



Integrating together, creating values

GOODLAND INFORMATICS Co., Ltd.

Introduction

GoodLand is a proven experience service provider of offshore software outsourcing, website design & development, multimedia application, business software application, e-commerce solutions, corporate identity & branding, data conversion & integration, IT consulting & training and trade promotion consulting in Ho Chi Minh City, Viet Nam...

GoodLand is capable of offering practical and innovative software development services to help its client accommodate changing business environment and provide them with competitive advantages in their field of business. GoodLand's staffs and facilities are available to provide its diverse range of cost-effective software development services tailored to client's needs:

- Practical & innovative software development services in a broad industry sectors
- Domain knowledge, specialist technical skills and project management expertise
- Advanced development methodologies and tools
- Dedicated project team for each client's need

GoodLand has supplied software development and software outsourcing services to a range of clients in Vietnam, EU and America. Some of our prime clients for the software development services include Mekong Private Sector Development Facility-MPDF (managed by IFC-World Bank Group), Mountech, Tatonka (Germany), AS Baeko & Outsourceit! (Norway), MathEdusoft Inc., UI Trading & Investment Inc., DAT Inc., Abigrnet Inc. (USA), Investment Trade Promotion Center (ITPC), HCMC Service Of Trade, Saigon Marketing Weekly Magazine (Saigon Tiep Thi), Investment & Planning Department of Gia Lai Province, the People Committee of Khanh Hoa Province, KFC Vietnam, Ngoti Mobile, DC Lawyers (Vietnam).

Our Mission

Our mission is to offer high-quality software applications and software outsourcing services to companies worldwide by leveraging the competitive strengths of our integrated offshore & Vietnam resources drawing on professionals and highly skilled workforce.

Service

GoodLand is capable of offering a diverse range of cost-effective services tailored to client's needs:

Corporate Identity & Branding

Our marketing, information specialists and creative designers work together with you as part of the creative design process to help identify and integrate core corporate identity & brand equity and values of your business.

- Creative Design – Logo Design, Stationary
- Corporate Identity Style Guide & Brand Style
- e-Branding Services – e-Business Card, e-Catalogue, e-Presentation & Website



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Software Application Development

We have extensive expertise in developing and managing complex software application development projects in a cost-effective way in broad industry sectors, particularly software development from requirement capture, project specifications, system design, coding through to system testing and implementing. We specialize in some of typical solutions: Manufacturing Resource Planning (MRP/MRP II), Human Resource Management, Customer Relationship Management (CRM), Sales & Marketing Management, Market Data Analysis, Project Management, Document Management, Quality Management...

Website Design & Portal Development

GoodLand's web solutions that include website design, website application development and web-portal development can integrate and work with your existing systems. Our business consultant, information officer and IT expert in Vietnam can assist you develop customized web solutions aiming to maximize positive impacts on your target audiences.

We provide a wide range of cost-effective website design & development services by utilizing advanced design and technical tools such as Flash, Dream weaver, Tomcat, Jbuilder, Borland Enterprise Server, HTML/DHTML, CSS, JavaScript, JSP, JavaBean and Java Servlets, Java, UML (Rational Rose & Visio tools), SQL-Server...

- B2B/B2C websites with search engines, applications, order placement and other facilities
- Web based intranet, extranet and web portal
- Web-enabling existing applications to web/internet/intranet
- Fully interactive websites with audio-video streaming and animation development

Multimedia Application Development

A multimedia application combines different media types into a cohesive presentation, including text, graphic, flash, animation, shockwave, streaming audio/video and CD-ROMs. We offer you integrated and sophisticated services from project specifications, content consulting, software & art design through to duplicating and packaging your required quantity of products, or integrating them to your corporate website system. Some of these typical services/applications include: logo digitization, e-card, e-catalogue (web-enabling catalogue), e-presentation, media kit, brand style guide, work portfolio, manual, corporate or sales presentation, education material, e-mail promotion, newsletter, corporate or product profile, etc.

Software Development Outsourcing

We leverage the competitive strengths by integrating local specialist technical skills with high-level expertise of our offshore business partners. There are a couple of flexible ways that we can work with offshore business partners or clients for software outsourcing services: product component outsourcing (a part of the overall system is outsourced) or process component outsourcing (a part of the function of one or more of the process steps or components is outsourced) or any other additional ways.

Our GoodLand staffs in Vietnam and our offshore strategic partners are working together to provide offshore clients with a wide range of cost-effective software outsourcing services. Some of these typical services include: application components development, application migration & re-engineering, application maintenance and upgrade, application web-enabling, application localization and customization, application testing and quality assurance, IT project specification, project management and R & D services



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Data Conversion & Integration

GoodLand's offshore clients can reap the benefits of dedicated account management complemented by a team of skilled specialists. We can render the following outsourced services: data integration, data management system, data input & data conversion from a variety of paper based sources, existing electronic files/databases into new formats or industry standards , remote data entry and back-office management...

IT Consulting & Training

GoodLand's project managers and strategic partners are experienced business consultants and IT professionals who are capable of maintaining open channels of communications, accessing and incorporating client's needs all along the way. GoodLand can provide expertise and advice in IT applications for business management, reengineering/upgrading existing applications, IT project specification & project management and R & D services, custom training tailored to client specific needs...

Trade Promotion

GoodLand together with its strategic partners can provide practical advice and assistance in trade promotion and export promotion to export-oriented companies. Some of our typical cost-effective services include market research & export marketing, identification of market opportunities & business partners, facilitation of commercial negotiations or contractual agreements, assistance at trade exhibitions or other trade events, e-trade solutions...

Products & Solutions

- Online e-shop, e-showroom solutions for generic or specialty stores that incorporate business onsite & online
- Information & trade portals for trade-investment-tourism promotion organizations, industry bodies, NGOs
- Customer relationship management (CRM)
- e-catalogue & e-presentation on CD ROM
- Manufacturing resource planning (MRP II) for small-to-medium size enterprises (SMEs)

Expertise

GoodLand owns a comprehensive set of business & technical skills on client project software developments and has demonstrated solid experience and expertise in the following areas:

- Creative design & corporate branding
- Trade promotion-oriented e-trade & web portal solutions
- Multimedia & game application programming
- Search engine & techniques
- Front-office applications: CRM, marketing, sales...
- Trade information service
- Business model & process for business application software
- XML & OLAP based application



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Unique Value Propositions

- Creative, professional & cost-effective solutions through integrated business ideas, creative designs, diversified contents and advanced technologies
- Technical IT expertise incorporated with business consulting experience (marketing, brand, customer service, e-commerce, trade information, export promotion ...)
- Consulting experience and expertise for developing performance-oriented business models (KPI) in line with organizations' needs and management
- Value-added services through business, technique & content consulting

Technologies & Tools Applied

We are committed to employing state-of-the-art development standards, methodologies, tools & frameworks, but can accommodate other technologies if required.

Operating System	Microsoft Windows 9x, Microsoft Windows NT, Microsoft Windows 2000/XP/2003, Unix, Linux
Database	Oracle, MS SQL-Server, MS Access, Sybase, Postgressql, and Mysql
Programming Languages	C, C++, Visual Basic, Visual C++, Delphi, C++Builder, Java, Shell, Tcl+Tk, and Clipper, C#, VB.net, Action Script, Lingo Script
Web Platform/Technologies	MS IIS, Apache, JRun, JBuilder, SilverStream, Visual InterDev, Tomcat, Borland Enterprise Server, HTML/DHTML, CSS, JavaScript, CGI, ASP, JSP, JavaBean and Java Servlets
Multimedia	Macromedia Director, Macromedia Flash, Corel Draw, Adobe Photoshop, Adobe Premier, CoolEdit Pro
Component Architecture	COM+, EJB
Middleware	MTS, MSMQ, JTS, JMS
Modeling	Structured Analysis and Design (Power Designer tools), UML (Rational Rose tools)
Others	XML, On-Line Analytical Processing (OLAP)

Project Development Process

At GoodLand, we understand that expert development process is the key to successful solution delivery. Therefore, we try to define clearly the software development process through developing a phased approach for every project whilst implementing a well-documented process. This approach ensures that every member involved in the development process will comprehend clearly and exactly all system requirements, technical specifications and features of various modules in the whole process.

Our commitment is undertaken by a process-driven, quality-focused project management environment. Extensive communication & consultation with our clients throughout its development and operation stage ensures that clients are able to stay in touch with project progress all the time, and the design solution is best suited their purposes.

Project Portfolio

Our project portfolio provides you with some typical examples of our works to clients operating in a broad industry sectors for both local & overseas markets.



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Corporate Identity & Branding

- Brand Style Guide For The National Brand “Vietnamese High-Quality Products“
- The Outsourcet! Corporate Identity Package

Software Application Development

- Management Information System (MIS)
- Vietnam Business Information Guide
- Manufacturing Resource Planning (MRP II)
- Market Viewer (Market Data Analysis)

Website Design & Development

- MPDF (www.mpdf.org)
- KFC Vietnam (www.kfcvietnam.com)
- HCMC Export Center (www.hcmc-exportcenter.com.vn)
- Investment & Planning Department of Gia Lai Website (www.kehoachdautugialai.gov.vn)
- VietStop Bar-Cafe (www.vietstop.com)
- Uyen Vy Handicraft Website (www.uyenvy.com.vn)
- Mobile Phone e-Shop Ngo Ti (www.ngoti.com)
- Mobile Phone e-Shop Saigon Di dong (www.saigondidong.com)
- Vietnam – EU Business Link (www.vn-eubizlink.com)
- Vmax Toan Quang (www.vmaxtoner.com)

Multimedia Application Development

- Ho Chi Minh City – The Right Sourcing Destination, e-Presentation
- Gia Lai Hospitable Land & People, e-Presentation
- Khanh Hoa Cooperation & Development
- HomeArt-VietStyle® e-Catalogue
- Food & Drink 2004, e-Catalogue
- Garment & Textile 2005, e-Catalogue
- Export-Import Directory, e-Presentation
- Business & Shopping Guide, Gift for Viet Kieu
- Tatonka, e-Catalogue

Software Development Outsourcing

- Advantix Calculator Advantix
- Inventory & Brokerage Management System
- Project Progress and Finance Management
- Point Of Sale (POS) System
- Heart Patient Tracking System
- Business Info Search Tool
- Search & Monitoring Tool

Data Conversion & Integration

- Accounting Data Conversion
- CAD Data Conversion



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Clients

Our project portfolio provides you with some typical examples of our works to clients operating in a broad industry sectors for both local & overseas markets.

We have designed multimedia applications on CD-ROM for many state-owned promotion agencies, industry associations, export-oriented companies aiming to promote potentials for investment, trade & tourism of cities/provinces as well as products & brands of exporters.

In particular, GoodLand is a service provider of the whole HCMC Export Portal solution (HCMC Export Center www.hcmc-exportcenter.com.vn). The model includes a series of incorporated three export promotion activities: export showroom, e-commerce website and Customer Contact Center. The business objective is to promote high quality products and services of SMEs; supporting them to seek for business opportunities, potential customers and partners while enhancing the competitive edges for SMEs by leveraging export promotion tools of new ICT technologies. Some of our featured clients include:

Government Agency

- Investment & Trade Promotion Centre of Ho Chi Minh City, Vietnam
- Saigon Marketing Weekly Magazine, Vietnam
- Ho Chi Minh City Service of Trade, Vietnam
- Investment & Planning Department, Gia Lai Province, Vietnam
- People Committee of Gia Lai Province, Vietnam
- Khanh Hoa Department of Planning & Investment, Vietnam

Consulting/Service Company

- MathEdusoft Inc., USA
- Outsourcit!, Norway
- Data Services Inc., USA
- Abignet, Inc., USA
- Useful Technology Inc., USA

Manufacturing Company

- Tatonka, Germany
- Mountech Co., Germany
- Phuong Dong Seafood, Vietnam
- Uyen Vy Handicraft, Vietnam

International Organization

- Mekong Private Sector Development Facility (MPDF), IFC - World Bank

Others

- KFC Vietnam, USA
- DC Lawyers, Vietnam
- Ngoti Mobile, Vietnam
- Saigon Mobile, Vietnam
- Diem Viet (Vietstop), Vietnam
- Oriental Supermarket, USA
- Oklahoma Cardiovascular Association, USA



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Partners

We have collaborated with our local & offshore business partners (corporate and individual) in different areas of software R&D, IT services, hardware business, corporate tax, accounting & financial consultancy services, marketing, business management and trade promotion, aiming to provide integrated & sophisticated solutions to our clients

- MathEdusoft Inc., USA
- 350 Nice Inc., USA
- Best Service, USA
- Baeko AS, Norway
- SC CusCentric, Australia
- DMCN International Pty Ltd, Australia
- Hitek Co., Ltd., Vietnam
- Saica, Vietnam
- Hoang Khoa Research & Consulting Co., Vietnam
- Smart Advisor Services Co., Vietnam

Contact Us

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