ARIELUS
SOFTWARE

COMPANY PROFILE

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OVERVIEW

Arielus Software Inc. specializes in software development and business intelligence using Microsoft Platforms and Technologies. Our aim is to provide businesses a competitive advantage over their competitors by capturing the right data about their business that will help them understand their inefficiencies and create the right stepping stone in their efforts for mitigation planning and execution. We are based in Cebu City, Philippines.   Originally, Arielus Software Inc. was registered with the Securities and Exchange Commission as 3AG Business Solutions Inc in 2011. In 2017, as the company evolved with new technologies, the company rebranded itself and renamed it to Arielus Software Inc. The company has moved from business solutions to enterprise software, sensors, automation, analytics, and mobile technologies.

"It is a capital mistake to theorize before one has data."

-Sherlock Holmes, "A Study in Scarlett" (Arthur Conan Doyle).

3AG Systems Incorporated is boutique consulting firm that specialized in $12.2 billion dollars Business Intelligence Industry (Gartner 2012) with areas of expertise in Analysis and Information Delivery. Some examples of current and past solutions are for International Olympic committee (2010 Winter Olympics), various departments of Business Intelligence Visionary Leader (Microsoft), various departments of worldwide leader in Quality of Life Services (Sodexo), best provider of real estate data and analytics tools in Canada (Landcor Data), top think tank in Canada (Fraser Institute), and global leader in media measurement (Nielsen Media). We are based in Burnaby, BC, Canada.

"Turn data into a point of view that makes sense for decision makers."

-Jean E. Engle, Johnson Space Center, NAS

FOUNDERS

Arielus Software Inc.

- **Michael Martinez**

Michael brings over 10 years of business leadership and technical acumen in the Information Technology sector to the table. With more than 7 + years as a Lead Software Developer with Microsoft and Copperleaf Technologies, Michael has developed his software development and business analysis skills to help propel 3AG Systems Inc. as a Microsoft Vendor and Partner and 3AG Business Solutions Inc. as a key player in Enterprise Software Solutions for the Deep Sea Tuna Fishing Industry. His nature as a perfectionist and his passion to help organizations better manage their business through process optimization and technology sparks customer confidence and excitement.

With the experience in building world class enterprise software for Microsoft (Software Leader), Research In Motion (RIM Blackberry), Copperleaf Technologies (Power Plant Asset Investment Planning) and Sodexo (Quality of Life Services), Michael brings that wealth of knowledge when developing customized enterprise software solutions in the Philippines.

Michael is active in the Startup community and Philippine Software Industry. He often mentors during Startup events or speaks at Philippine software conferences.

3AG Systems Inc.

- **Michael Martinez**

Head of Research and Development.

- **Albert Hadi**

Albert is business visionary leader who sees technology as enabler for a business. Trained in Lean Process and Agile Methodologies, he always takes pragmatic approach in designing and delivering his projects. Using his strong analytics skills and business intelligence skills, he helps his clients excavate the value of data.

- **Andry Layarda**

Andry is a data specialist and a perfectionist. Driven by his desire to find a way for technology to improve the business bottom-line, he was drawn to the once overlook company asset, the data.

EARLY BEGINNINGS

3AG Systems Inc.

3AG Systems Inc. was founded and incorporated in January of 2007. It was founded by three Microsoft vendor employees, Michael, Andry, and Albert.

The idea of 3AG as a boutique Business Intelligence consulting firm was conceived by Michael during his tenure as a Lead Developer for CMI, heading their Microsoft Canada Division. He realized that CMI had inefficiencies in running their projects. With a different company direction around the corner, Michael decided to quit and venture out on his own and enlisted the help of his two other co-workers, Andry and Albert. But because of a non-compete clause, Michael spent two years working for Copperleaf Technologies, building an Asset Investment Planning (AIP) platform for Power Plants. Copperleaf's software manages Duke Energy (Nuclear), BC Hydro (Hydro), Manitoba Hydro, and Ontario Power (Hydro).

Andry was a senior developer and Albert was a data analyst for CMI under the Microsoft US Division. All three worked on a global project, Microsoft Partner Learning Center which still exists today and is available if you go to the Microsoft website. The Partner Learning Center platform took 3 years of development with development efforts that span the globe from Canada, US, Mexico, India, and Latin Americas. That was a project that would carve their names in Microsoft.

In 2007, 3AG was founded but it was not until 2008 when Microsoft finally decided to make 3AG a partner and vendor to develop internal software for use in their corporate office. Normally Microsoft does not partner with small companies but because 3AG had the background and the knowledge in the data that they required to run their business intelligence reports for Corporate Finance, 3AG was made a vendor.

Until now, 3AG creates the reports for Corporate Finance division. The target audience of the reports are usually the CEO, CFO, and various VPs.

Arielus Software Inc.

3AG Business Solutions Inc. was founded and incorporated in January 2011. It was founded and incorporated by Michael Martinez and Miramar Martinez in 2011 but did not go fully operational 2012 while Michael was still in Vancouver, Canada. In 2012, it started operations in Asiatown IT Park, Cebu city's premier IT facilities. Strategically situated beside IBM and across Microsoft, 3AG Business Solutions Inc. started to build Line-of-Business (LOB) software to help the commercial fishing industry. In 2017, it rebranded itself to Arielus Software Inc. as technology and the business evolved. Arielus

Software Inc. now focuses on digital transformation, bringing companies into a new era of cloud technologies, mobile applications, augmented reality, artificial intelligence and machine learning.

WHAT WE DO

We do not just develop software. We analyze processes and systems and see what we need to develop to get a better, more efficient, and more cost effective software solution for our clients. We provide the means to better understand their business through data. As we transform the cold hard facts of data into knowledgeable insights, our clients can get a better sense of their business and enables them to make better business decisions.

"Business @ the speed of thought" -Bill Gates, 1999

As much as possible, we do not reinvent (unless needed) company processes since each company is unique and set in their ways. What we do is bring in the technology needed to gather, process, and report information so that executive business decisions can be made faster.

Specialization

We specialize in developing software using the Microsoft Platform. We build various systems using different technologies, from windows-based software, web technologies, mobile, and database solutions.

- Net Platform
- Windows Development
    - Devexpress
    - Dundas
    - Infragistics
- Web Development
    - ASP.NET MVC
    - ASP.NET Webforms
    - Javascript/JQuery
    - Node.Js
    - AngularJS
    - SignalR
- Mobile
    - Android
    - IOS
    - Windows Mobile
- Database
    - SQL
    - Oracle
    - MySQL
- Cloud
    - Windows Azure
    - Amazon WebService

Although we are experienced in different platforms and systems, these are just tools in our extensive tool belt. What we provide clients after our systems analysis and business requirement gathering are recommendations on which technology to use so that we can deliver and ensure that the client's needs are met.

WHO WE WORK WITH

We work with different clients but there are some that is worth highlighting. Below are ones that really bring us into the map.

Notable Clients

Microsoft Corporation is an American multinational corporation headquartered in Redmond, Washington, that develops, manufactures, licenses, supports and sells computer software, consumer electronics and personal computers and services. Its best known software products are the Microsoft Windows line of operating systems, Microsoft Office office suite, and Internet Explorer web browser. Its flagship hardware products are Xbox game console and the Microsoft Surface series of tablets. It is the world's largest software maker measured by revenues. It is also one of the world's most valuable companies.

Sodexo (formerly Sodexho Alliance) is a French food services and facilities management multinational corporation headquartered in the Paris suburb of Issy-les-Moulineaux, France. Sodexo is one of the largest companies in the world in its business, with 380,000 employees, representing 130 nationalities, present on 34,000 sites in 80 countries. For fiscal year 2010 (ending August 2009) revenues reached 15.3 billion euros,

with a market capitalization of 6.5 billion euros. Revenues by region represent: 37% Continental Europe, 38% North America, 8% UK and Ireland, 17% Rest of World.

Sodexo is organized into two entities, dubbed "On-Site Service Solutions" and "Motivation Solutions". Sodexo services many sectors including private corporations, government agencies, schools from elementary through university, hospitals and clinics, assisted-living facilities, military bases, and correctional facilities.

Landcor Data Corporation gives you access to the most reliable real estate information in British Columbia.

With access to 77 unique details on each of the 1.9 million properties in B.C., Landcor has redefined automated valuation industry standards. Our AVM tools combine these sources of data with proprietary applications—developed in house and independently tested for accuracy—to give you the most comprehensive automated valuation available. Our extensive product and service portfolio also includes reports to help you assess mortgage risk, development potential, market-capture rate, and much more. With a robust database, our custom reporting services provide solutions to your unique real estate needs.

Make confident real estate decisions with Landcor Data Corporation.

The 2010 Winter Olympics, officially known as the XXI Olympic Winter Games (French: Les XXIes Jeux olympiques d'hiver), informally the 21st Winter Olympics, were a major international multi-sport event held from February 12 to February 28, 2010, in Vancouver,

British Columbia, Canada, with some events held in the suburbs of Richmond, West Vancouver and the University Endowment Lands, and in the resort town of Whistler. Approximately 2,600 athletes from 82 nations participated in 86 events in fifteen disciplines. Both the Olympic and Paralympic Games were organized by the Vancouver Organizing Committee (VANOC), headed by John Furlong. The 2010 Winter Olympics were the third Olympics hosted by Canada and the first by the province of British Columbia. Previously, Canada hosted the 1976 Summer Olympics in Montreal, Quebec, and the 1988 Winter Olympics in Calgary, Alberta.

Nielsen Holdings N.V. is an American global information and measurement company with headquarters in New York (USA) and Diemen, the Netherlands. Nielsen is active in over 100 countries and employs approximately 40,000 people worldwide. Total revenues were $5.7 billion in 2013.

The Fraser Institute is an independent Canadian public policy research and educational organization with active research ties with similar independent organizations in more than 80 countries around the world. We are often referred to as a "think tank" and have been ranked by a University of Pennsylvania study as the top think tank in Canada.

San Andres Fishing Industries (SAFI) is a Philippine company that engages in Deep Sea Fishing, Trading, and Merchandising. It is the flagship company of the SAFI group of companies which has diversified into Agriculture, Aquaculture, Cold Storages, Hotels and Resorts, and many more.

Optus Health is a pioneer in health innovation in Southeast Asia. Optus Health is poised to be the leader in the Southeast Asian telehealth industry. Telehealth, a booming industry with a valuation to hit $23B by 2017. Although telemedicine has been in North America for several years, Optus Health provides a unique and easy to use platform that allows doctors and nurses to focus on the important things, their patients. Optus Health has partnerships and integrations in Mexico (TuMedico), in Indonesia (Mayapada Group and Dokter.id), in Philippines (Metro Pacific), and the US (Med1 Healthcare Group).

Search Education is an Australian company providing a standardized and unified university application submission platform. Search Education makes international applications to Australian Universities easier and painless.

Smart Communications is the Philippines' leading wireless services provider. Live the Smart Life with call, text, 3G & LTE data, and more digital services & innovations. A wholly owned mobile phone and Internet service subsidiary of PLDT. It is also known for introducing the world's first electronic prepaid reloading service. As of May 2014, combined subscriber base of Smart, Talk 'n Text and Sun Cellular reached 70.7 million customers.

Notable Projects

- **Partner Skills Readiness Indicator Scorecard (Worldwide Partner Group Division – Microsoft Corporate, Redmond)**

  Objective:

  To create a reporting tool that is used to provide an indication of the level of readiness of Microsoft Partners in terms of delivering Microsoft products and solutions to their respective customers. This reporting is used by area leads to identify how well partners are doing to their respective targets, and quickly identify problem areas so that appropriate actions can be taken.

  Solution:

  Readiness Scorecard built using Microsoft SQL Server 2008 technologies (Database Server, Reporting Services, and Integration Services).

- **Microsoft Action Pack Subscription Reporting (Worldwide Partner Group Division – Microsoft Corporation, Redmond)**

  Objective:

To create an all-in-one reporting tool for the Microsoft Action Pack Subscription (MAPS) program. Executives can use the tool to quickly look at the numbers of active, expired, new, and renewed subscriptions for the current month and week. The field can use the same reporting tool to determine which partners to be reminded of their subscription expiry, and whether any given partner qualifies for the MAPS Subscription.

Solution:

Reporting Scorecard built using Microsoft SQL Server 2008 technologies (Database Server, Reporting Services, and Integration Services).

- **Deal Factory Dashboard (Small and Midmarket Solutions & Partners Division (SMS&P) – Microsoft Corporation, Redmond)**

Objective:

To create a reporting tool that provides overall health of the Enterprise Agreement business at Microsoft. This reporting tool is used as part of the Rhythm of Business process and used as a "conversation piece" during monthly calls with area leads.

Solution:

Reporting tool using Microsoft Excel 2007 and SQL Server 2008 Technologies (Database Server and Integration Services)

- **Customer Satisfaction (CSAT) Compliant (Worldwide Partner Group Division – Microsoft Corporate, Redmond)**

Objective:

To create reporting and automation that generates a list of compliant partners for Gold Partner Registrations.

Solution:

Reporting tool using Microsoft Excel 2007 and SQL Server 2008 Technologies (Database Server and Integration Services)

- **Consolidation Candidate List (Small and Midmarket Solutions & Partners Division (SMS&P) – Microsoft Corporate, Redmond)**

  Objective:

  To create a tool that can be used to identify potential customers that could be in the Enterprise Agreement (EA) or Open Value 250 license program.

  Solution:

  Reporting tool using Microsoft Excel 2007 and SQL Server 2008 Technologies (Database Server and Integration Services)

- **World Wide Annuity Dashboard Scorecard (Small and Midmarket Solutions & Partners Division (SMS&P) – Microsoft Corporate, Redmond)**

  Objective:

  To create a reporting tool that can be used to identify all expiring Enterprise Agreements (EA) in the current fiscal year and the status of each of the expiring agreements. This allows users to track the progress of each expiring EA and to more effectively allocate resources to manage the EA renewals with customers.

  Solution:

  Web-based reporting built using .NET Framework and Microsoft SQL Server 2008 Technologies (Database Server, Reporting Services, Integration Services, and Analysis Services)

- **Territory Sales Planning (Small and Midmarket Solutions & Partners Division (SMS&P) – Microsoft Corporate, Redmond)**

  Objective:

  To consolidate information about customer accounts that can be used to create activities to manage the customer's interaction during the whole fiscal year.

  Solution:

Web-based application built using ASP.net MVC, LINQ, C#, JQUERY, JSON and
Microsoft SQL Server 2008 Technologies (Database Server, Reporting Services,
Integration Services, and Analysis Services)

- **Worldwide Azure Dashboard (Small and Midmarket Solutions & Partners Division
   (SMS&P) – Microsoft Corp, Redmond)**

   Objective:

   To create a dashboard that shows the azure adoptions by Microsoft ISV partners
   worldwide.

   Solution:

   Web-based application built using Silverlight, LINQ, C#, XML, and Microsoft SQL
   Server 2008 Technologies (Database Server, Reporting Services, Integration
   Services, and Analysis Services)

- **Partner 360 (Worldwide Partner Group Division – Microsoft Corporation, Redmond)**

   Objective:

   To create a profiling system that provides a 360 degree view of a Microsoft Partner.

   Solution:

   Web-based application built using ASP.Net, Silverlight, LINQ, C#, XML, and
   Microsoft SQL Server 2008 Technologies (Database Server, Reporting Services,
   Integration Services, and Analysis Services). Consolidated 21 complex data
   repositories on a nightly basis to extract the different views of a Microsoft partner.

- **2010 Winter Olympics Web Nutrient Calculator (Olympics Committee & Sodexo Canada Incorporated, Vancouver)**

Objective:

To provide a nutritional planning tool for athletes competing in the Vancouver 2010 Winter Olympics Games. Users are able to choose different meal items for the day, and the total nutritional information is calculated and displayed to the users. This allows athletes to better plan their meal according to their competition schedule.

Solution:

Web application built using .NET Framework and Microsoft SQL Server 2008.

- **Key Risk Indicator Solution (Sodexo Canada Incorporated, Vancouver)**

Objective:

To provide a better financial understanding on cost per patient analysis for all the hospitals and care centers under Sodexo's health division. Currently, Sodexo caters to all medical facilities in the Vancouver area (Canada).

Solution:

Web application built using .NET Framework, Devexpress and Microsoft SQL Server 2008.

- **Capital Expenditures Solution (Sodexo Canada Incorporated, Vancouver)**

  Objective:

  To provide a better financial understanding on capital expenditures throughout Sodexo Corporate. This solution won their Award of Excellence as one of the innovative solutions created for Sodexo.

  Solution:

  Web application built using .NET Framework, ASP.NET MVC, AngularJS, and Microsoft SQL Server 2012.

- **Health Field Survey Solution (Sodexo Canada Incorporated, Vancouver)**

  Objective:

  To create a better online survey solution and is more environmentally friendly and cost effective. Created an online survey with offline capabilities, to gather and report field information throughout Sodexo's care centers. The result is a versatile online solution that saves trees since no paper is used and is cost effective from the savings of printer and paper costs.

  Solution:

  Web application built using .NET Framework, ASP.NET MVC, AngularJS, and Microsoft SQL Server 2012.

- **Online Capsa (Pusoy) Game (Pacific Bet, Indonesia)**

Objective:

Create an online game where people play against other people in the game of pusoy. Currently runs in Indonesia where people deposit into e-wallets via over the counter outlets and then play online against other players.

Solution:

Web application built using .NET Framework, HTML5, CSS3, Node.JS, Windows Azure and Microsoft SQL Azure.

- **ERP and Business Intelligence Solution (San Andres Fishing Industries, Philippines)**

Our largest project in the Philippines so far and definitely the biggest challenged faced. The difference with SAFI and our other clients is that the other clients have an infrastructure and is already using some sort of system already. SAFI is a project from the ground up. From planning out the infrastructure and specifying what computers to buy to laying out plans on WIFI coverage to developing the software, quality assurance, technical support and training.

Several objectives:

a. Create an IT division that is capable of managing the software.
b. Computerize all input within SAFI.
c. Gather data from all business units, divisions, departments, sections and store them in a centralized database.
d. The data store should be able to handle future use of historical data gathered through our system.
e. Generate financial reports quickly (opposed to their month long wait period for financial report generation)
f. Executive Dashboards and Management Reporting
g. Multiplatform solution (Needs to work on iPads, Macbooks, Android, Windows, etc.)
h. Monitor expenditures, expenses, and costing through the quick report generation and financial dashboard
i. Monitor inventory delivery, availability, and withdrawals through the warehousing module and associate it with accounting to track inventory value.
j. Monitor asset value, lifespan, and placement to better manage expenditures with capital assets
k. Monitor employees attendance, schedule, and payroll via biometrics and system synchronization
l. Monitor FADs, daily fish catch and delivery to give variance outlook to catch estimates and actual deliveries

m. Monitor embarkations of vessels, personnel and equipment to ensure proper incentives and salary payouts and inventory tracking
n. Monitor all work orders and job orders and monitor projects to ensure efficiency and meeting project timeline
o. Monitor employee and associate medical records and history as well as dispensed medicine in the company clinic
p. Monitor vessel licenses, permits, and documentation to prevent expiry while out in sea
q. Bid Comparison module to quickly assess multiple bids on work orders
r. Many more…☺

Solution:

Enterprise Resource Planning built using .NET Framework, HTML5, CSS3, SignalR, Javascript, JQuery, and SQL Server 2012. Comprehensive gap analysis and process mapping and re-mapping to make existing processes more efficient and cost-effective.

- **WebRTC TeleHealth Platform (Optus Health, Hong Kong, Vietnam, Philippines)**

Objective:

A pioneer in health innovation in Southeast Asia, Optus Health is poised to be the leader in the telehealth industry. The biggest challenge that Optus had was to build an enterprise grade RTC (Real Time Communication) software platform that can cater to multiple countries and was language dependent and can handle a large amount of concurrent users. Also the main objective was to provide a video conferencing functionality that can work in low bandwidth areas in Southeast Asia.

Solution:

Mobile First application and platform built using .NET Framework, HTML5, CSS3, SignalR, Javascript, JQuery, WebRTC and SQL Server 2012 utilizing Microsoft's Azure Cloud Platform.

Public Website:

http://www.optushealth.com/

- **Unified Application Submission Platform (Search Education Pty. Ltd, Australia)**

  Objective:

  To build a platform for standardizing college application submission to multiple universities. The idea is a student can submit one application and it will be submitted and processed with all the universities in Australia.

  Solution:

  Mobile First application and platform built using .NET Framework, HTML5, CSS3, SignalR, Javascript, JQuery, and SQL Server 2012 utilizing Microsoft's Azure Cloud Platform.

  Public Website:

  https://searchedu.com.au/

- **E-Prescription Platform (Smart Communications, PLDT & MedRx, Philippines)**

In partnership with Smart Communications and PLDT, MedRx was a proof of concept for a centralized ePrescription platform that aimed to powerfully connect pharmacies, patients, doctors, and payors. With collaborations with PhilHealth and DOH (Department of Health), it made the PhilHealth submissions easier for pharmacies and hospitals therefore improving the overall reimbursement process.

Objective:

To build a platform for centralizing ePrescriptions nationwide. It was targeted for mobile phones for clients, tablets for pharmacies, and a platform to track transactions for PhilHealth.

Solution:

Mobile First application and platform built using .NET Framework, HTML5, CSS3, SignalR, Javascript, JQuery, Xamarin, SQL Server 2012, SQL Server Compact, and utilizing Microsoft's Azure Cloud Platform.

OUR PROCESS

1.   Kickoff Meeting

We start every project with a kickoff meeting with all the people that will be involved with the projects. This is so that we can get a face to the name of the people that we will be interacting with the most throughout the project. These projects usually involve a lot of long distance communication via telephone, email, or chat, so it is imperative that we get the face to face early so we are familiar with each other.

2.   High Level Systems Analysis/Requirements Gathering

This is when we meet with the project champion to determine some of the requirements and expected outcomes of the project as well as set expectations and scope boundaries of the project. This is where we detail what the project goals are. This is the WHAT of the project. Here are some examples:

o   What do we want to achieve?
  - We want to collect different sets of data within our organization so we can measure our efficiency and capacity accurately.
  - We want better reporting capabilities on top of our existing data.
  - We want to lower our employee attrition rate.

Determining the goals, outcomes, scope and boundaries requires executive decisions. This is the reason why the project champion usually is someone in the position that is capable of making such important decisions.
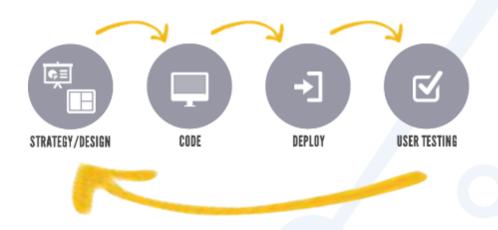
3.   Project Planning

This is when we do some high level project planning based on the outcome of the requirements gathering. We determine the scope and provide the high level project timeline. Based on the requirements and scope, we balance out features and functionalities and plan them out in future iterations. We also determine here how long each iterations will be. This gives us a baseline to measure our velocity in the project. This usually involves the client's project manager/lead that will be working with us to ensure the

project goes smoothly. All the questions for clarification and issues that arises can be dealt with quickly. The project manager usually reports to the project champion on the progress of the project.

4.   Iterations

We practice an Agile Methodology approach in our development practices. We believe that this approach provides the client with software that they really want. It is an iterative process with a lot of client interaction. This client feedback is what sets it apart from the traditional waterfall approach where we plan everything out on paper, you sign off it and you do not see anything until the end of the project. The client feedback ensures that what we deliver is exactly how the client wants it.

a. STRATEGY/DESIGN

For each feature, we design using wireframes. Based on the requirements for the feature, we ensure all is met through the use of wireframes. Wireframes are like storyboards. We basically draw out how a certain feature will work out in the system/application. This is communicated back to the project manager/lead to set expectation. Once everything is given the green light, we start the actual code implementation.

b. CODE

We start coding/programming the feature based on the feature functionality requirements and the wireframes that came from the strategy/design stage. Depending on the iteration schedule, this can span a week, two weeks, or a month.

c. DEPLOY

As soon as we have a project "build" available, usually after feature iterations, we will deploy to a server as per deploy schedule. This is basically setting up the environment where the end-user/project lead/manager can test the functionality and see if all the requirements have been met.

d. USER ACCEPTANCE TESTING (UAT)

With the "build" deployed, the project lead/manager can either test themselves or have other end-users test the functionality if everything is good. This ensures that the feature functionalities are met. This is the stage where we make sure that the functionalities and requirements are met and not add more functionalities into the feature. Project "scope creep" always happens here when project leads/managers end up asking more features to be added. This stage is for ensuring expectations are met, not adding more features and functionalities.

If for some reason, there are some features or functionalities that turns out to be better of removing, changing, or adding, then we iterate back to step A, strategy and design of the feature. This way, the feature functionality is always met.

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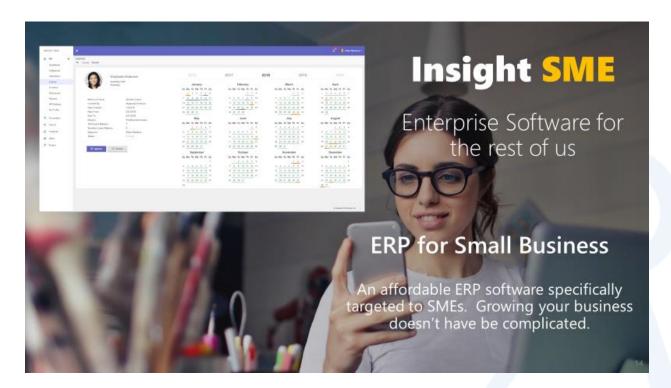T (32) 888-9448
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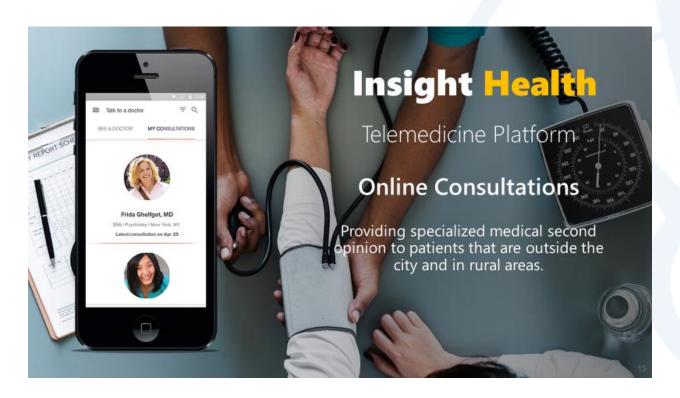

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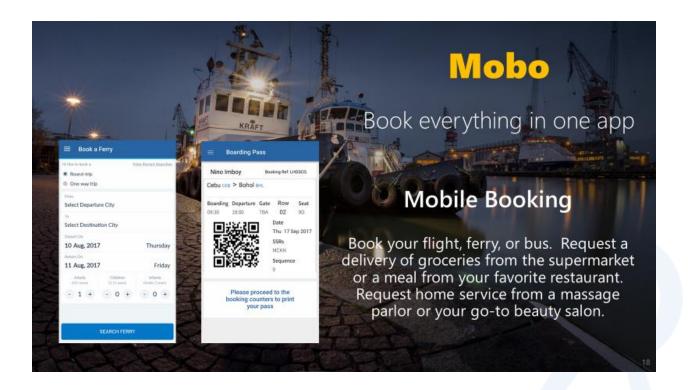W www.3agsystems.com

PRODUCTS

DIGITAL MARKETING AND MEDIA

Arielus Media is the digital marketing and creative media side of the business. While developing tools to help companies move towards a digital transformation, the marketing strategies and execution has evolved also with the use of social platforms, search engines, and mobile content and advertisements.