

# Company Profile



Innovative Data Solutions (Pvt) Limited

*Data communication with a difference*

## *Introduction*

Our customers are the driving force behind Innovative Data Solutions.

We handle technology that is complex and new. We provide solutions to our customers, enabling them to gain a competitive edge, reduce costs and improve productivity and efficiency.

## *Our vision*

Combining technology and people to generate systems that will model our future, by understanding the impact of technology on the basis of our society.

We foster change and are determined to be the best in what we do. In a world of fast changing technology, we continually refine and expand our understanding of the applications of information technology in the world.

## *Our promise*

We apply and share our knowledge to the best of our ability with our customers and associates, maintaining full integrity, in the process of achieving our objectives.



## *Company overview*

With the profound shift in human communications in the on-line age, our vision is a commitment to making a practical difference in the present, to ensure sustainability and prosperity for our common future.

IDS's focus is data communication and software, to support and facilitate effective business communication.

Inspired by new technology, combining innovative products and ideas with specialist expertise, we are confident of achieving our objectives and goals.

## *Company Background*

IDS was established in September 2001 by Jeremy Fernando as a Research and Development (R&D) project, attached to one and only Technology Incubator of Sri Lanka, the Conceptnursery ([www.conceptnursery.com](http://www.conceptnursery.com)).

Mr. Fernando is an engineer by profession, with over 25 years of experience in various fields, out of which almost 15 years have been overseas. He has specialized in Service Management, working with well-known companies such as Toyota Motor Corporation of Japan, Burns Philp of U.K and W. R. Carpenters of Australia.

In the area of information technology, Mr. Fernando has been trained by LXE Incorporation of U.S.A (an EMS Technologies company) related to Wireless Data Communication and Trimble Navigation of U.S.A on Global Positioning Systems (GPS). He has gained valuable experience in computerization of service operations with W. J Towell Computers of Oman and software project management experience with Electronic Data Systems (EDS), now known as iOM, in Sri Lanka.

The management team of IDS includes well-experienced and capable staff and a team of young Engineers who are well qualified in their own areas of expertise.

IDS is essentially a data communication solutions provider with Mobile, Wireless and Power Line Data Communication as core business. In-house capability of software development to support the core business makes IDS unique in the marketplace.



## *Solutions*

The core business areas of IDS are data communication and software, specializing in mobile and wireless data communication and secure access to the Internet.

### ***Software***

IDS is currently selling two core products as follows.

#### **iServer-2000**

A user configurable and operator independent SMS Engine, iServer-2000 is a robust and dependable software solution. iServer-2000 is capable of integrating with existing Business Applications of Banks, Multi National Companies to deliver SMS based data communication capability.

Based on the information received and pre-defined business rules of the user, **iServer-2000** functions as a customized messaging system using Short Message Service (*sms*) of Mobile Phones or Email to send and receive messages. Such messages could be alerts, instructions or just status reports.

In a more customized environment, **iServer-2000** will work as a two -way messaging system, allowing seamless interaction with the back-end data of any organization, mainly Banks, Insurance and Service Companies.

#### **intraSERV**

A robust and versatile software interface which enhances billing and other management functionality of Internet Public Access Gateways, especially Nomadix, intraSERV is currently sold in Sri Lanka, India and the Maldives.

intraSERV can be customized to the exact user needs, which makes it an attractive software platform for the Hospitality Industry.



## ***Power Line Communication***

Internet has become an integral part of our lives. Whether it is conducting your business or studies of your children, Internet plays a major role, providing information and above all, a media for communication.

Internet access in public venues such as Hotels, Apartments, Airports and Coffee Shops etc., has become a key income generator for the venue owners. However, re-wiring the sites where Internet Access should be provided such as Hotel Rooms has posed a problem for the venue owners.

IDS has introduced a new technology which is an innovative solution for the above problem, **Power Line Communication (PLC)**, which uses existing electrical wiring of the site to establish a cost effective data network.

**PLC** systems consist of Wired and Wireless nodes that are Plug-and-Play devices which are cost effective and readily available. Since the backbone is the existing electrical wiring, establishing a network within a hotel or a multi-dwelling compound will be fast. With two standards, HomePlus (14 mbps) and AV-Power Line (200 mbps), PLC technology is now capable of delivering data speeds that are suitable for not only Internet distribution but also true triple-play services, Data, Video and Voice.

IDS has developed and has successfully marketed **Hybrid Internet Access Solution (HIAS)** for the Hospitality Industry which includes a PLC backbone with Wireless Access Points to provide wireless (**WiFi**) and wired access to the Internet in Hotels, Apartments and any other venue where public access to the Internet is essential. The solution includes a Secure Internet Gateway, allowing **Zero Configuration** Access to the Users as well as full Authentication, Authorization and Accounting (**AAA**) capabilities and the system can be integrated with any **Property Management System (PMS)**.

Currently, the company is introducing **Broadband over Power Lines** or **BPL**, where Last Mile access is provided to Houses and other buildings using the National Power Grid. This technology is the third-player in data/voice/video communication in the world and IDS is proud to be the first company to have implemented Access BPL technology in Sri Lanka and in the region.

Years of experience in PLC and BPL technologies makes IDS the right Technology Partner for anyone who is planning to embark on BPL technology in their own countries. Our team of Engineers with hands-on experience in deploying complex BPL systems in both single and 3-phase will be ready to provide turn-key solutions to anyone who is looking for such services.



## Products

The company has established Agency/Re-seller/Partner agreements with world-renowned Manufacturers of Wireless Data Communication products and innovative Software solutions.

### Proxim Wireless of U.S.A

*Wireless networks..*



Proxim Wireless Corporation (NASDAQ: PRXM) is a leader in core-to-client solutions for broadband municipal wireless networks. Our systems enable a variety of wireless applications including security and surveillance systems, mobile workforce automation and machine-to-machine communications. We have shipped more than 1.5 million wireless devices to more than 200,000 customers worldwide. Proxim is ISO-9001 certified.

### Design of Systems on Silicone

*AnyWhere Connectivity...*



Design of Systems on Silicone is the world's leading Power Line Communication Chip Manufacturer, based in Spain. DS2 has developed and introduced Power Line Communication (PLC) and Broadband over Power Line (BPL) Modems and Gateways to the entire industry segments, ranging from Homes to Utility Companies.

IDS is a business partner of DS2 as well as an eligible Licensee.

### Wavecom of France

*Smart Wireless, Smart Business...*



Wavecom is a worldwide leader in embedded industrial wireless communication solutions for automotive, machine-to-machine and mobile professional applications. Wavecom's solutions include the Open AT® Software Suite encompassing the Wavecom Open AT® Operating System, a wide range of Plug-Ins, the Open AT® Integrated Development Environment (IDE) along with a market-leading range of Wireless CPU®s (Central Processing Units), and an expanding portfolio of services.

Founded in 1993 and headquartered in Issy-les -Moulineaux (France) near Paris, Wavecom has subsidiaries in Hong Kong (PRC), Research Triangle Park,



NC (USA), Camberley (UK). Wavecom is publicly traded on Euronext Paris (Eurolist) in France and on the NASDAQ (WVCM) exchange in the U.S.

### **iTegno of Singapore**

*Wireless connectivity--anywhere, anytime!*



The iTegno range of modems allows true wireless connectivity, with its small footprint and lightweight design.

Backed by the latest in wireless technology, the plug-and-play iTegno solutions are created to suit every communication need.

### **Nomadix of U.S.A**

*For secure public access...*



Nomadix is focused on providing solutions for the public access market. The company sells a family of Access Gateways running the Nomadix Service Engine™ (NSE) software to Public Access Service Operators (PASOs) and Venue Owners providing a turnkey, "Zero User Configuration" solution for public access HotSpot and Metropolitan HotZone deployments.

Nomadix has years of experience in the marketplace with mature technology with over 35,000 Units in Operation worldwide. Nomadix is also the technology leader with an extensive patent and patent-pending portfolio of intellectual property covering more than 15 unique areas of functionality needed to successfully deploy public access networks.



## *Contact us...*

Undoubtedly, IDS is your best choice of a Technology Partner, if you are looking for data communication solutions, especially wireless, mobile and Power Line. Our Engineers, have years of hands-on experience in designing and delivering data networks that are efficient and cost effective, using state-of-the-art and cutting-edge technologies that are current or probably tomorrow's, thereby safeguarding your investment.

We have excellent software development capabilities in-house to develop applications that are essential to integrate our products with your existing systems. Whether it is a SMS-Banking Application or a complex Machine-to-Machine solution which monitors 100s or ATMs, IDS is able to deliver the right solution with the best equipment and at an unbeatable cost benefit to our partners.

IDS believes in Partnerships to deliver their products and solutions to the market and at the same time to add value to the operations of their Partners. With this in mind, IDS is continuously searching for mutually beneficial business partnerships from all corners of the world.

Please feel free to contact us for more information.

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