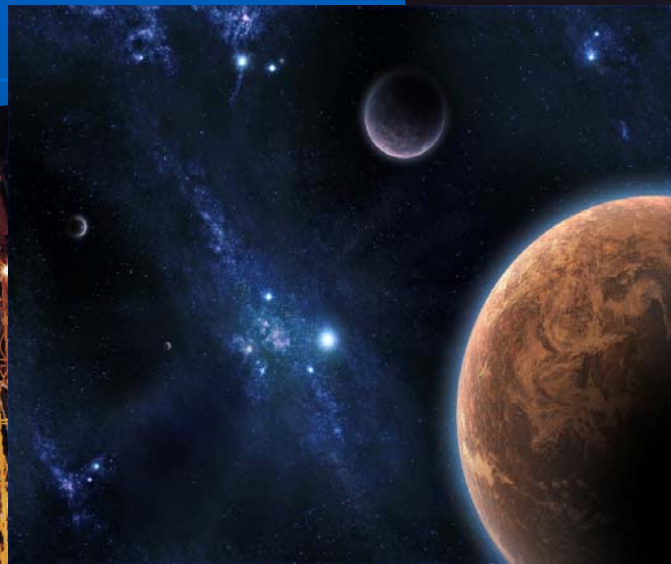


Leadership Through Technology



Corry Hong
President, CEO and Founder
UNICOM Systems, Inc.

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Executive Summary



Computing hardware, enterprise software, IT services and telecom market grew 6.9% in 2011, which is almost twice as fast as the 3.5% GDP growth, but the financial crisis in Europe, soaring oil prices, lack of consumer confidence and housing market weakness will taking a toll on the market, and the tech sector will grow 3.7% in 2012.

IT services, outsourcing and telecom services vendors should expect slow growth in 2012, while enterprise software and telecom equipment vendors will see continued above-average growth; hardware spending growth will pick up slightly.

Cloud computing and apps modernization ISVs will continue to outperform their industry baselines, and GSA government purchases will remain weak.

A recent IBM Global CEO study indicated that 85% of CEOs plan to adopt Cloud and Smart Computing application that correlate with the growing interest in data analytics and predictive forecasting solutions to capitalize on global opportunities in the coming years. Enterprise software centric IT assets are considered by some CEOs to help globalize their core business units.

Section One: Technology Leadership Strategy

Leadership Through Technology

Today, some of the best and most respected organizations are failing.

As well-known companies disappear or are taken over, such as [Kodak, Wachovia, Merrill Lynch, Lehman Brothers], we are seeing evidence of a talent gap that cannot be closed and will result in even greater numbers of high-profile failures.

What can your organization do to avoid the risks?

How to better prepare for changes that are yet unforeseen?

Every leader is aware of the value of the IT business strategy.

So, What is a technology leadership strategy?

How can you create one for your organization that will forever change the way you develop leaders and create new business opportunities?

What is a Technology Leadership Strategy?

In order to understand what a technology leadership strategy is, we first have to be clear about what we mean by **leadership**.

Leadership begins with individuals in leadership positions. It is not simply the number or quality of individual leaders that determines organizational success, but the ability of formal and informal leaders to pull together in the support of organizational goals that makes the difference.

Thus, when we speak about a technology leadership strategy, it is both the leaders themselves and the use of technology to form a new business strategy.

The most widely studied military classic in human history is the Sun Tzu (403-221 B.C.): *The Art of War (Sun Tzu Ping-Fa)*.

Master Sun said, "If the instructions and words of command are not clear and distinct, if orders are not thoroughly understood, then the general is to blame."

Then Master Sun said, "But if the commands are clear and the soldiers disobey, then it is the fault of the officer."

Sun Tzu: Victory Can Be Anticipated



- Master Sun Said: "*Victory can be anticipated, but it cannot be forced.*", To supplement this concept, Master Sun Said:
- "*He who knows the enemy and himself, Will never in a hundred battles be at risk;*
- *He who does not know the enemy but knows himself, Will sometimes win and sometimes lose;*
- *He who knows neither the enemy nor himself, Will be at risk in every battle."*

"...the victorious army only enters battle after having first won the victory, while the defeated army only seeks victory after having first entered the fray."



Meet Corry Hong



- ❑ President, CEO and Founder of UNICOM Systems
- ❑ Since 1981, UNICOM has been providing enterprise software solutions for *Fortune* 500 and Global 2000 customers including ADP, Bank of America, IBM, HP, Dell, JPMorgan, Coca-Cola, British Airways, Peugeot and Siemens.
- ❑ IBM Mainframe Products
 - CICS Systems Products
 - Storage Management
 - Security Products
- Unix Document Management Solution
 - Archive, Print Management, and Workflow
- ITIL IT Service Management and SAM
 - ITSM and License Management
 - CMDB, Mobil ITSM, ITSM Education
- AS/400 and iSeries Products
 - Change Management
 - Output Management
 - Automation & Performance Tuning

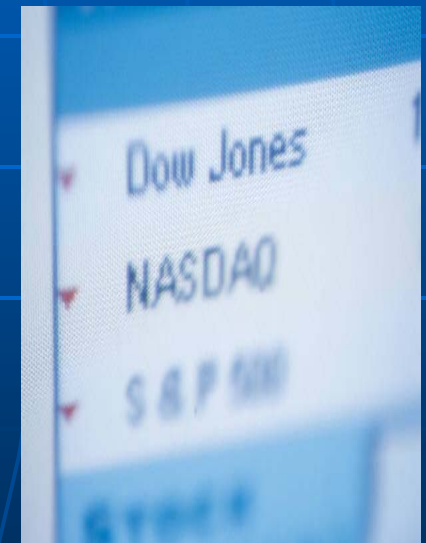
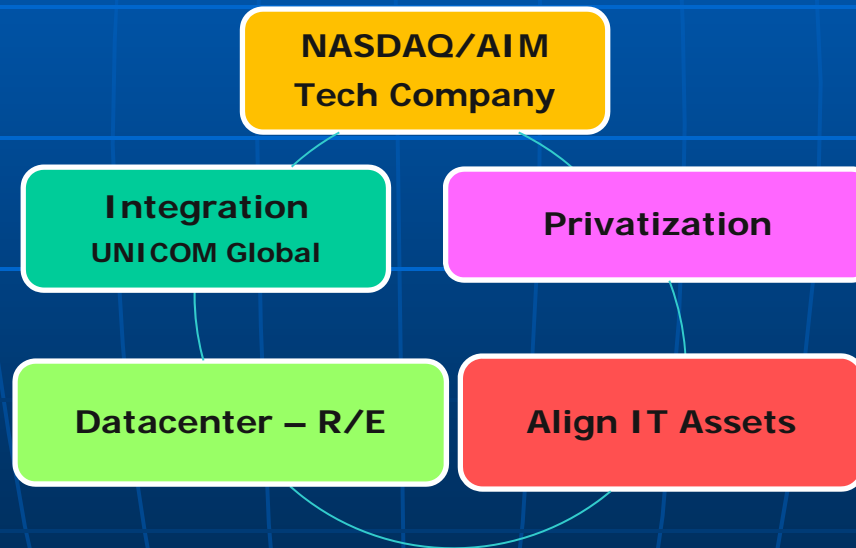
UNICOM Global

- UNICOM Global consists of twenty (20) corporate entities worldwide with offices in Los Angeles, San Francisco, Dallas, Boston, New Hampshire, New Jersey, Germany, France, UK, Italy, Spain, Belgium and Switzerland.

Some of UNICOM Corporate Entities	
CICS.com Corporation	Hardware, Software and Outsourcing Services
UNICOM Systems, Inc	IBM Mainframe Software
Macro 4, Limited	Document Management Solutions
SoftLanding Systems	AS/400 Software
iET Solutions LLC	ITIL IT Service Management Software
UNICOM Enterprises	Datacenter Management and R/E Investment
UNICOM Global, Inc.	Capital Investment and Assets Management
UNICOM International	Event Organizer and Portfolio Management
UNICOM Capital, LP	M&A and Corporate Financing
Wingsweep Corp	Technology Village Development

Who is UNICOM ?

- **UNICOM** focuses on acquiring mature and growing mid-cap NASDAQ & London Stock Exchange AIM companies (Rev. \$100 to \$750 *million*) for privatization in the technology, real estate, business services, and financing services sectors.



UNICOM Global Divisions

- ❑ UNICOM Global is a private firm consists of five (5) divisions:
 - ❑ Technology
 - ❑ Real Estate
 - ❑ Business Services
 - ❑ Corporate Financing
 - ❑ M&A and Integration



Technology Division

- Software, Hardware, Outsourcing, IT Services and Education
- Macro 4, Softlanding Systems, UNICOM Systems, illustro Systems, CICS.com Corporation, Eden, iET Solutions



Real Estate Division

- IT Datacenters, Corp. Facilities and Property Management
- UNICOM Plaza, UNICOM Center, Pickfair Estate, Wingsweep Ranch
- Roripaugh Ranch, Two Castles, EMEA Headquarters in London



M&A and Financing Division

- Corporate Financing, Assets Management and Capital Investment
- UNICOM Capital LP, UNICOM Enterprises, Inc.
- UNICOM Global, Inc., UNICOM International, Inc.

Section Two: IT Spending Forecast for 2012

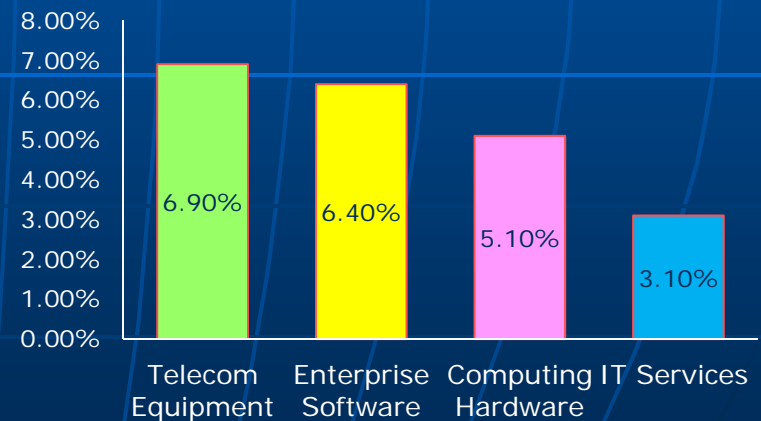
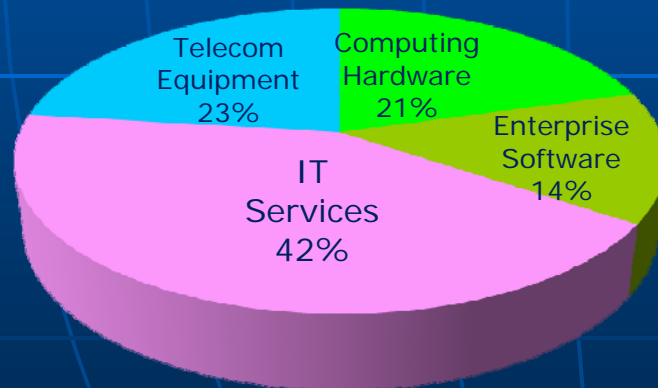
2012 IT Spending of \$3.8 *trillion*

- ❑ Gartner and Forrester Research forecast call for slower IT Spending in 2012. Gartner lowered 2012 IT spending forecast to 3.7% growth, from its previous estimate of 4.6%. A slowdown from the 6.9% growth in 2011.
- ❑ The major reasons that Gartner has put a damper on its expectations: the financial crisis in Europe and the lingering impact of floods in Thailand on hard drive manufacturing. Although that has to be helping the Solid-State Drive suppliers.
- ❑ The good news is that global IT spending is still enormous—an estimated 3.8 *trillion* dollars. Of those segments, the fastest growing will be telecom equipment (6.9%) and enterprise software (6.4%). The enterprise software market alone is expected to be a \$285 *billion* market and it is the smallest segment.

Gartner 2012 IT Spending Forecast		
IT Segment	2012 Spending (Billion \$)	2012 Growth (%)
Telecom Equipment	\$475	6.9%
Enterprise Software	\$285	6.4%
Computing Hardware	\$424	5.1%
IT Services	\$874	3.1%
Telecom Services	\$1,740	2.3%
All IT	\$3,798	3.7%

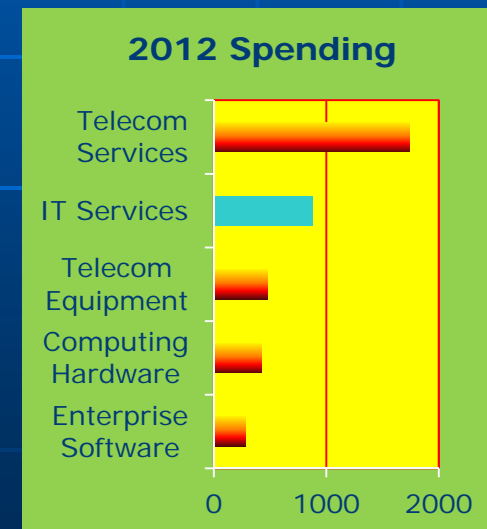
Software Spending of \$529 *billion*

- ❑ Forrester Research forecasts the revenue for enterprise software category to be around \$529 *billion* (about 25 percent of the overall total).
- ❑ The U.S. outlook for enterprise software is relatively bright, with growth of between 6 percent and 7 percent anticipated.
- ❑ The companies that run enterprise software are moving from datacenters to the Cloud Computing, and this presents a huge opportunity for new emerging software companies to come in under entrenched players like SAP, IBM, Oracle, CA and BMC.



IT Services Spending of \$427 billion

- ❑ IT Consulting & Systems Integration is the third biggest category of spending. IT Services spending should reach about \$427 billion for the year. But if you are a technology solution provider that still favors systems integration in your services mix, you could miss out on some of that growth.
- ❑ The IT consulting and training services segment grew at a rate of about 12% in 2011, compared with 11% for integration services and 10% for IT outsourcing.
- ❑ That trend will accelerate in 2012 and 2013, when IT consulting services will grow two to three percentage points faster than systems integration services and even faster compared with IT outsourcing.
- ❑ There are two big reasons for that shift, Cloud Computing and Apps modernization:
 - ❑ Adoption of Cloud, which requires companies to consider their business processes; and
 - ❑ The rise of “smart computing” apps that correlate with the growing interest in data analytics and predictive forecasting solutions.



Section Three:

zEnterprise, CICS Apps Modernization and Cloud

zEnterprise: System of Systems

z114 has the ability to consolidate up to 300 distributed servers, at a maximum of 130 capacity settings, from 26 to 3,110 MIPS in a single footprint, with up to 10 configurable cores, and CPs (Central Processor), IFLs (Integrated Facility for Linux), zIIPs (z Integrated Information Processor), zAAPs (z Application Assist Processor), and ICFs (Internal Coupling Facility) running at 3.8 GHz.



CHARACTERISTICS	zEnterprise 196	Z Enterprise 114
RELEASE	July 23, 2010	July 12, 2011
CLOCK SPEED	5.2GHz	3.8 GHz
MAX. CENTRAL PROCESSORS(CP)	80	5
TOTAL CORES	80	10
MIPS RANGE	26- 50000	26-3100
MAX. MAIN MEMORY (GB)	4000 RAIM	256 RAIM
BLADE CENTRE EXTENSION (zBX)	Available in full range	Available in full range
UNIFIED RESOURCE MANAGER	Available	Available
TOTAL ENGINES	976	906
WATER COOLING OPTION	Yes	No
RAISED FLOOR DESIGN	Yes	No

zEnterprise Specialty Engines

zEnterprise, or what IBM refers to as a “System of Systems,” created a hardware-software infrastructure to control multiple operating systems and distributed servers in one physical structure. This makes physical as well as virtual consolidation a reality for the very first time.

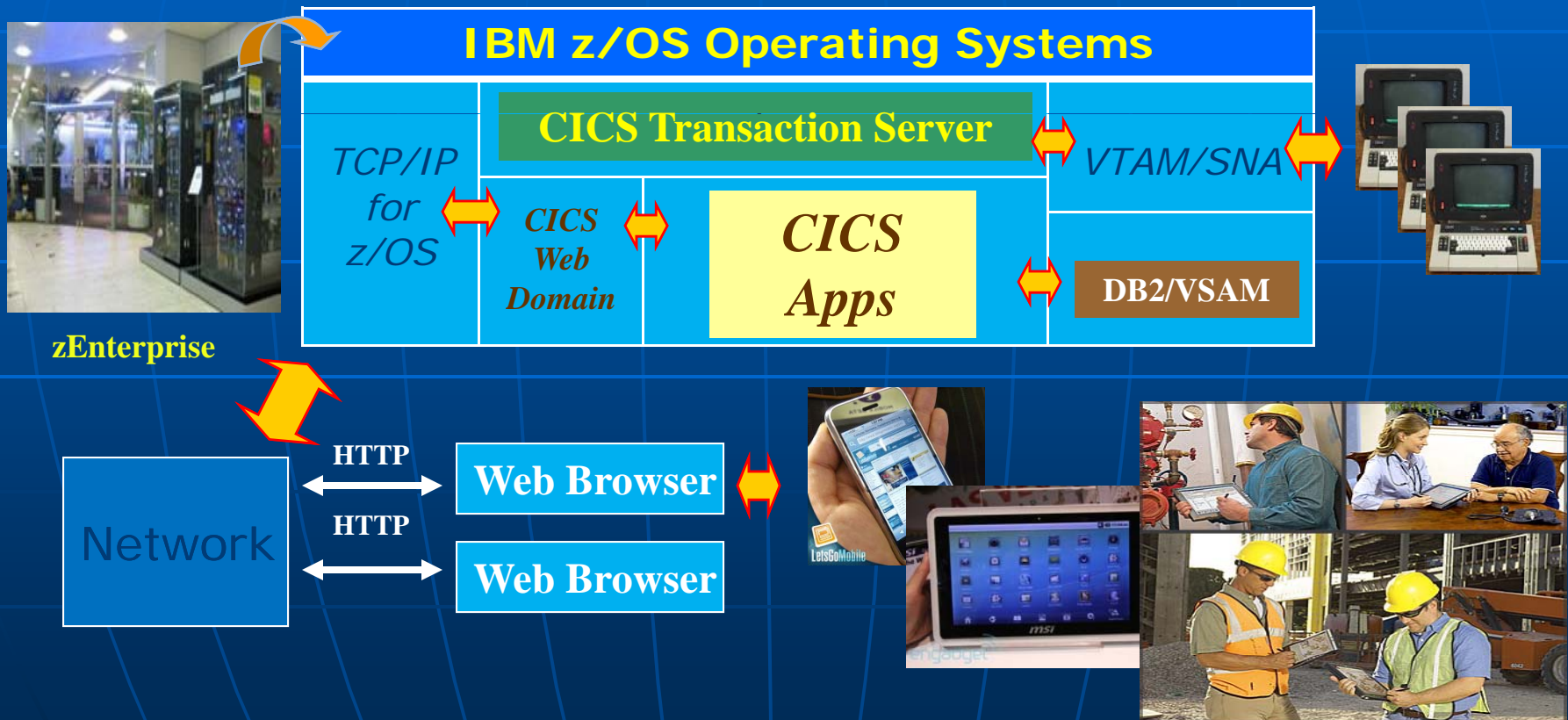
Deploy the z/E integration matrix by inducing System z specialty engines such as IFL, zAAP or zIIP to maximize your CICS transaction processing workloads.

The zAAP specialty engine provides an attractively configured environment for new Web-based CICS applications and SOA-based technologies, and benefits Java/XML programmers and cost effective XML parsing services.

Maximize your investment in zIIPs by enabling zAAP-eligible asynchronous transaction workloads to run on zIIP engines. The zIIP capability on a z/E mainframe helps minimize the need to maintain duplicate copies of your database and provides better security between the applications and the data. Thus, zIIP can help lower your total cost of computing.

CICS/TS Web Interface

Our clients tell us the IBM z/E mainframe will be a critical part of their cloud computing. You can understand why since 70% of the world's data resides on the mainframe, and over \$1 *trillion* has been invested in CICS legacy apps.



CICS Apps Modernization

Over 30 *billion* CICS/TS transactions are processed worldwide per day. The modernization of these older CICS applications to a rich Web-based interfaces by bridging the CICS/TS Domain Services will increase corporate productivity and reduce human errors.

CICS/TS
CICS Apps



```
FILE INQUIRY
NUMBER: 000001
NAME: Andrew Hong
ADDRESS: Mission Hills, CA
PHONE: 838-0606
DATE: 01/01/01
AMOUNT: $0101.05
COMMENT: 818 x3812

PRESS ENTER TO CONTINUE
```

Thursday, November 17, 2011 4:16:19 PM
Loan #: 364295 Initials: abc Home Log Out

:: M010/M020/M030 :: General Mortgagor Information

M010/M020/M030 M040/M140 M090/M100/M110 M150 M280 M310/M380/M384 M500 M901

Change Update

M010 - Mortgagor Mailing Address and Phone Numbers Add Mortgagor Mortgagor 01 of 01

First Name	JOHN	Is this a company?	No
Middle Name		Foreign Address	
Last Name/Suffix	DOE	TIN Code/#	
Full Name	JOHN DOE	Date of Birth/Sex	00 00 00 M
In Care Of	JANE DOE	Home/Office Phone	555 555 5555
Mailing Address 1	15 MAIN	Home/Office Fax	000 000 0000
Mailing Address 2		Mobile/Other Phone	000 000 0000
City/State	DALLAS TX	Home Email	
Zip Code		Office Email	
FICO Score		Remarks	
Change Reason			

M020 - Property Address and Miscellaneous

#/Direction/Street		Data Access Code	
City/State	DALLAS TX	Prepay Penalty	12
Zip Code		Flood Ins. Code	0
Change Source		Employee Code	N
Branch Code	0310	Prev. Serv Payee	000000
Area Code	04	Refi New Loan #	
Bill Mode	1	Prev. Loan #	INVESC
Acquisition Code	6	Related Loan #	000000

M030 - Loan Rates and Census Tract Information

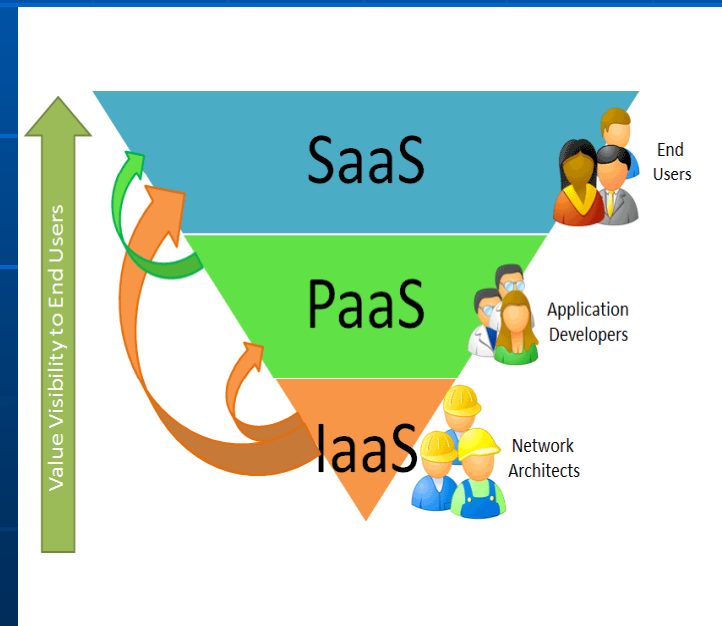
Late Charge Code	1	Curr. Occupancy Code	1
Late Charge Calc. Code	2	Orig. Occupancy Code	5
Late Charge Rate/Amt	5.0000	Census Tract	108.0
Loan Type Description	REFI CONV	Funding Option	1
Monthly Statement Code			

Update

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Cloud Computing

- **Cloud computing** is the delivery of computing as a service rather than a licensed product, whereby shared resources, software, and information are provided as a utility.
- **Cloud computing** is broken down into three segments:
 - SaaS – Software as a Service
 - PaaS – Platform as a Service
 - IaaS – Infrastructure as a Service



SaaS Maturity Levels

- **SaaS** is a model of software deployment whereby a provider licenses an application to customers for use as a service on demand.
 - Based on the concept of renting Software rather than buying it
 - The software is hosted on centralized network servers (typically Cloud) and accessed over the web or intranet
- Any SaaS implementation is considered to have one of the following four maturity levels:
 - Level 1 – Ad-Hoc/Custom
 - Level 2 – Configurable
 - Level 3 – Configurable, Multi-Tenant-Efficient
 - Level 4 – Configurable, Multi-Tenant-Efficient, and Scalable

Section Four:

Case Study: CIO Transformation

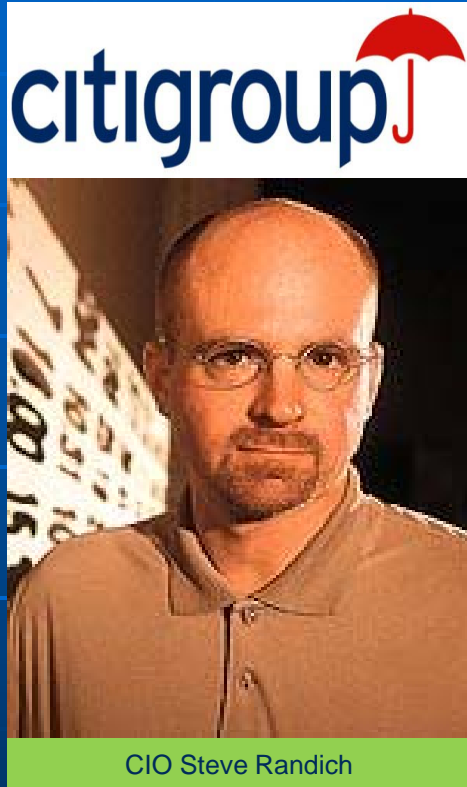


Fewer Projects At Once, Finish Them Faster



- Randy instigated a massive, 3-year consolidation and centralization of IT, and the HP's annual IT budget of \$2 *billion* has been reduced to \$1 *billion*.
- Randy consolidated 85 IT datacenters worldwide down to 6 in the United States; 6,000 legacy applications down to 1,500; 1,240 IT projects down to 700; and 19,000 employees and consultants down to 8,000.
- Randy said a radical IT transformation has its downsides. Such as higher up-front costs and higher risk. But the upside is much greater.

Transformed Citigroup Technology



- Steve Joined Citigroup in 2005 coming from NASDAQ. Steve instigated the standardization of banking software across the global enterprise, and modernized the multi-language banking applications.
- By consolidation of banking software, Citi has managed to cut many operational losses, and reduced the impact of human error.
- Citibank went from ranking as one of the worst firms to ranking at the top.
- 2010 Best CIO of the year – American Financial Technology Awards.

Zero Cost To The Tag, \$7 Billion In Benefits



CIO Linda Dillman

- Linda catalyzed the RFID certification movement by mandating the use of “bulk-reading enabled RFID” by their top suppliers.
- Linda’s most notable accomplishments were the implementation of the Texlon systems to manage inventory.
- Linda instigated the real-time information on purchasing patterns and economic logistics.
- Wal-Mart is one of the first retailers to adapt the barcode to control inventory.
- 50 Most Powerful Women in Business 2006

Session Six: Round Table Discussion

Thank You

“take your business to the next level”

UNICOM Systems, Inc.



Enterprise IT Solutions

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