



IT ASSOCIATES CORPORATION (ASIA) LTD
億達科技資訊(亞洲)有限公司



eCom (ASIA) Ltd
億康科技資訊(亞洲)有限公司

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The Organization and Business Origin

ITAC began July 1996 to engage in the sales and distribution of supply chain software in the Philippines. Today, its major software principals include Sterling Commerce USA, MCashback UK, SAP AG Germany, Enterworks USA, Siemens Germany, Retalix Israel, and alliance partner with IBM.

eCOM was later formed in 1998 as a spin-off from ITAC to engage in the Electronic Data Interchange (EDI) Value-Added-Network (VAN) operations, B2B Collaboration Hub and eCommunity management services in the Philippine territory.

Growth and Expansion of the ITAC / eCOM business came primarily from the development of the first and largest business-to-business (B2B) ecommerce trading hub community with over 1,200 trading partners under the retail giant SM. ITAC/eCOM unique product and service offerings today dominate the B2B ecommerce space covering the retail CPG (consumer package goods), retail health & pharmaceutical, retail petroleum (convenience stores), CPG distribution and manufacturing, banking & financial institutions.

New subsidiaries were formed in 2006, namely M2Cash and MSolutions. M2Cash is engaged in wireless marketing & promotions, and sales of pre-paid e-load or top-up for mobile phone airtime. While MSolutions is an ERP (enterprise resource planning) "Retail Industry Solution" implementation partner of SAP AG Germany, the largest ERP enterprise solution in the world.

Hong Kong Office: ITAC Asia Ltd. and eCOM Asia Ltd. has its offices in Hong Kong to service the Hong Kong, Macao and Southern China region for Sterling Commerce, now a subsidiary of AT&T USA.

ITAC Asia Ltd is an application reseller for Sterling Commerce, including:

- Business to Business (B2B) Collaboration solution: Gentran Integration Suite, and other Gentran product family
- Secure File Transfer solution: Connect Direct product family
- Managed File Transfer solution: Advance File Transfer Suite, Sterling Connect Control Centre.
- Multi-Enterprise Financial Gateway

ITAC Asia provides one-stop solution and general consulting service such as: solution design, solution architect, project implementation and post implementation support.

eCom Asia is an exclusive EDI Value Added Network (VAN) reseller for Sterling Commerce in Hong Kong, Macao and Southern China. Sterling Commerce EDI VAN is the largest EDI network in the US, and is the one of the two EDI networks that is allowed to connect to US and Canadian Customs.

eCom Asia have developed a B2B collaboration network for retail and supply chain industry. We have adopted Sterling Commerce latest technology to implement this network, the back-end is connected to Sterling EDI VAN.

eCom B2B network is a platform to facilitate B2B trading within supply chain in order to

- 1) Provide community management;
- 2) Improve supply chain visibility;
- 3) Easily on-boarding trading partners
- 4) Improve collaborative trading relationship.

The Ownership & Management

The main shareholders of ITAC / eCOM Group are Manuel Fong, Jr., Chairman and CEO and Wendell Ty, COO, holding over 90% of the ownership. The balance is held by full-time active partners who serve as officers and directors of the company. The day to day management of the company is handled by these partners who hold key positions in Marketing, Customer Care, Consulting and E-Services / Operations.

The Core Competence

The critical success factor of ITAC / eCOM lies in the key core competence of its leadership experience and human resource. With over ten years in operations and more than 25,000 man-days of direct ecommerce engagement, ITAC / eCOM is the leading B2B ecommerce service provider in the Philippines and ASEAN with focus in the Retail CPG and distribution industry. It boasts of the largest e-community hub and has a client base of over 1,500 spanning from large multinational companies to small and medium local enterprises, averaging over 10,000 document transactions per day.

Delivery Supply Chain

Supply Chain Management knowledge and expertise is deep rooted in its shareholders, directors and officers, whose field of endeavor is in the retail CPG and distribution industries. As leaders in the industry, the group champions industry best practices through ECR (Efficient Consumer Response) initiatives in the Philippines and Asia through its chairmanship in the ECR Asia Council and directorship in the CIES, an international retail organization in Paris.

Process Excellence, consultancy and project management experience is key to its core competence and high level of customer satisfaction. Key customer improvements lies in the realignment of process flow in their supply chain, eliminating non-added value activities such as manual intervention, manual data entry, work process redundancy, and on the other hand, securing data integrity, timely data transfer and greater data accessibility, thereby increasing work efficiency and productivity, and reducing costs for the individual trading partners as well as the entire trading community.