



*Turnkey: Shaping Goals; Securing Victories.*

*present*

## **KRYS Business MorphIT** *solutions platform*

E-Business Collaboration;  
Product Assembly and Service Delivery;  
Management, Corporate and Financial Governance

Easily tailor your business to meet new  
**Management, Regulatory and Customer** challenges

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## **Krys Business MorphIT**



### **Krys Background - projects**

#### ***Middle 1980's to 1998***

- Business Management Systems
- Cost Accounting Systems
- Product Design & Development
- Budgeting
- Financial Report Consolidation
- Business Process Engineering

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## **Krys Background - private**

### ***Middle 1980's to 1998***

#### **Pan Jamaican Group of companies:**

- Banking, Investments, Insurance
- Real Estate & Construction
- Hotel & Tourism
- Consumer Goods Trading
- Office Cleaning & Maintenance
- Marine & Wharf Services
- Manufacturing & Agriculture

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## **Krys Background - public**

### ***Middle 1980's to 1998***

#### **Government:**

- Water Management & Distribution
- Health Services
- Tax Administration
- Public Sector Management
- Trade and Competition Administration

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## Krys Market niche

**1998 to 2007**

### **Banks are good benchmarks for systems:**

- Bank of Nova Scotia – Scotiabank
- Barita Investments
- Jamaica National Building Society
- National Commercial Bank
- Jamaica Money Market Brokers
- Pan Caribbean Merchant Bank

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## **Business MorphIT**

*turnkey @ adopt . integrate . optimize*

- ✓ *Product Assembly to Service Delivery*
- ✓ *E-Business Collaboration*
- ✓ *Financial and Corporate Governance*

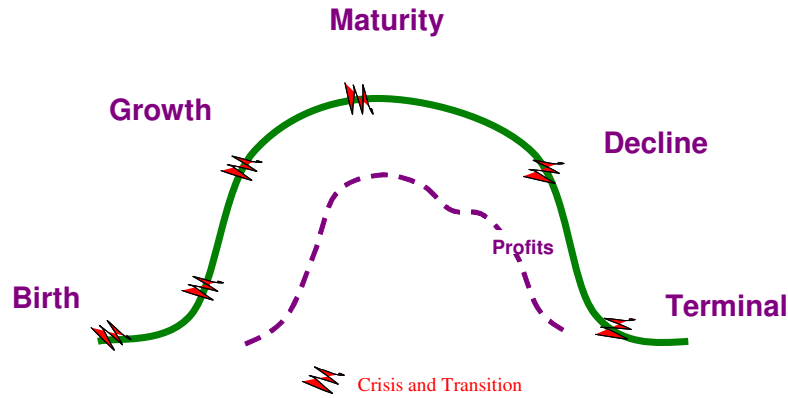
*powered by:*

**Application Cloning and Business Lifecycle Morphing**

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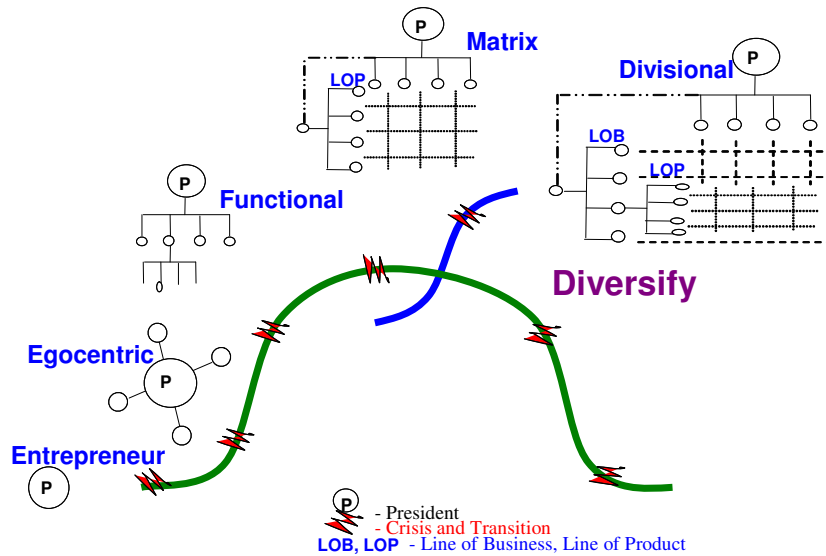
# Business evolves via a lifecycle

*The actions of employees determine survival or termination.*



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# Business diversify to survive



(P) - President  
- Crisis and Transition  
LOB, LOP - Line of Business, Line of Product

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## The “Static IT” Crisis

- Driving your business on “**Static IT**” systems?
- Patching or changing Systems **every 5 years**?
- Are spreadsheets **InSecure** alternatives?
- Frustrated with too many business **Changes**?

*“It’s a myth, business cannot **evolve** on Static IT”*

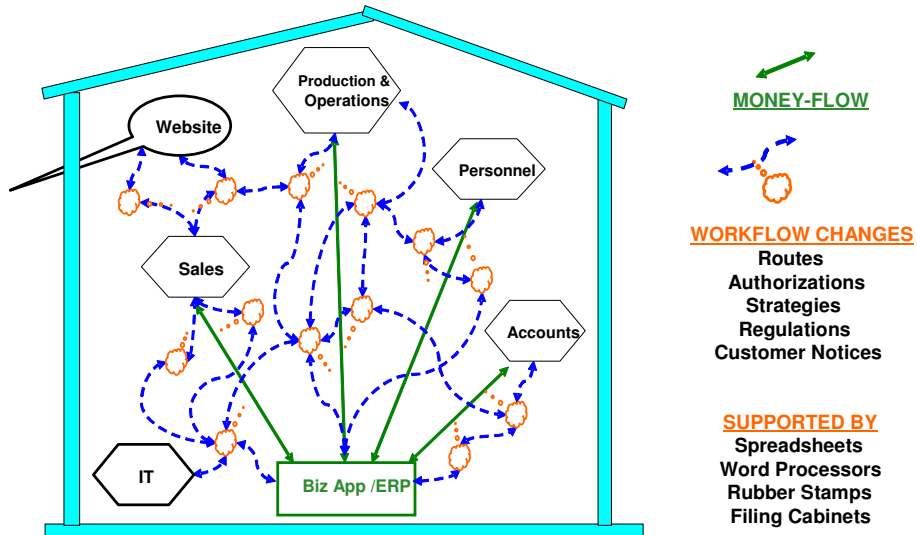
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## Reasons for Static IT

- Applications created via **Systems Analysis**:  
“Point-requirements” creates “Static-solutions”
- **Software Maintenance** is a death trap:  
“Patching” progressively kills Systems
- Businesses are **coordinated systems** of  
“human activities” not only “money” activities

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## The “Static IT” gap = ? Flows



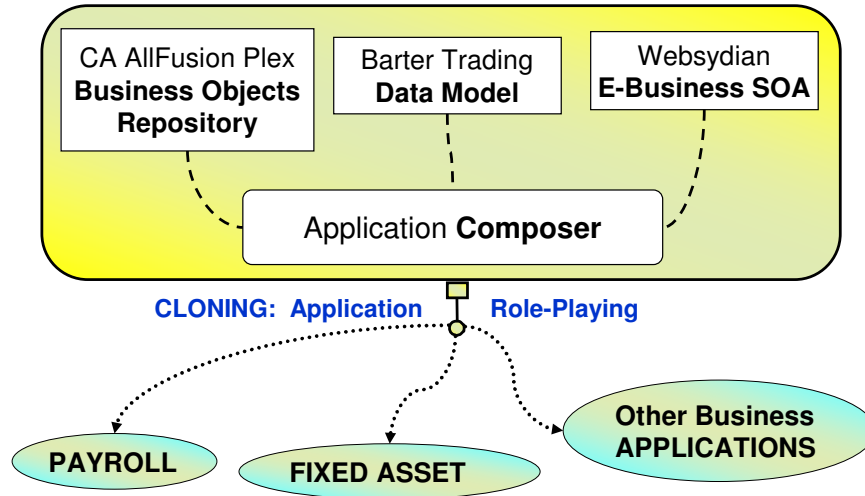
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## Static IT solution challenges

- Speed of developers vs. frequency of change  
“Model-based” application tools are faster
- End-users can’t predict future requirements  
Derive “patterns” via Domain Engineering
- Leveraging existing IT system investments  
“Integrate” i.e. adopt and interoperate

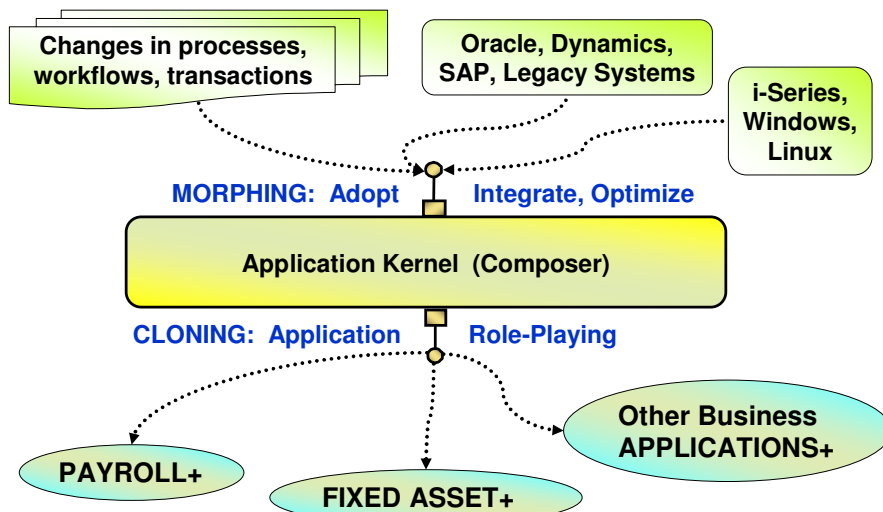
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## Evolve: Application CLONING



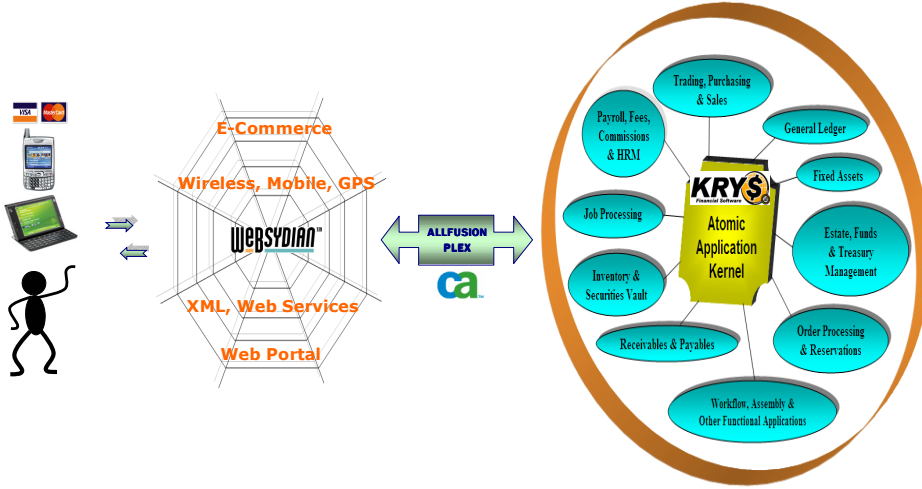
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## Evolve: Business Lifecycle MORPHING



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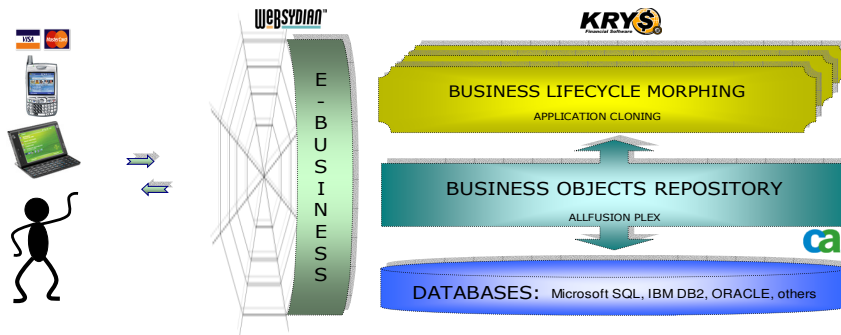
# Cloning and Morphing on the Web



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# KRY\$ Business MorphIT *evolvable solutions*

*turnkey @ adopt . integrate . optimize*



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## Krys Benefits

- Timely adopt and integrate changes **reduce risks**
- Knowledge reuse improves **operational efficiency**
- Centralized workflows improve **work transparency**
- Tracking goals improves **corporate governance**
- Build customer relationships via **web collaborations**
- Extend **Systems lifespan** and avoid replacements

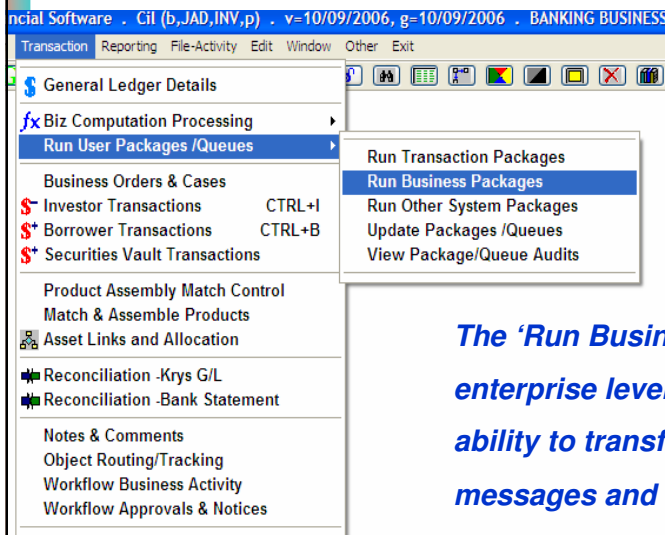
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## CLIENTS enjoying the Benefits

- **Cut** administrative efforts by **2-4 hours** per day
- Portfolios improved by **US\$15million in 8 months**
- Employees building **customer relationships**
- Timely release of **new products** to market
- Reduced **cost** and increased **profitability**

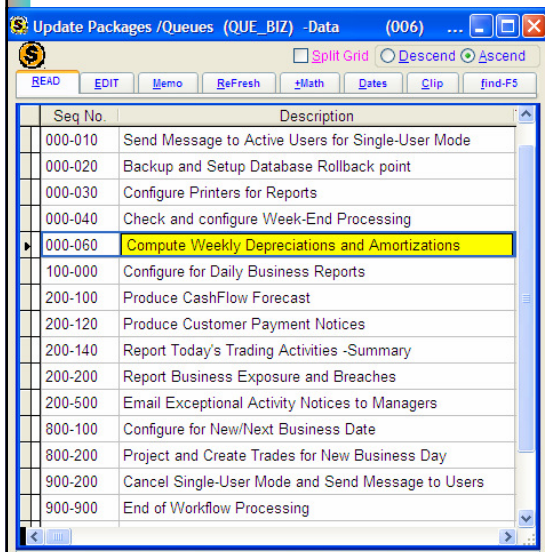
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# Krys Workflow options



*The 'Run Business Packages' are enterprise level workflows with the ability to transfer control, send messages and request approvals.*

# Client workflow example



*Clients workflows are their competitive advantage.*

*The quality and speed of executing transactions.*

## Market outlook

- ✓ Targeting **4000 Customers** in the Mainframe to Midrange systems market
- ✓ Offers **Software-as-a-Service** for Small to Medium Enterprises
- ✓ Allowing **Application Developers** to configure customer-specific solutions

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## Global Partners

- ✓ Mass **Market** Partners:  
*World Business Review, CNBC, ASIA TVs*
- ✓ Channel **Support** Partners:  
*Deloitte and other Management and IT firms*
- ✓ Channel **Development** Partners:  
*Soft Design, Websyidian, CA AllFusion Plex*
- ✓ **Research** & Facilitator Partners:  
*Universities Jamaica/United Kingdom*  
*Governments Jamaica/Denmark*

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