

A Brief Summary of Our Offering to Moleseye Ltd

In follow up to our meeting, and further discussion with you on the phone, I am pleased to send to you our company introduction letter – attached – and to detail below, a summary of what we are offering. The company was founded by GOD's Grace, and with the hope of providing cost-effective, remote, system engineering services to businesses in the UK. Without going into too much detail, I can say that the team that is now at your service has undergone over eight (8) months of exclusive training, in which time, no charge-able output was generated. This overhead was necessary to bring the team in line with the expectations of executives such as Alan who I have worked for in the past – it was, and is important to me that a certain quality level is preserved.

It had been my intention to send you a CD with a working copy of our Media Management product, eMediaDirectory, however, since we have not signed any legally binding non-disclosure agreement, I am sure you will agree that it is not expedient to give out copyrighted material. A lot of value accrues from the tools that we use, the way in which we have constructed our tools, the approach to system engineering, and our client management/interfaces. We believe that businesses exposed to our systems will gain a lot of knowledge, just by studying the processing, packaging, and internals of our deliverables; and for this reason, it is important that we share these with trusted clients only.

The visible output of the company are its products and services, however, behind these lie a number of important structures and components. At the low level, we have a philosophy of enterprise class programs that are divided into three layers, namely:

Libraries
Engines
Modules

Libraries are the elementary building blocks, and are required by the other layers, directly, or indirectly, a good equivalent of our libraries would be a Java Class. Engines provide a body of services in a specific functional area; typically, an Engine would require the assistance of one or more libraries to fulfil its responsibilities. Our Template Engine (templ8Ngin™) for example uses services from a number of libraries to accomplish its responsibilities – database management, number/date management, error management, etc. An equivalent in Java would be an Entity Java Bean.

At the very top we have customised modules, deployed to address specific business processes: for example, user registration, invoicing, inventory management, etc. At this level, only those specific tasks that cannot be genericised are handled.

This philosophy makes it a lot easier for us to match the construction of systems, to the analysis and modelling of such systems, using either a top-down or bottom-up approach. A celebrated example of the benefits of our engineering principles is our Template Engine, which allows for clear and effective division of labour between design and programming, while also facilitating simplicity of construction and distributed development. With this engine, sites can be built, starting with a complete set of HTML pages, and supporting descriptions, to form a storyboard, which would be used to arrive at the finished site.

At this point, web page design is more-or-less, complete. Thereafter, a programmer, or a reasonably imaginative HTML-savvy personnel could insert template directives into the pages to create TTML templates, which when called by the Template Engine, generate, dynamic, data-driven web pages. The benefits are all too plain to see, and as can be expected, most of our projects will employ the services of the Template Engine among a number of other Engines.

In the management of projects, and the delivery of same, we maintain a structured approach, often relying on the traditional, entity-based system modelling, with Data Flow Diagrams, Entity Relationship Diagrams, etc. for conceptualisation. In our dealings with newer/younger businesses, we could use the Universal Modelling Language for the same purposes. This would be followed by a System Design to express the proffered solution in a number of abstractions that may be layered to address differing levels of detail, depending on the size/complexity of the system. At all times, we try to keep the client as involved as is possible/desirable, especially in the pre-development stages where the accuracy of analysis, requirements, specification and sign-off are crucial to overall success.

The development of the system begins once sign-off has been given by the client, and at all times thereafter, interfacing is provided by the Chief Technology Officer (CTO) in London for immediate telephone calls and face-to-face meetings. Where required, clients can be put in direct contact with our Project Manager in the Nigeria office for communicating specific issues, or progression feedback. At the end of each Project check-point, a deliverable will be given to the client for assessment and acceptance testing; if this is satisfactory, an exchange of due payments is effected, and/or an approval to progress.

All UK clients will find that one of our key selling points is the comparative cost/quality of the delivered system(s). In effect, businesses that retain our services would be in indirect employment of a consultant, and six (6) staff, with several years of experience: all of who serve the client, at less than the cost of one UK based consultant or contractor.

In addition to this, we give a guarantee of "no-satisfaction-no-remuneration" to all our UK based clients. Where a deliverable does not meet the quality gates of a client, the company gives a commitment to revise the work, within the confines of the specification, to equal the client's requirements and at no extra cost. Indeed, if the client cannot be satisfied, we will not pursue a request for payment.

Please find attached a CD with supporting information for your perusal. Therein you will find, among others, a copy of this letter and a folder containing the company website. The website contains a wealth of information that would be too bulky for paper print, and to onerous for perusal and navigation in a conventional formatted-text document, such as this.

Having enjoyed my time working with the staff and management on the initial Scottish Road Works Register project, it is my hope that we would have the opportunity now to work together again, on a new project that promises to be equally exciting, if not more. I hope I have provided enough information here, however, if there is anything amiss, please let me know, and I will do my best to oblige. Thank you, GOD bless, and I look forward to your reply. Yours faithfully,

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