richer communication and collaboration.

**Datacraft**

- **Is a unified communications integration partner of Cisco and Microsoft and has an established track record of providing integrated solutions to clients around the world.**
- **Has deployed more than one million IP handsets globally for thousands of organisations.**

**Delivering business value**

Datacraft is experienced in providing clients with a fully converged infrastructure to help them gain the benefits of unified communications. We build the underlying converged platform for deploying IP telephony infrastructure, drawing on years of experience in similar large, multi-geographical projects. We integrate new and existing technologies from multiple vendors for improved productivity gains and client experience. We further provide ongoing management and support to ensure the availability and performance of mission-critical communications infrastructure.

Datacraft has deployed more than one million IP handsets globally for thousands of organisations.

## CONTACT CENTRE SOLUTIONS

The contact centre, with its broadening spectrum of communications channels, has become a widely adopted and often critical function for managing customer interactions. The growing adoption of IP technology as the platform for business communications is fostering a much closer alignment with businesses. Contact centres have become an integral part of the way organisations do business with their customers. Datacraft creates contact centre and customer interaction solutions for blue chip companies across the globe.

### Our contact centre solutions include:

#### Contact centre integration

We maximise efficiency and intelligence in routing and managing your customers through contact management architectures based on multivendor TDM, IP, Intelligent Network (IN) or a combination of these technologies. Across voice, e-mail, fax, SMS, video, kiosks, the middle office and other channels.

#### Self-service

We automate interactions so your customers can seamlessly navigate, complete business transactions or access consistent information across all channels through self-service applications, with a special focus on voice portals, speech recognition, and next-generation interactive voice response (IVR).

#### Interaction management

We optimise the business performance of customer processes to resolve customer requests through business process management frameworks and access to business applications that dynamically guide the customer and provides all the relevant information to satisfy the customer.

#### Workforce optimisation

We enhance the performance of your agents to provide effective and efficient service to customers through competency, workforce quality and performance management processes and tools.

#### Operations

We set up, run and enhance an organisation's contact centre operations to balance performance, risk and cost through full operational consulting and outsourcing, including offshore migrations.

**We have designed,  
planned and built over  
400 business-critical  
contact centres on  
six continents.**

**Datacraft**

- **Handles more than six billion customer interactions each year via the contact centres and self-service channels planned, designed, built and managed on behalf of our clients.**
- **Is a contact centre practitioner ourselves, operating six Global Service Centres to support our clients.**
- **Co-publishes the annual Global Contact Centre Benchmarking Report, a premier industry-recognised research report that provides information on contact centres and industry trends.**
- **Has designed, planned and built over 400 contact centres on six continents.**

**Delivering business value**

Our extensive knowledge of the customer contact management industry, together with our broad spectrum of contact centre integration, self-service, workforce optimisation, interaction management, hosting and outsourcing solutions, allow us to help you increase revenue, reduce contact centre costs, improve productivity and enhance the customer experience.



## DATA CENTRE AND STORAGE

Any disruptions to your data centre and storage infrastructure could possibly result in loss of revenues, contractual implications and other costs of downtime. Our portfolio of data centre and storage solutions helps businesses reduce the risk associated with IT disruptions, improve operational efficiency and minimise cost and complexity. We do this through solutions focused on consolidation, continuity and compliance in your data centre and storage environment.

### Consolidation

Distributed computing has resulted in data centres with thousands of servers that typically host only one application each. We can provide you with consolidated, virtualised and highly available infrastructures that help lower your operational cost and complexity, reduce risk and take the initial step towards a more environmentally friendly IT infrastructure.

### Continuity

The importance of system and data availability and integrity makes data protection a critical part of an overall storage strategy. We provide the processes, technology and best practices to increase backup and recovery success rates, and to provide disaster recovery planning to minimise the risk of disruption to IT and production time.

### Compliance

We can help you comply with the changing regulatory environment while minimising risk, improving control and efficiency, and reducing costs. We partner with industry-renowned technology vendors and service providers to offer end-to-end information



lifecycle management solutions for structured (databases), semi-structured (e-mail) and unstructured (files) data. Our solutions lighten the burden of archiving, protecting and searching e-mails and other content for information recovery, litigation support and knowledge management purposes.

#### **Our data centre and storage solutions include:**

##### **Server and storage consolidation**

We address the challenge of increasing servers and applications with our consolidation, virtualisation, data replication, server and application monitoring, clustering and managed storage solutions.

##### **Backup and disaster recovery**

We use our assessment, design and implementation framework to develop enterprise-wide backup and recovery infrastructure, disaster recovery and managed backup solutions.

##### **Archiving**

We help organisations to retain information for regulatory, legal, intellectual property and other requirements with our active archiving solutions.

##### **Data centre project management**

Planning for building or relocating data centres is a one-time activity. With the help of our experienced project managers and consultants, we are able to plan and mitigate risk in such critical activities for our clients.

##### **Datacraft**

- **Performs over a million backup jobs every year.**
- **Has executed data profiling services for more than 250 clients around the world, saving millions of dollars in unnecessary IT storage upgrades.**

##### **Delivering business value**

We take a holistic approach to data centre design, implementation and management in the areas of consolidation, continuity and compliance needs. We also assess how data centres can be more energy efficient to reduce their carbon footprint as well as costs. For example, through virtualisation, appropriate analysis and consolidation, many low utilisation devices can be combined into a single physical server, consuming only a fraction of the power of the original devices.

The amount of worldwide information is projected to grow from 161 exabytes in 2006 to 988 exabytes in 2010. An Exabyte is a million terabytes.

## iBOSS INFRASTRUCTURE OPERATIONS & OUTSOURCING SOLUTIONS

The need to leverage new IT architectures – service-oriented and intelligent networks – to stay competitive, reduce costs and maintain cast-iron security are some of the challenges businesses face today. With our iBOSS solutions providing next-generation application delivery networking combined with IT Service Management (ITSM), you can reduce complexity and management costs, enhance system resiliency and improve the efficiency of your networked assets so that you can respond to changing demands more quickly and easily.

### Our iBOSS solutions include:

#### Network performance

Drives the performance and reliability of network applications and scales up their capacity to handle rapid increases in the number of end-users – while ensuring your network operates at optimal speed to enable an application delivery network.

The solutions include high availability load-balancing, content acceleration, quality of service (QoS), bandwidth optimisation and integration.

#### Wireless networking

Maintain your competitive advantage through the freedom and flexibility of a wireless network. It combines the best elements of wireless and wired networking to deliver secure, scalable wireless networks with a low total cost

of ownership. This powerful solution delivers business-class connectivity that enables the deployment of innovative applications to streamline business operations and improve productivity.

The solutions include diverse wireless infrastructure that addresses wireless security, performance, deployment, management, and optimisation issues.

#### Network operations and management

Optimise your IT and network infrastructure through our ITSM solutions which can help you optimise and align resources to focus on the delivery of services to manage the end-user experience. This is achieved through a combination of skilled engineers, best-in-class tools and service automation of IT Infrastructure Library (ITIL) service

**Datacraft has helped  
over 500 clients in  
Asia to optimise over  
2,000 branches to  
improve performance  
and acceleration by at  
least two to 15 times.**

management processes to accelerate your current sourcing strategies.

Our solutions portfolio includes an array of network management services such as Network Engineering & Management Skills, Network Management Services, Network Optimisation Services, Wireless Networking Services, Service Desk Services and Voice Management Outsourcing.

#### **Datacraft**

- **Is ranked 5th in Asia Pacific (excluding Japan and Australia) for its Network Management Outsourcing Services in 2006 by IDC.**
- **Is the Cisco Asia Pacific Partner of the Year, 2007.**
- **Is the No. 1 Cisco WAAS (Wide-Area Application Services) Partner in 2007.**

- **Is the No. 1 Cisco Wireless Partner in 2007.**
- **Provided high availability networks to more than 100 data centres in Asia.**

#### **Delivering business value**

Our proven solution provides you the flexibility to transition and transform to the next generation of infrastructure and applications by eliminating the problems of lengthy time to market and rigid systems which are unable to cope with changing business models.

With our outsourcing services, you can free up your resources to focus on your core competencies, and yet be assured of access to industry, business and technology experts.



## MICROSOFT SOLUTIONS

One of the most daunting challenges IT departments face today is the need to focus scarce resources on IT projects that support business operations. With the significant investment most businesses have already made in Microsoft infrastructure, this becomes a natural place to extract efficiencies, cost savings and productivity benefits.

To do this, you need a partner that understands both the complexity of core Microsoft infrastructure and other related areas like the underlying network, security infrastructure and data centre environment. We can design, support and maximise your Microsoft infrastructure from the basic building blocks of the Windows operating system to high-end management solutions, tools and services.

### Our Microsoft solutions include:

#### Infrastructure optimisation

We can help you understand the maturity of your IT infrastructure and processes, and develop plans and roadmaps to optimise your environment, resulting in an improved return on your existing investments.

#### Our comprehensive solution covers:

- Deployment and Remediation Services
- Change Management
- Operations Management
- Desktop Deployment
- Software Asset Management

#### Unified communications

We integrate telephony, messaging, presence and conferencing systems with core productivity applications to transform your business communications and improve collaboration.

#### Our comprehensive solution covers:

- Messaging Infrastructure
- Unified Messaging
- Integrated Collaboration
- Presence, Voice and Video



### Application integration

We enable people, information and processes to function more effectively by connecting disparate applications and environments, and maximising IT investments through web technologies.

### Datacraft

- **Is the Microsoft Advanced Infrastructure Solutions, Active Directory and Identity Management Partner of the Year, 2007.**
- **Is the Microsoft Advanced Infrastructure Solutions, Exchange Migration and Deployment Partner of the Year, 2007.**
- **Has more than 1,100 Microsoft certifications, including over 450 Microsoft Certified Systems Engineers.**
- **Has deployed our Dynamic Desktop Deployment (DDD) solution to clients on five continents, incorporating lessons learnt into our processes and methodologies.**
- **Is Microsoft's Unified Messaging partner in Asia.**

### Delivering business value

Our global relationship with Microsoft enables us to support your Microsoft environments, in addition to more innovative and robust solutions to meet your needs. As its alliance partner, we have early access to Microsoft's new products, early adopter programmes, technical support as well as its future strategic directions. By combining Microsoft's technologies with our consulting and integration skills, we can offer you a full lifecycle of solutions for your infrastructure.

Datacraft is the  
Microsoft Advanced  
Infrastructure Solutions,  
Active Directory  
and Identity  
Management Partner  
of the Year, 2007.

## SECURITY

The classic security model of defending the 'trusted' internal network from the 'enemy' outside is irrelevant for today's corporate network. Its vulnerability extends from internal friendly sources through mobile and remote workers, business partners and clients, to malicious external threats from hackers, corporate espionage and sabotage. Clients have also changed their outlook on their internal networks to allow access to information as quickly as possible to enable their business.

As a result, security technology is embedded in control points throughout the core network infrastructure and operating systems fabric. The rationale behind this is simple: a changing perimeter necessitates the need to establish distributed control points throughout the infrastructure fabric.

### Our security solutions include:

#### Access management

Based on our Adaptive Secure Infrastructure (ASI) framework, our solutions use strong authentication/tokens, user ID provisioning and management, single sign-on and network access control to ensure that only properly authenticated and approved people and devices can use the network.

#### Content security

We protect you from malicious content and information theft through technologies like secure proxies, e-mail security devices, anti-x (anti-spam, anti-virus, anti-spyware) and peer-to-peer controls.

#### Intrusion management

We create controlled and secure access through IPS (Intrusion Prevention System), host IPS, security event and information management, IDS (Intrusion Detection System) and vulnerability management. Using both customised and industry tools, Datacraft can offer effective assessments of our clients' security posture.

#### Perimeter security

We secure and segregate your internal network from unauthorised external access through standalone firewalls, VPN/SSL and UTM (Unified Threat Management) devices.

We employ some of the most respected security experts with expertise ranging from technical engineers, security consultants, globally renowned white hat hackers to BSI Lead Auditors.

**Datacraft**

- **Has conducted over 10,000 implementations worldwide.**
- **Has completed over 3,000 consulting engagements worldwide.**
- **Employs some of the most respected security experts with expertise ranging from technical engineers, security consultants, globally renowned white hat hackers to BSI Lead Auditors.**
- **Has over 5,000 security clients around the world.**

**Delivering business value**

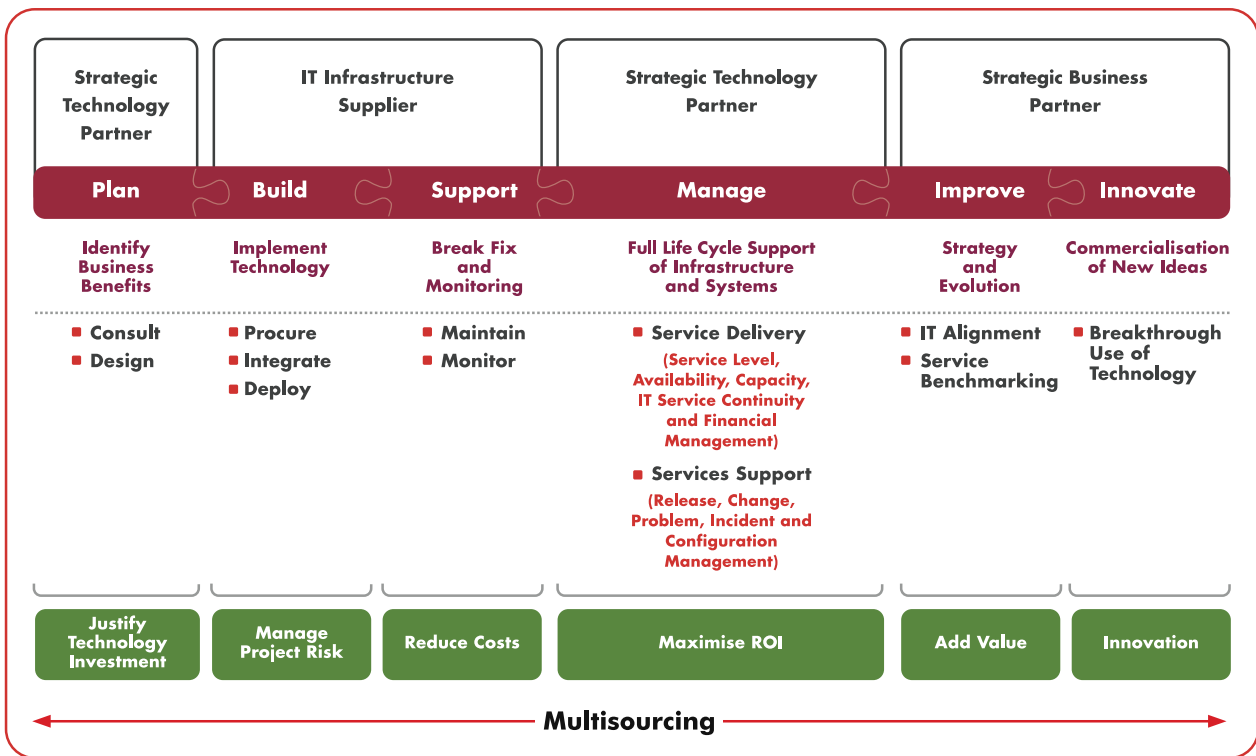
A trusted and secure network environment allows you to conduct your business with peace of mind. By helping you to maintain the security and integrity of your data, we help you minimise the risk of loss of reputation and avoid punitive regulatory measures.

We use our in-depth knowledge of the network and all its vulnerabilities, opportunities and challenges to help you plan, build, support and manage a reliable infrastructure that is secure and adaptable enough to support business applications, core network and information needs – today and beyond.



## FULL LIFECYCLE SERVICE DELIVERY

Datacraft offers a full range of IT infrastructure services to keep your infrastructure at optimal performance throughout the entire lifecycle. We're increasingly focused on the development of managed services to meet our clients' demands for more flexibility in the out-tasking of IT support.



We align our service offerings to the ITIL framework, the industry's best practice benchmark for service management and delivery. The Services Continuum (see above diagram) describes our services philosophy, incorporating six critical stages of service delivery. We add value to your business at every stage of our Services Continuum and give you the flexibility to engage us at any point.



We also understand that the success of any IT project is critically dependent on the quality of the execution, and this in turns, rests upon the experience and technical expertise of the people involved. Datacraft's decisive difference is the quality of the people we are able to put on the ground.

### **Plan**

We conduct a thorough evaluation of your current environment and the technology required to support your business objectives. This enables you to justify your proposed technology investment from a business perspective.

### **Build**

We ensure that the most appropriate technology is procured, integrated and deployed into your IT infrastructure, reducing risk and ensuring projects are delivered on time, within budget and according to scope.

### **Support**

We address the ongoing maintenance and monitoring needs of your technology environment. Our investment in people, processes and systems enables us to deliver a higher quality of service at a compelling price point.

### **Manage**

We take responsibility for running your IT infrastructure throughout the technology lifecycle, resulting in lower operating costs. By reducing the number of incidents and faults, we ultimately help lower the cost of managing the environment and maximise the return on your IT investments.

### **Improve**

We ensure that your IT strategy, architecture and systems properly evolve to support business goals and strategy. With our thorough understanding of the IT infrastructure required, we recommend the appropriate IT investments to achieve your business objectives.

### **Innovate**

We provide you with an ongoing service that includes all activities related to the development and commercialisation of new ideas. We work with you to enhance your competitive advantage through the innovative use of current and new IT solutions.

**Datacraft's decisive difference is the quality of the people we are able to put on the ground.**

## Our services portfolio includes:

### Consultancy

An IT and business consulting service that helps organisations plan and design their IT strategy for optimal network performance and greater efficiencies.

### Surveyor

An assessment service that provides a 'snapshot' of a company's entire IT environment, or individual components, with reports on how it is functioning.

### Engineering & Staging

A set of engineering services to provide staging, installation and other services for IT deployment.

### Primer

A turnkey methodology and implementation service that includes consulting, design, site preparation, staging and piloting, logistics, installation, project and programme management.

### Insite

A management service with offerings that range from basic monitoring to extensive predictive analysis and reporting.

### Uptime

A maintenance service which includes technical support services such as incident diagnostics, contract management, as well as provisioning of spares and engineers within agreed upon service levels; value added services can be included on top of these base offerings.

### Team Empowerment

An out-tasking service that provides expert IT personnel for hire on a contract basis for carrying out IT deployments and supporting IT operations.

### Assure

An out-tasking service that provides best-in-class support services for your network and security infrastructure.

### Training

A wide selection of learning solutions in data communications, project management and vendor-certified technology skills.

### Multisourcing

A selective sourcing service that allows companies to control key areas of their IT infrastructure, while out-tasking some other functions.

Datacraft has over  
US\$1.1 billion  
worth of network  
infrastructure  
supported through  
our Global Service  
Centres (GSCs).

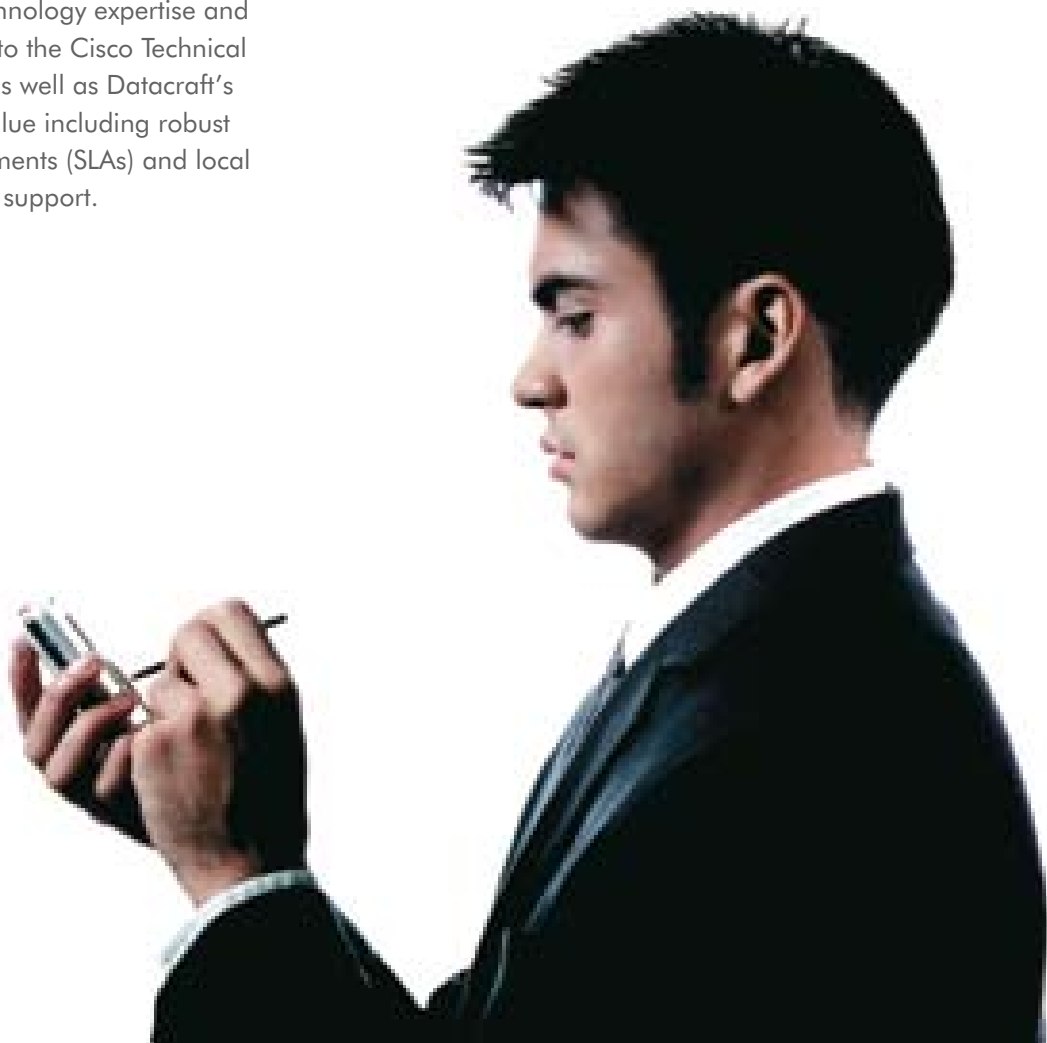
### Global Services Alliance

The Global Services Alliance provides the working framework for Datacraft and Cisco to collaborate and develop jointly delivered service offerings. The partnership enables us to deliver services that better meet your needs, offering unbeatable advantages in terms of business continuity and competitiveness. Your organisation will benefit from our global coverage, better planning, and a more consistent level of IT infrastructure support across your network's lifecycle.

Uptime powered by Cisco Services is the first such collaborative offering developed by the Global Services Alliance. A world-class IT infrastructure maintenance service, Uptime powered by Cisco Services provides a single operating and delivery model which allows you to leverage the unique strengths of both companies. You will benefit from Cisco's industry-leading technology expertise and problem escalation to the Cisco Technical Assistance Centre, as well as Datacraft's enhanced service value including robust Service Level Agreements (SLAs) and local language help desk support.

### Datacraft

- **Has over US\$1.1 billion worth of network infrastructure supported through our Global Service Centres (GSCs).**
- **Is the first Cisco Global Services Alliance partner.**
- **GSC is ISO 20000 certified and supports six local languages – English, Chinese, Cantonese, Japanese, Thai and Malay.**
- **Has more than 100 CCIEs across Asia Pacific, more than any other Cisco partner.**



WE  
KNOW  
YOUR  
BUSINESS  
BETTER

Contact our IT craftsmen today at  
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