FOCAL·POINT
TECHNOLOGY PTY LTD

Integrated Business Software and Support

MAJIK
ENTERPRISE

MAGIC
Applications

Sydney Markets

Sydney Markets is the largest markets, transaction wise, in the southern hemisphere - having transacted in excess of A$4.25 billion in 2010. The impressive 41-hectare site is leased from the NSW Government and Sydney Markets also use MAJIK Enterprise to operate Paddy's Markets, in the Haymarket, Sydney.

The Sydney Markets site comprises of a general trading area (GTA) with 3 wholesale buildings and one large grower / seller market building. There is also a separate building housing the largest wholesale flower markets in Australia. The general trading area is surrounded by 14 warehouse facilities with 673,000 square feet of storage and cooling facilities.

SML selected the MAJIK Enterprise solution in preference to several other "global" applications including Epicor and Microsoft Navision as well as Pronto and went "live" in January 2001.

Modules installed:

- Contact Manager
- Campaign Manager / CRM
- Point Of Sale
- General Ledger
- Financial Report Writer
- Accounts Receivable
- Collections Management
- Accounts Payable
- Cash Book
- Fixed Assets
- Purchase Order Processing
- Sales Order Processing
- Inventory Management
- System Manager
- Job Costing
- Service & Warranty
- Property Management
- Infringement & Billing management
- Electronic Funds Transfer
- Work Flow

Industry: Market Operator
Platform: Hewlett Packard
Operating System: Microsoft '08
Concurrent Users: 35

PSP Building Products

PSP Building Supplies is a private company that has been a user of the MAJIK Enterprise solution for over twenty years. Originally part of the $150m Chemiplas Group, PSP is committed to deliberate growth strategy for its range of products and its markets which extends over Signage, Fabrication, Thermoforming, Glazing, Roofing, Panels and general materials for the building industry.
PSP operates 3 sales and warehouse branches in Auckland, Hamilton and Christchurch and its success has been built on the strong desire to promote all 3 branches through relationship marketing. As a specialist sub-contractor, PSP required a flexible accounting system that could control its distribution and all associated operational activities. As an extension to this, PSP has implemented it's own Quality Assurance program for all contracted work.

PSP evaluated numerous ERP and logistical systems before finally settling on MAJIK Enterprise. They have also installed the application in their wood distribution company, J Scott & Son.

Modules installed:

- System Manager
- General Ledger
- Financial Report Writer
- Accounts Receivable
- Accounts Payable
- Cash Book / EFT
- Import Costing & Tracking
- Purchase Order Processing
- Sales Order Processing
- Inventory Management
- DRP
- PDA / Barcode Interface
- e-Commerce
- MAJIK Link
- Work Flow

Industry: Building Merchants
Platform: Acer
Operating System: Microsoft '08
Concurrent Users: 30

BMDI Tuta Health Care / Medical Australia / Tuta Vet

Operating from a head office in North Sydney and warehouse complex in Lidcombe, this group of companies assemble a rang of disposable plastic medical devices from a raw material through to the final packaging of finished products. In 1999 a change in ownership from Japanese proprietors to a group of successful and ambitious Australian businessmen, has enabled the company to expand into Asia. Further investment in upgrading and relocating the administration offices has enabled BMDI to become licensed by the Therapeutics Goods Administration in Canberra to manufacture non-implantable medical devices under a Quality Management System compliant with European Standard EN 46001-1996.

BMDI replaced their BPICS system with MAJIK Enterprise in 1998 having evaluated a number of similar ERP applications. including JD Edwards, Oracle and Axapta.

Modules installed:

- General Ledger
- Accounts Receivable
- Accounts Payable
- Financial Report Writer
- Sales Order Processing
- System Manager
- Cash Book / EFT
- MAJIK Link
- MAJIK Faxgate
- Distribution Control
- Inventory Management
- Job Costing
- Service & Warranty
- Bills Of Material
- Production Control
- Production Planning
- Forecasting
- Work Flow

Industry: Pharmaceutical
Platform: HP
Operating System: Microsoft '08
Concurrent Users: 15

Company Background

Originally founded in Sydney in 1987, our initial mandate was to spearhead the Asia Pacific sales of a series of UK developed ERP solutions known as Tetraplan; Tetra 2000; Chameleon 2000 and Tetra CS/3 from a company called Tetra Limited.

Michael Eu, Systems Manager, Sydney Markets: "Focal Point Technology accepted our order in October and they had over 30 users utilizing in excess of 20 MAJIK modules by January. It was a smooth transition from our old legacy system that was well managed by the FPT project team. Since then, MAJIK Enterprise has proven to be an excellent fit for all our operational needs both here at Flemington and at Paddy's".

By 1996, over 200 companies had benefited from a tried and tested implementation methodology and Focal Point had subsequently expanded into Melbourne (1990), Hong Kong (1992) and Brisbane (1996) and grown it's staff to over 30.

Following a change of ownership at Tetra Limited, a local management buyout of the Sydney operation was negotiated which enabled Focal Point to expand its services into acting as a one stop solutions shop. In 1998 Tetra Limited was then acquired by the Sage Group and shortly thereafter Focal Point Technology decided to take control of its own destiny by acquiring the Intellectual Property Rights (IPR) to a locally developed solution, now known as MAJIK Enterprise.

This strategic move negated the problems associated with operating without access to software source and being reliant on an overseas developer for both product fixes and pricing policies. It also enabled the company to focus on providing a premium business application and associated services to a niche client base. This service commitment was underpinned by a then unique "MAJIK Enterprise Money Back Guarantee" and a mandate to deliver our commitments to an agreed time frame and within an agreed fixed price budget – an undertaking that is maintained today.

Focal Point can subsequently deliver our commitments in a timely and cost effective manner. Our selecting the Rapid Application Development (RAD) tools from Magic Software Enterprise Inc (MSE), a NASDAQ listed IT company underpins this guarantee. Further, since MSE chose to brand the MAJIK Enterprise solution as one of only 16 solutions from their 250,000 developer

Dean Hodgson, CFO, PSP: "Focal Point Technology are a great supplier. Whilst we'd obviously prefer them to have a local office, we have never had any MAJIK system down time to date. I also like the fact that I can call the developer direct – it beats playing politics with a Reseller".

community (www.magicsoftware.com) means that our clients are assured of the pedigree of our solution. Of equal importance to our clients is the fact that we have been able to formulate commercial arrangements in both sales and development with a number of Magic developers, both in Australia and overseas. Examples include The Magic Software Group in Melbourne and ITINITI in Ljubljana in Slovenia (www.ITiniti.com).

Financial Status

Focal Point Technology has no loans, bank overdrafts or venture capital and, with tight financial controls, has traded profitably since its inception. The Directors also own the premises we operate from and, unlike most software companies, we choose not to capitalise any Research and Development.

> **Murray Stewart, Financial Controller, Brisbane Markets:** "I negotiated a fixed price and a tight implementation schedule and Focal Point still delivered beyond my expectations. I therefore have no hesitation in acting as a reference for both the MAJIK Enterprise application, or the company behind it".

Our clients therefore benefit from the stability and security of working with a leading edge IT company, MSE, that maintains it's development tools at the forefront of technology whilst being supported locally by Focal Point Technology, a well managed, secure organisation that implements its solutions using a tried and tested implementation methodology.

Pre Sales audit

In the first stage of our relationship with a client, we provide a Free of Charge Systems Audit, which enables us to document in detail the results you wish to obtain from a new business solution. Once we are confident our solution can meet your expectations then we will take the time to consult with you and present our detailed findings. We will then allocate further resources to provide a "pilot demonstration" utilising your data.

At all stages of this process we are aware that most of our new business comes from referrals. This means your complete satisfaction with **every** phase of the planning and implementation process will come with your complete understanding and full approval. Consultation with key stakeholders will provide full re-assurance to you and your staff members. Any disruptions to your current workflow can and will be minimised by our careful planning and our jointly agreeing to a detailed implementation plan.

Rapid Implementation

Our objective is to ensure the detailed implementation and training plan is understood and adopted by your key staff quickly and effectively. It has been specifically designed to ensure minimum disruption to your business and a rapid return on your investment. This is achieved by adhering to a tried and tested methodology that clearly defines the responsibilities of all participants that are involved in the project.

Business Analysis

In order to deliver our product without compromise, it becomes a pre-requisite that the designated project manager carries out a full Business Analysis (BA). This identifies what the MAJIK Enterprise solution will bring to your organization and outlines any areas of concern.

Current practices and workflows are discussed in detail to outline the company's main objectives and to plan the initial set up of the software with a view to continuous fine-tuning. The project manager will discuss all existing processes with the department heads and agree a prioritized list of respective responsibilities. This will then form the benchmark of what is to be implemented, in what order and at what time.

> **David Fox, GM, Pepes Ducks:** "FPT provided a one stop shop covering IBM hardware and all associated software. We heard that the MAJIK Enterprise system worked well at Game Farm, and, whilst we looked at other mid range solutions, selecting it really became a no brainer".

Again, a detailed document is prepared to illustrate and record the specifications and related decisions regarding your future business practices and workflows that will form the benchmark to measure the implementation process. The project will not start until both companies have signed off on this and the implementation will then be completed to a defined time frame and at an agreed fixed price.

Customer Prioritised Development

Even a computer system as flexible as MAJIK Enterprise may not fulfill all the needs of every client we service. Focal Point Technology therefore provides our clients with access to our unique Customer Prioritized Development (CPD) program. This can be in the form of minor amendments to whole new modules which will integrate seamlessly with any other relevant modules and third party applications.

Dean Hodgson, Chief Financial Officer, PSP: "I know what other similar mid range ERP systems now cost to implement, maintain and support - MAJIK Enterprise has proven to be very price competitive".

Client requests are reviewed bi-annually and if they are viewed as being very client specific then the client will be asked to pay for the cost associated with same. If they are deemed as being beneficial for a "niche" or Special Interest Group (SIG) then Focal Point and the other members of the SIG will each contribute equally to the associated development. Finally, if the request is deemed to be beneficial for all clients then the request is added to our development road map and is funded entirely by Focal Point Technology.

Consultancy

By implementing MAJIK Enterprise to agreed specifications and time frames, we can ensure training and education requirements are adhered to. Installation of software, data conversion, training of client staff on appropriate modules and meeting the "GO LIVE" date

are all key indicators that lift Focal Point Technology's consultants head and shoulders above their industry peers.

Michael Tang, Director, Tang Mow Ltd: "MAJIK Enterprise is a great soloution. It's easy to use, drills down to the finest detail and rarely misses a beat. I like the fact that we also have direct input into it's future development".

Our goal is simple; maximize company and staff efficiencies, increase company profits, minimize stress and eliminate negative working conditions. Thus ensuring continued relationships between client and consultant and enabling the client business and product solution to grow side by side. Owning our own Intellectual Property Rights (IPR) means that consultants and clients, alike, share in the future vision of MAJIK Enterprise.

Peter Milne, Project Manager, Queen Victoria Markets: "I found Focal Point Technology to be a "can do" company to work with. They were able to add QVM specific features at very short notice".

Mission Statement:

"Our mission is to develop, support and promote close working relationships with progressive companies in specific markets who are committed to high standards of excellence. We then deliver and install a tailored, optimized solution based on the business needs of each situation, on time and within the agreed budget".

To achieve our mission we believe in three key principles:

★ Create and adhere to proven methodologies and standards.

★ Promote an open solution

★ Under promise and over-deliver.

Phillip Carter, Director, Bacto Laboratories: "MAJIK Enterprise has excellent Inventory Control".

The Focal Point Solution

MAJIK Enterprise is a Marketing management… Accounting management… Job management… Internet management and Kitting management application that extends to over 30 modules to cover these aspects of your business. This means you install what you need when you need it allowing a much more careful investment of staff and precious working capital.

MAJIK Enterprise provides full GUI and web based functionality with "drill down" features and seamless integration to your database of choice (Microsoft SQL, Oracle, Pervasive, DB2 etc), office automation product of choice (Microsoft Office, Lotus Domino, Google Office etc) and a host of leading edge enterprise "best of breed" productivity tools (Microsoft Office, Qlikview, Crystal Reports, etc). To add to this flexibility, MAJIK Enterprise is available on the leading operating systems including Microsoft 2008, Unix and IBM "i" series (IBM OS400).

Robin Herft, CFO, Tuta Health Care: "MAJIK Enterprise replaced our BPICS system and has proven to be an ideal fit for all of our operational needs. It has now become a part of the furniture - it seems to chug along very nicely with very little need for support or assistance from Focal Point Technology. I also like the fact that we get an upgrade every year or so and that it is continually being updated and added too - we intend now installing it in our Thailand operation".

Magic eDeveloper

MAJIK Enterprise is written in Magic e-Developer, from the worlds leading developer of RAD tools, Magic Software Inc. Magic software embeds at its core a rule based technology, abstracting repetitive and mundane programming chores, and enabling a high degree of agility and flexibility for solutions implemented with their products.

Magic's technology stack includes a comprehensive set of resources offering compliance with leading architectures and environments. Magic's products are therefore platform and database independent. This enables Focal Point Technology to remain at the leading edge of technology whilst ensuring that we remain agile to react to local market conditions.

Magic tools are deployed by millions of customers and they are used globally by companies such as IBM, Samsung, Cap Gemini Ernst Young, Phillips, Panasonic, Kodak, Nestlé, Johnson & Johnson, etc etc.

Steve Lombardi, Systems Manager, Servcorp: "MAJIK is a great product and we can easily add functionality to it where needed".

Magic Software Inc has a network of partners and they have offices and distributors in over 40 countries, including Australia. This means that Focal Point's clients are assured of both future proof solutions and being able to obtain support from a host of companies - they are not therefore "chained" to an expensive license and support renewal contract.

Other benefits of MAJIK Enterprise:

- MAJIK Enterprise is branded by Magic Software Inc substantiating its pedigree.
- MAJIK Enterprise is available for "in house" customisation – source code options are available.
- MAJIK Enterprise is scaleable from 1 to 100+ concurrent users.
- MAJIK Enterprise is a function-rich product with numerous switches that activate features relevant to the user's environment facilitating easy tailoring of functionality for totally different operational needs.
- Features provided in the Magic toolkit mean MAJIK Enterprise can be customised without program modifications for specific user requirements, by the user.

Industry: Retail/Distrubution
Platform: HP
Operating Systems:
MS Windows 2008
Concurrent Users: 55

Industry: Poultry Processing
and distribution
Platform: IBM
Operating System: Microsoft '08
Concurrent Users: 10

Industry: Car retailer & service agent
Platform: IBM
Operating System: Microsoft XP
Concurrent Users: 20

Tang Mow (1960) Limited.

Tang Mow Limited is one of the largest employers in Wewak supplying a wide range of products via its 20 lane Supermarket; Cash & Carry outlet; Liquor Store; Wholesale and Hardware Store; White Goods department and Variety Super Store to both retail and wholesale customers alike. Originally established in 1960, this family owned business has been a client of Focal Point since 1989 and migrated to MAJIK Enterprise in early 2000. Being based in a remote part of PNG, ease of use and product stability were the major considerations. The back office Administration has meant that they have extended their license to over fifty (50) concurrent users including extensive Point Of Sale (POS) terminals. Tang Mow has also benefitted from some client specific enhancements and exemplifies FPT's reputation for providing cost effective and painless upgrades given our time on site has been very minimal to date.

HP hardware synchronisation with real time backup of Servers was also part of our supply mandate.

Modules installed:

- General Ledger
- Financial Report Writer
- System Manager
- Import Costing / Shipping
- Point Of Sale
- Accounts Receivable
- Cash Book
- Purchase Order Processing
- Inventory Control
- MAJIK Link
- Accounts Payable
- Sales Order Processing
- Distribution Control
- Bar Code Interface

Pepe's Ducks

One of the largest and most respected meat processors in the industry, Pepe's Pty Ltd has been in operation for over 30 years. The company has built its success on its reputation for top quality product and top quality service.

Consisting of five growing operations and a head office in South Windsor, Pepe's processing operation handles over 10,000 ducks per day. The company also holds the majority stake in a similar operation in New Zealand and both operations run a fleet of cold storage vehicles for the "next day" distribution of product. Pepe's is currently entering a period of strong growth and is investing hundreds of thousands in updating its plant and equipment, refrigeration as well as its logistics and IT operations.

Modules installed:

- System Manager
- Contact Manager
- Campaign Manager / CRM
- Electronic Funds Transfer
- General Ledger
- Financial Report Writer
- Accounts Receivable
- Accounts Payable
- Cash Book
- Fixed Assets
- Purchase Order Processing
- Sales Order Processing
- Inventory Control
- Distribution Control
- Service and Warranty
- Job Costing
- Bills of Material
- Production Control
- MAJIK Fax Gate
- MAJIK Link
- Work Flow

Daihatsu

Daihatsu sells and services a range of vehicles from its prestigious offices in New Zealand.

As a progressive company that is part owned by Toyota, Daihatsu is committed to providing a superior level of service to all its customers and prides itself on servicing a client from the moment they walk into the showroom.

Promoting a range of cars to meet the diverse needs of its customers, Daihatsu also strives in providing a full spare parts and servicing facility from within its extensive operations.
Having previously used other industry specific applications, Daihatsu management selected the MAJIK application and installed the software in 1998. Since then numerous refinements have been provided to meet the specific needs of their operation.

Modules installed:

- System Manager
- General Ledger
- Financial Report Writer
- Accounts Receivable
- Accounts Payable
- Cash Book
- Fixed Assets
- Purchase Order Processing
- Import Costing & Shipment Tracking
- Sales Order Processing
- Inventory Management
- Distribution Requirements Planning
- Bills of Material
- Production Planning
- Production Control
- Job Costing
- Service & Warranty
- Work Flow

Modules:

Marketing management modules:

Customer Relationship Management (CRM)
Contact Manager
Campaign Manager
Point Of Sale

Accounting management modules:

General Ledger & Consolidation
Accounts Receivable / Collection Management
Accounts Payable
Financial Report Writer
Cash Book & Electronic Funds Transfer (EFT)
Fixed Assets
Import Costing & Shipment Tracking
Purchase Order Processing
Sales Order Processing
Inventory Control / DRP

Job management modules:

System Manager
Service and Warranty Management
Job Costing
Property Management
Infringement Management
CostMaster Print Management

Internet management modules:

MAJIK Link
MAJIK Faxgate
e-Commerce
e-Support
Virtual Logistics

Kitting management modules:

Bills of Material
Configure To Order
Production Control
Production Planning
Forecasting
Scheduling
PDA / Barcode Interface
Work Flow

MAJIK ENTERPRISE

Magic Applications

FOCAL·POINT
TECHNOLOGY PTY LTD

Integrated Business Software and Support

Suite 4, 25 Solent Circuit
PO Box 7833, Norwest Business Park
Baulkham Hills NSW 2153.
Tel: (02) 9899-6606 Fax: (02) 9659-2799

★ Email: Sales@focal.com.au   ★ www.focal.com.au