

Internet Technologies Ltd

Internet and Database Consultants - UK, Nigeria



Executive Summary

Internet Technologies Limited (nettech™) is a technology firm that specialises in Internet and Database applications. The company was founded in 1999 with the intention of sharing information, fostering technological advancement and using this as a base for promoting development and business in the virgin markets of Nigeria and the West African region. The formula then was to provide offshore development for SMEs and Internet start-ups on the European sub-continent. Initial expectations were not realised though, as the IT industry suffered a slow-down, and the Internet bubble burst. For this reason, direction was changed to take time for further consolidation of personnel, practice, procedures, processes and interfaces. Training was intensified, and enterprise system components were engineered, against yet to be realised projects; and attention was turned to the local market (Nigeria).

The directors have always had – in addition to a business imperative – a very strong desire to contribute in some meaningful and lasting way to development and regeneration in a new Nigeria. That said though, the conviction here is that the Nigerian economy, with a little help, has the potential for phenomenal growth and metamorphosis in the very near future, and should benefit all businesses that have the foresight to invest early.

With leadership from our Chief Executive Officer (CEO), a chartered accountant of Nigeria, and our Chief Technology Officer (CTO), a distinguished technology Consultant from the UK, we have invested heavily in the last year in building a core team of technical experts. These personnel have been retrained to the standards that prevail in Europe today, and to form our core of technical experts. This team has been the foundation on which the company has built its first commercial product, the [eMediaDirectory](#), as well as Nigeria's online property supermarket www.EstatesGeneral.com. This initial investment in personnel is likely to be one of the major distinguishing factors for technology firms that emerge in the nascent IT industry in Nigeria. It is the belief of the directors that those who train will deliver better quality projects than those who buy short-term expertise, in an economy that is still plagued by short-termism in high places.

In the coming years, gradual growth in the IT industry is very likely to give way to rapid and sustained growth as the prerequisite infrastructure, such as electricity and telecommunications, are put in place. At that time, the good faith of early investors will be borne out in pre-eminence status in the sector(s) and/or sub-sector(s) invested in by entrepreneurs today. This company is committed to the long-term perspective on growth and development in Nigeria and abroad, and will continue to invest in addressing its ability to provide outstanding quality service to its global client base.

The positioning of the company, and its activities in the last two years are in recognition of the fact that the IT industry worldwide will eventually rebound, and that perseverance and strategic alliances will be a factor in determining the nature of consolidation among operators in the industry. To this end, in addition to technical partnership with Oracle corporation, under their partner

programme, the company continues to look for suitable industry and/or business partners to take a minority stake in the parent company, and/or any of the products and services which are to be floated independently.

The areas of special interest to the company, and in which there is a perception of comparative advantage are the Internet, and databases. Indeed, the two go hand-in-hand; eCommerce is difficult without a repository of online information against which to operate. Historically companies have needed to manage and organise their information before entertaining hopes of maximising their market potentials. This truth has only been emphasised by the Internet medium. By deriving a synthesis from these business drivers, the company intends to provide a formula for the catalysis of growth and development of the 21st century business in a modernising Nigeria. It is therefore hoped that the business community will avail itself of this quality service, honed over seven years of serving in England, Scotland, and Northern Ireland. To this end, in addition to our head office in London, two branch offices are maintained in Nigeria already: one in the business capital, Lagos, and the other in the capital city of Kwara State, Ilorin. It is hoped that other offices will be opened in the other major business cities, including the political capital, Abuja in the near future.

Mission Statement

Our mission is to create a distinguished software systems engineering and consulting corporation, providing beneficial services to the communities within which it operates, excelling by striving for highest quality deliverables, and garnering a dominant position in the technology sector of the Nigerian economy within 10 years of January 2000. Our approach has been to secure the quality of outputs by guaranteeing the quality of inputs, to wit, quality staff, training, equipment and environment. This creates the premise from which outstanding work can be achieved, and that work becomes the flag under which the company advances to its stated goal of industry pre-eminence.

Corporate Outlook

The directors of the company recognise the great potentials within the peoples and economy of Nigeria and are willing to take the risk, and endure the costs of early entry. This long-term perspective is reflected in the decision to train and re-train employees, rather than buy in experts, who may take a mercenary view to business. The result is a technical core with enough knowledge and momentum as a group, to indoctrinate new members into the culture of care; attention to detail;

structure; best practices; and measured deliverables, that are the foundation upon which quality software systems are built.

Significant investment has been made in acquiring and training staff; thereafter, more time, effort and money has been put into engineering reusable components for enterprise systems engineering. This has meant that the core technical team has spent many months without producing charge-able output. However, the building blocks that have been produced will become cost savings for customers whose projects are delivered using these components. In addition to this, the component architecture facilitates an incremental approach to development that allows for rapid and/or time delayed development and delivery of projects that will suit the budget of a greater variety of businesses.

Most web sites will benefit from our copyrighted Template Engine that allows them design and develop their web pages, independently of programmers. This not only saves time and expense, it also gives greater flexibility and initiative to the web page designers, and frees companies to take full charge of the visual representation of their businesses, while also saving costs on programmer time. As businesses evolve to embrace the Internet medium, they will find that email becomes their major means of customer communication; here again, our copyrighted Notification Engine working with bespoke implementations, or in conjunction with Oracle's Email Server, will provide much needed help.

These are only two of the components that we have invested in, many more are already deployed within the company Intranet, Internet web site, and also in products and services, including the eMediaDirectory and EstatesGeneral. The lead time for engineering these components and analysing their tangency to the emerging economy takes time and effort, however, having satisfied ourselves that the economy of Nigeria bears even greater promise, the price is worth paying.

To reap maximum benefit for the company, and businesses that we partner with, short-termism is a hedge that must be avoided, the benefit of market pre-eminence is usually only reaped after the sowing of pre-emptive thinking. This philosophy of the company is reflected in its utterances, internal practices, and general business model, to take the long-term perspective on opportunities; to prioritise advance thinking and strategy; to manage change; to seek excellence, especially in the details; and to be objective and pragmatic, always.

This consistency of perspective, it is hoped, will avail for the company, and its customers, when eventually the IT industry matures, competition intensifies within the business community, and IT becomes a determining factor in the ability of businesses to compete effectively, especially internationally.

Competencies

Considering the years of experience of the Chief Technology Officer in the United Kingdom, and our diverse and well-rounded internal staffing structure, it is not surprising that the company maintains a great variety of skills and experience. These are leveraged to give an extended menu of competencies that customers can call upon to address their needs for growth and development using Information Technology as a tool. The list presented below is not exhaustive, but sufficiently broad to give a good representation of the capabilities of the company, omitted from this compendium are a number of specialised skills and services that are considered obscure and/or niche, and as such add limited value to this document.

IT Systems Consultancy

The CTO of the company presented a seminar to delegates of the Nigerian Association of Chambers of Commerce, Industry, Mines and Agriculture (NACCIMA) in Ijebu Ode, on the 12th of December 2001. A point was made, during that presentation, to the effect that deployment of IT infrastructure – Software and Hardware – without prior analysis and measured design, will leave companies short of their expectations of Return on Investment (ROI). Having participated in, and managed projects in which careful analysis, design and a structured approach has played a significant role in meeting deadlines and keeping to budget, the company stands by to provide the same service to Nigerian businesses seeking to maximise returns on limited resources. Important questions to ask include the 'Why' and 'When' of IT investment, the nature of investment to make, and what are the realistic expectations to pin on such investment. Systems consultancy offers answers to these questions, even before management commits funds to projects.

Project Planning and Management

In all projects, there is an element of chaos that needs management. Costs and timelines need to be synchronised with available skills and other resources in the triangle of project constraints, and management expectation. Experience gained working in the United Kingdom, and also on in-house projects such as the company Intranet, company website, eMediaDirectory product, and the online estates agency EstatesGeneral.com bear testimony to the value of Project Management in meeting expectations. Having made a decision to invest in IT, businesses need to manage the triple constraints of Time, Personnel and Scope, in order to meet schedule and cost ceilings. Engaging the service of experts to manage the delivery of projects will save businesses a lot of time, effort, and money, and improve the success rate and perception of IT as a business tool.

Systems Analysis, Design and Documentation

Among the services provided in Systems Consultancy, are the analysis, design, and documentation of the existing system. This then becomes input into the latter phases of Consultancy, which seek to investigate the viability of IT within the context and environment of the business concerned. It is worth mentioning these services though, because, even where

preliminary consultancy is complete, a major requirement for the management of the delivery of IT projects is some documentation that accurately describes the requirement. Such documentation itself would be the result of the analysis of the current state of function, and the creation of an image of how a super-imposition of technology would address certain needs. This image is the Design, which is built from the Analysis, and the Documentation encapsulates both in human-readable form.

Programming

Programming is a very large area in IT, and rather than simply mention and/or describe this as a competency, it is informative and illustrative to have a list instead. The listing below divides the company's areas of expertise into sections, namely, "Internet", "Database", and "Others". There is obviously some overlap, and this is revealed in those skills that are repeated. Some items are left out because they are obscure and/or are niche products or applications. It is important to point out that programming of itself does not stand alone in Software Systems Engineering but needs to be supported by Analysis, Design, Testing and Configuration Management; among others.

<u>Internet / Web</u>	<u>Database</u>	<u>Others</u>
Perl	PL/SQL	C
JavaScript	Java	C++
VBScript	Pro C	Visual Basic
Java		Ada
BroadVision		
DHTML		

Databases

At the heart of every thriving online business, is a digital repository of information, upon which all processes and transactions are built. On the ground as well, no business can thrive without good controls and management of the acquisition, processing and interchange of data, be it goods, customers, or transactions.

The database is a sine qua non for managing large amounts of information and/or large amounts of simultaneous transactions. As an Oracle Partner in Nigeria, we have been vetted to be a preferred source of expertise and advise on issues relating to Oracle products. However, the company is able and willing to provide Consultancy, Design, and Development on Oracle and other database engines, including, MySQL, Microsoft SQL Server, Access and the Verity K2 engine, operating on UNIX, Linux, NetWare, or Windows Operating Systems.

Products and Projects

eMediaDirectory www.emediadirectory.com

This is our flagship product. It is currently being offered to local and international outlets in the retail sector of the Music industry. The product boosts turnover by promoting sales, mitigating against damages to goods, and reducing returns of sold items. This is achieved by improving pre-sales accessibility, open protocols, and integration with legacy systems.

Companies that deploy this system can expect to increase their sales by improving pre-sales accessibility of products (audio and video) to customers, and also a reduction in the quantity of copies of CDs, Videos and Cassettes required on their shelves. The product integrates Searching, Previewing, Listening, and ordering in one interface, and is founded on open protocols and an enterprise class database by Oracle Corporation. There is also a Lite version of the product for very small outlets, which is based on Microsoft Access.

EstatesGeneral.com www.estatesgeneral.com

This site, launched in February 2002, is the first dedicated online supermarket for Nigerian property. The services offered by the site combine, simplicity, imagination and efficiency, to deliver, what will be found to be a truly outstanding way of bringing buyers and sellers together using Internet technologies. The services on this site address some of the weaknesses in existing online estates agents, as offered in Europe and the United States today, i.e. a failure to add value to the ardour of interest articulation, notification, and synchronisation of buyers and sellers. Not forgetting that the primary target of the site is the Nigerian community, at home and abroad, the design has been arrived at, in empathy for the infrastructure and exposure of the emerging net-community. The result is a simple and efficient system, providing advanced facilities and features but using the least complex technology possible to provide letting, leasing and selling of property.

FindAmBuyAm.com www.findambuyam.com

This site is still under design, and is planned for launching in the third or fourth quarter of 2002. The site will offer an online Portal for the exchange, auction, and sale of goods and services by Nigerians. This fills the niche for free advertising newspapers that are available in many of the nations of the developed world, such as Loot (<http://www.loot.com>) in the United Kingdom. The site will, GOD willing, allow all and sundry to advertise their businesses, services, as well as new and second hand products for sale, exchange or auction. This will be presented in a dynamic web interface and a rich context with many complementary services, products and information. The site will be serviced by our copyrighted designs for online engines for Matching, Notification, Synchronisation and Template Processing.

Market Focus

The target market, are high value businesses with turnover in excess of N20m (Naira) per annum. This is because the minimum cost of projects will be in the region of 100K to 200K in Naira, with many more projects and ongoing services costing upwards of N1m. It is estimated that there are upwards of two thousand of such firms, bodies, and institutions currently operating in the major cities of Nigeria today. The greatest density of such businesses is to be found in the financial sector and in the telecommunications and oil industries. These have been the targets of initial advertising and marketing efforts. It is considered that opportunity for such business exists in certain arms of the government, particularly strategic departments such as air transport, defence, and petroleum, and large departments such as roads. However, the bureaucratic machine is still relatively opaque and cumbersome to negotiate, as such, overtures in this direction are, for now, cautious.

As a consequence of our competency portfolio, the primary interest areas of our involvement with clients will be in relation to consultancy, design, and development of IT systems in general, but particularly, clients' database(s) and Intranet/Internet strategy and projects. The typical project will see nettech consultants involved at the feasibility stage, and right up to delivery and maintenance: most clients will tend to be those with a long-term perspective of IT. While the company retains expertise in Web site design, the focus of the company will be those corporate Intranet and/or Intranet sites that implement dynamism, using data, processes and workflows.

Many of such projects will require a mixture of bespoke and off-the-shelf applications, as well as integration with legacy systems. In databases, the comparative advantage of the company lies with the Oracle database engine and its related products and applications, however, sufficient expertise is available to manage and deliver projects founded on the Microsoft SQL Server/Access and/or MySQL database engines. It is clear that the vast majority of clients with the need and resources to implement such as these will tend to be blue chip companies, and though the company seeks every opportunity to diversify outside of this group, this has to be the group of primary focus.

Strategy for Growth and Consolidation

A major requirement for quality systems in IT firms is a core of technical expertise that is competent and persevering in core values, principles and precepts of enterprise software engineering. The greater part of the company's early years was spent in building this core. Many more investors in this sector will realise, as this company has, that this is no mean task. The pragmatic strategy for growth is therefore twofold: one on technical grounds, and the other on business grounds. The strategy for development of the technical strength of the company is to grow by training replicant sets of the core of technical experts, based on a formula of relative productive demand and capacity. This should allow the values of the company to percolate to all staff with minimal dilution.

The business growth strategy is highly dependent on the path of evolution of the Nigerian economy; it is hoped that as the Nigerian economy grows, the numbers of target businesses should increase exponentially. As this happens, the business is likely to revise its targets to larger and more complex projects, even as its strength of personnel and wealth of experience increases within the Nigerian market.

In the interim, our strategy is the targeting of aggressive and progressive businesses. The intention being to form strategic partnerships with selected companies in some sectors of the economy, and to work with these business partners to seek excellence among their peers, by leveraging IT.

Already, the company offers **free advice** to young businesses (SMEs), through the company website (<http://www.net-technologies.com>) and also via the intermediary services of state Chambers of Commerce. In addition to this, it is hoped to offer Service-For-Equity, in an innovative plan for boosting IT use among SMEs and startups, who may not necessarily have the revenue up-front to fund much needed IT consultancy, design and/or development effort. This offer and other ideas will continue to be developed and evolved, to grow market share, and to distinguish the brand of the company in the Nigerian economy and abroad.

Customers

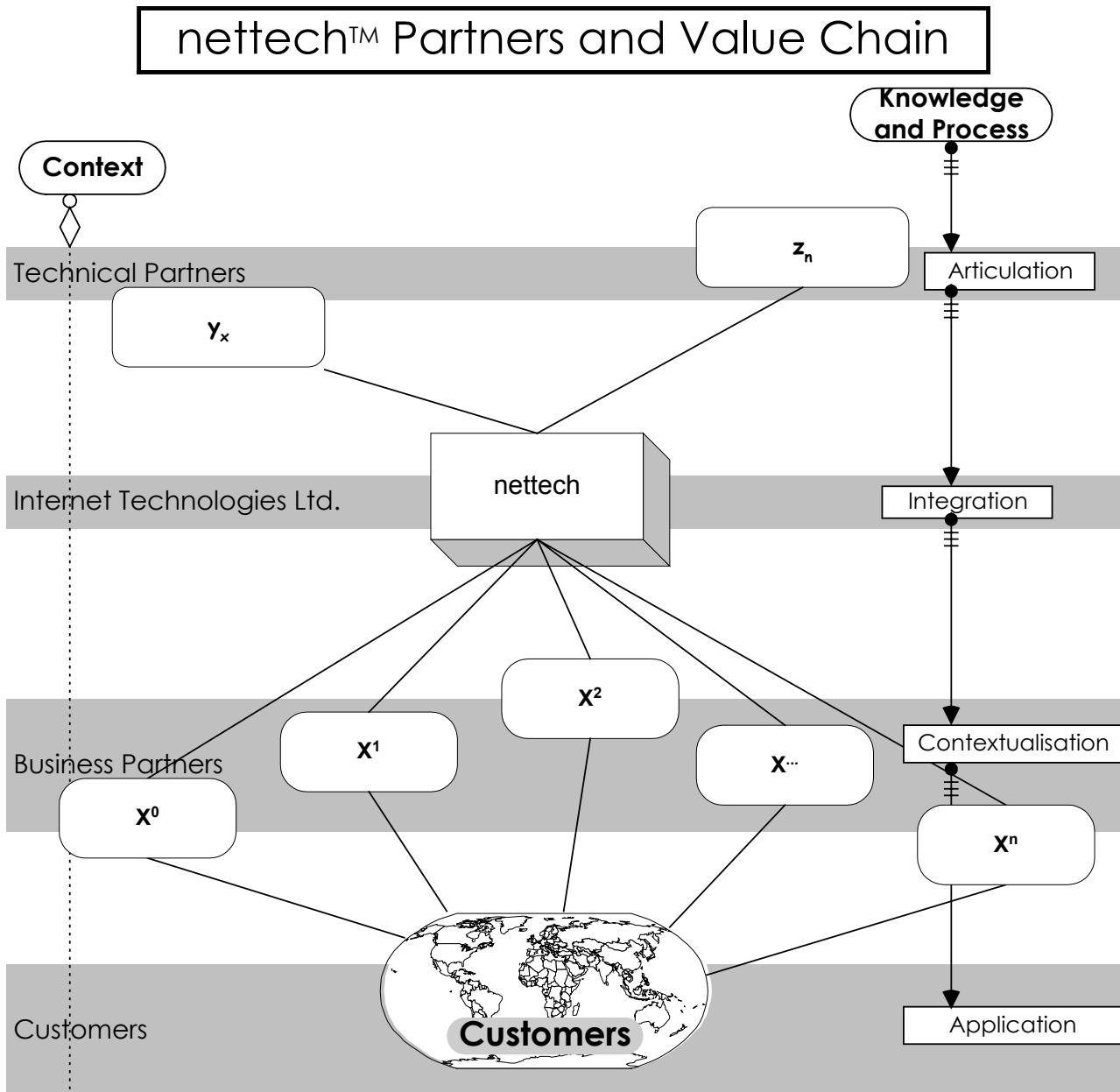
Having spent the majority of the year 2000 acquiring staff and equipment, and securing the location of the training facility, the company was then occupied with training for the first three-quarters of 2001. Since that time, we thank GOD that we can list among our customers,

Moleseye Ltd Washington Lane Edinburgh, Scotland	Adeniji Kazeem & Co 24 Festival Road, Ikoyi Lagos, Nigeria	NACCIMA 15a Ikorodu Road, Maryland Lagos, Nigeria
ANPEZ Centre for Development and the Environment 27 St. Andrews Street, Port Harcourt, Nigeria		

It is our hope to extend our services to many more businesses in the coming months of this year.

Partners

Our primary technology partner is Oracle Corporation, which has approved Internet Technologies Ltd as a database technology partner for the Nigerian market. The company though, sees its strategically selected customers as partners in success and excellence in the Nigerian economy. Even as effort is invested to maximise the synergy of the relationship with Oracle to deliver service to businesses, the relationship with customers is also prioritised as a strategic partnership for seeking excellence and distinguishing leaders within industries, sectors, and sub-sectors.



Company Structure

The company is headed by our Chief Executive Officer, Mr Tanimola Oyewole, a Chartered Accountant of Nigeria who provides leadership, manages policy and is the executive representative of the company to third parties. He is supported and seconded by Mr Olanrewaju Oyewole, a UK trained IT Consultant and Chief Technology Officer who provides technical expertise and guidance, and plans IT-specific strategy. Current shareholding is divided 50-50 between the two directors in a total allocation of 600 million shares.

The company is on the lookout for suitable investors who would be willing to take a minority stake in the shareholding of the company. For functional purposes the company is divided into five departments – Platforms, Projects, Programs, Configuration, and Media – each department is headed by a consultant who, having already qualified, and gained experience with a Nigerian company, was retrained to international standards. In the following section, introductions of the departments is presented by the department heads (managers) in their short summaries on perspective and purpose.

Mr G. A. Ogunniyi – Project Manager

In the engineering of software systems, it has been clear, since the 1970's that a structured approach to development could not only be expedient, but also optimal. Since those times, it would seem that new methods and techniques to support the development process appear weekly. At nettech, it is realised that different applications require different approaches and techniques; a recommendation for comprehensive analysis of requirements will not be proffered if requirements are simple and lacking in risks.

However, in the engineering of any substantial business systems, the company insists on structure and procedures for evolving the solution from the requirement, be it formal, or informal. We recognise that the approach used for a particular piece of software, or system, should be the one most suitable for the type of system being developed, the client, the developers and the techniques they have at their disposal, all within a given framework of order and processes. A typical scenario will see a linear progression from requirements, to analysis, on to design, programming, then testing, and finally user acceptance. Whatever the system though, the prerogative of this department is to work with the customer and the technical team(s) to deliver quality systems within budget and on time.

Miss F. Adebajo – Configuration Manager

Due to the complexity of software systems, it is virtually impossible to place a quality mark against a system as a whole or go to give absolute reassurances to clients based on the whole. However, by ensuring that the parts that make up the whole have all been developed to a certain standard, confidence levels can be shored up. System testing makes a logical assumption that if all the parts of the system are correct, the whole system will be, to a large extent, sound. The primary tool for the verification of software components, today, is testing.

Testing applied throughout the system development life-cycle verifies the sanity of requirements, is an aid to the review of design, and the validation of the developed system against the specification of the client's requirements. Inadequate testing or no testing leads to errors that become exponentially more expensive to fix as system development progresses. By employing testing and strict change management, this department aims to reduce the mean time to failure (MTTF) and mean time between failures (MTBF) – failure intensity – of the systems we engineer, and thereby give clients confidence in the delivered systems.

Mr L. Okpoho – Platforms Manager

It is hard to conceptualise the logical equivalence of a computer system without an operating system. One could approximate with the analogy of a car without an engine, however, this is not exacting enough, because you could still attempt to start the car without the engine, and most of the electrical equipment would still work. Perhaps, a house without a key, but here again, we find that if one could break the window to get into the house, all functionality would be resumed, except for an honourable entry and exit mechanism/service.

The Operating System (OS) is more than the car engine and the house key to the computer. It is the head and the heart combined, without it computers could not wake up (boot), and certainly could not do anything thereafter. To computers, it is the OS that makes the difference; it is the all and the everything. In nettech, we have a healthy bias for the Linux OS on the backend (Server-side) as it offers a low cost option for our clients, providing UNIX-class features at PC prices.

In some cases where certain applications, services or systems are best run on, or interfaced to, from Windows NT/2000, we would put the client's interest first and deploy in those environments. On the client side we defer to the ubiquity and accessibility of the plethora of Windows OS(s), but choose, where possible to deploy open, non-proprietary protocols/systems even in those environments. Clients will find the in-depth knowledge of OS(s) by this department reassuring, whatever the nature of their system.

Mr A. Olorunnisola – Development Manager

Perhaps the most basic requirement for excellence in any field and particularly in the programming field is interest. No extent of academic achievement can replace the genuine interest of the individual to become a good programmer. This is because it is only the desire to be a programmer that can fire up the persistence and determination needed in sticking it in the dynamic world of programming. Programmers have to learn continually changing technologies, languages and paradigms, so much so that occasionally some knowledge may have to be unlearned to get a clearer perception of a new concept

Without doubt, this particular factor tips the scale against age, academic qualification and even intellectual maturity, unless there is interest and imagination. This then is our mantra in the programming team, "genuine interest and a lively imagination". By applying these talents within a disciplined context of structure and procedure, this department can deliver on the promise of quality systems that is the mission statement of this company.

Mr W. Oyebanji – Media Manager

The HTTP protocol, or World Wide Web to outsiders, continues to grow faster than any other segment of Internet technologies. Its graphical interface and hypertext capabilities have caught the fancy of Internet users and the media like no other Internet tool in history. Businesses, Schools, government and non-profit organisations (in addition to millions of individuals) are flocking to the web to promote themselves and their products in front of an audience spanning the entire planet.

It is difficult to watch a sporting event, a commercial, the news etc without seeing that increasingly familiar <http://> telling us of yet another enterprise on the web. Because of the web's popularity and its cost-effectiveness as a marketing tool, the World Wide Web is quickly becoming the electronic market place of the decade. By melding technology and culture, we have been able to preserve the message/intention of our clients – exegesis - while changing the medium of expression. This requires imagination, empathy, and attention to detail; qualities that clients of this company are assured of by this department.

Gloria in Excelsis Deo

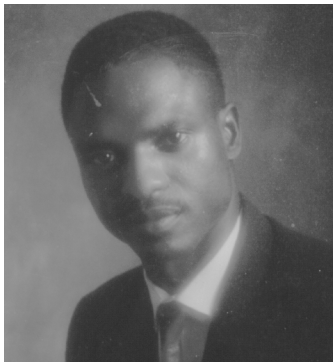
This company has been founded on, and dedicated to, the greater glory of GOD almighty, who created the heavens and the earth, who was, is and will be forever. The directors and staff wish to acknowledge the supremacy and authority of GOD almighty and to use this opportunity to give glory to the name of GOD. Almighty GOD, now and forever, amen.

Oyewole, TT – Chief Executive Officer

B.Sc. Finance Unilag

ACA

ceo@net-technologies.com



Oyewole, OJ – Chief Technical Officer

B.Sc. Pol. Sc. Unilag

B.Sc. Comp. Sc. Luton

cto@net-technologies.com



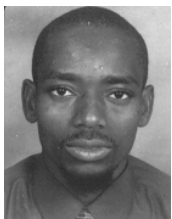
Ogunniyi G.
Project Manager

gabriel.ogunniyi@net-technologies.com

Adebanjo F.
Configuration Manager



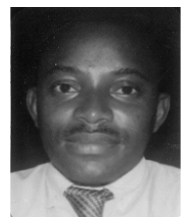
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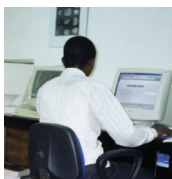
Olorunnisola A.
Programs Manager

abulmujeeb.olorunnisola@net-technologies.com

Okpoho L.
Platforms Manager



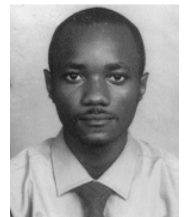
lawrence.okpoho@net-technologies.com



All Others

info@net-technologies.com

Oyebanji W.
Media Manager



wole.oyebanji@net-technologies.com