



# Keeping You On Top!

“A Fully-integrated Cloud-based Information Management Solution”

The screenshot displays the APEX web application interface. At the top, there's a navigation bar with 'Admin', 'Projects', and 'Events' tabs. Below this, a sidebar on the left contains icons for various functions: Sign Out, StickyNotes (1 Unread), Email (39), Admin, Contacts, Contacts2, ShieldMe, and Discussions. The main content area is divided into several sections. On the left, there's a 'Settings' section with checkboxes for 'Allow StickyNotes Alerts', 'Match Notifications', 'StickyNotes', and 'Events'. Below this is a 'My Unread Messages Today/Yesterday (1 Message)' section showing a message from 'cad01' at 14:45:36. The central part of the interface features an 'Events Today/Tomorrow (3)' section with a table listing events. The table has columns for time, location, event name, and duration. The events listed are: 'In My Office' at 11:00:00, 'cad01, Gan' at 12:00:00, 'Ext. Tuas Ave 2' at 14:30:00, 'In My Office' at 15:30:00, and 'Misc\_HW: Hardware Upgrade' at 15:30:00. On the right side of the interface, there's a section titled 'Nuclear's Second Act' with text about commercial nuclear power stations. At the bottom of the interface, there's a footer with navigation links and contact information for SIACAD Pte Ltd.

There are indeed other software that can do what APEX does, individually. None of them comes close to APEX in terms of having a fully-linked, fully-integrated database. This is critical as you won't want to repeat the same data across different modules. With APEX, all you need is a browser to access all your modules from one location. There is no need to install any "client software" into your computer. Since APEX is based on a standard web-interface, it is intuitive. Many users never need to undergo training to be able to use APEX. APEX is affordable as it's based on a subscription model. The monthly fees start from as low as S\$10.00 per user license per month for SIA Members. APEX is constantly upgraded. We deliver a yearly upgrade based on the collective feedback from our users.

## DESIGNED TO FIT : suitable for one-man practices to even the larger firms

APEX is highly scalable. It is currently used by one-man practices to some of the largest of firms. While most of our users are SIA Members, there are now engineers, specialists and other professionals using APEX.

Some of our users (in alphabetical order) include :

235 GA, 3PA International, Architects Circle, A+Projects Consultants, AC Consortium, ADDP, Aidea Philippines, Akitek Ting Brunei, ANCJA, Arc Studio Architecture + Urbanism, Architects Team 3, Architects Vista, Akitek Permata, ATA, ATI, AVID, AWP, Axis Architects, Brenton Fong, COEN Design, Consortium 168, Consultants Incorporated Architects & Planners, CSL Architects, Dar & Wagh, Design International, EML Architects, Ennovate, Floorspec, Formwerkz, Forum Architects, Fong Consult, HA Architects, H-Mill Design + Architecture, HCF & Associates, Icon Engineers, Interconsultants, IP:LI, JGP, JOG, K2LD, KKT Consultants, KYOOB, LAUD, LBW Consultants, Lekker Design, LGA, Liu & Wo, LSW Consulting Engineers, Metaphor, MKPL, Multiply, New Space, Northcroft Lim Consultants, Point, RDC, RedBean Architecture, SA Chua, SAA, SCDA, SD, Sentosa Development, Studio Milou, Studio Lapis, SZA, Tan+Tsakonas, Tellus Design, TEN, TEP Consultants, Tierra Design, TWA, Urban 3, White Horse Ceramics, William Lau Architects, WOHA, WOW, XCUBE, VNIX, ZA Architects, ZARCH Collaboratives.



## Origins of APEX

“Back when we started in 2001, we realised that while we have invested in a lot of software solutions, we did not have an integrated information management system.

We started by looking at off-the-shelf solutions and also getting vendors to develop for us. Not only were the costs involved exorbitant but the software and IP will never belong to us. As such, I directed our team to develop our own system entirely from scratch.

While version 1.0 back then was rather basic, the 12th incarnation today covers practically all aspects required and more. I am confident that at our rate of constant innovation, APEX will indeed be the ultimate information management solution for the profession!”



**Rita Soh**

President,  
SIA 2004-2007

Founder,  
SIACAD Pte Ltd

Director,  
RDC Architects Pte Ltd

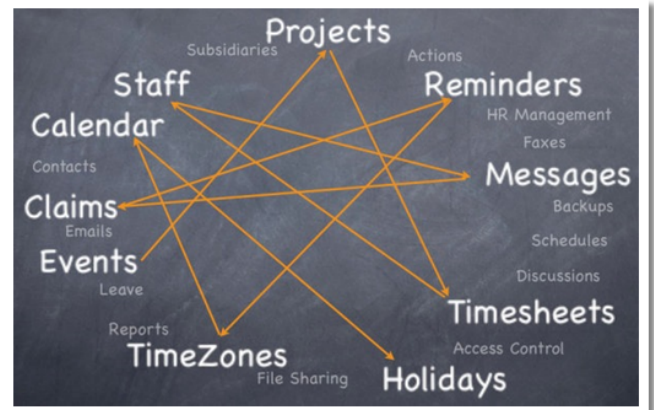
## 1) FULLY-INTEGRATED FULLY-LINKED DATABASE

Every module is linked to related modules and databases. For example, when you plan an event for yourself or a few of your colleagues, APEX refers to and links all the following related items:

- You select a Project and determine the stage / task.
- The TimeSheets of all the Staff involved will be updated based on this event, duration, project, stage and task.
- An internal message (StickyNote) will be sent automatically to all the participants informing them of this event you have planned.
- If this event is an external event, APEX will prepare the Transportation Claim based on the date/time, project, stage and task.
- All participants will receive an auto-reminder on the morning of the event.
- If this event is planned in one of your Subsidiaries which has a different TimeZone, the event summary will be adjusted to reflect either the local time or the universal main office (Singapore TimeZone)
- The company-wide Event Calendar will be updated and there will be countdown timers to and after the start of the Event.
- The TimeSheet Rates will also be adjusted to compensate for any public holidays falling on the event date.

The beauty of this fully-linked Database is that you achieve more from a single entry and can derive different reports and views from one action. In fact, in the above example, you can immediately do a project costing report based on the staff, project, stage, task and time involved.

Another example of this linked data structure is in our Project Emails. When you click on any single email to read, APEX immediately finds all related incoming and outgoing emails (within the same period of time) and lists them for your reference. Management of emails has never been easier!



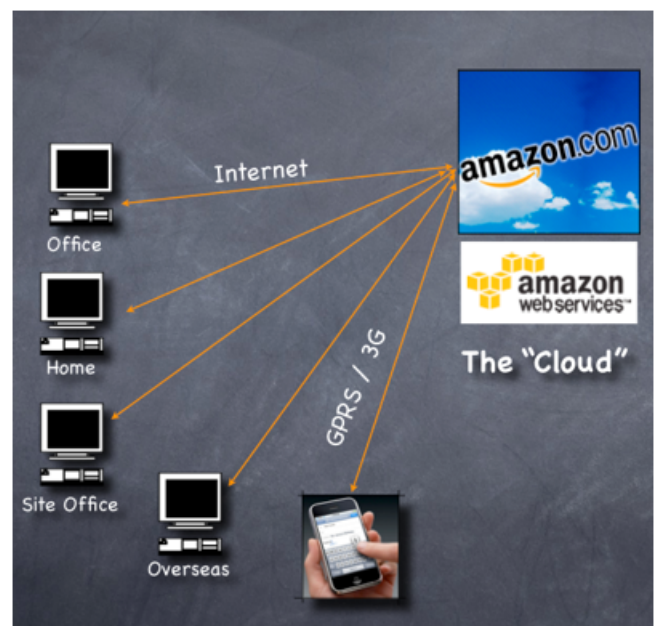
## 2) ACCESSIBLE ANYWHERE, ANYTIME

APEX started as an off-line intranet solution. That was back when few people could afford broadband internet. Now, with broadband speeds up and at affordable rates, there is no reason not to go on-line. With APEX, all you need is a Browser (FireFox recommended) to access your information either from the office, home, site office or overseas.

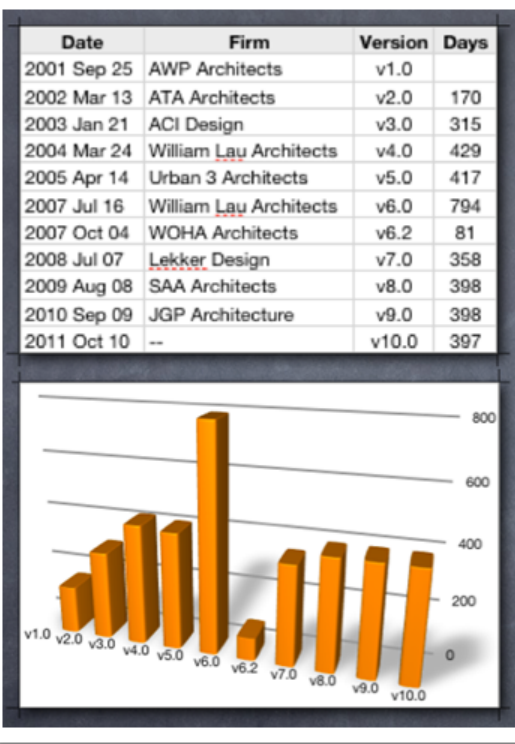
Since we provide all the servers and software to drive your information, your investment costs are low and you don't have to worry about having to upgrade either hardware or software. And if you have subsidiaries located across different regions, APEX allows you to compartmentalise your information based on these subsidiaries.

Since the release of APEX 6.0, you can also connect using APEXM, the mobile version which runs on web-enabled Handphones and Tablets. You can connect to the internet via any wireless access points or directly using your phone's GPRS / 3G. In fact, APEXM is the best reason for you to own / use a 3G Phone!

**Note:** APEXM works best on Android, iOS, Windows Mobile devices



### 3) CONTINUOUS INNOVATION, IMPROVEMENT



The Web is changing at ever increasing pace. Our software development goal is to keep up with this change and implement the most effective web-technologies into APEX. Back when we made a bold move to release version 3.0 using full on-line model, other similar solutions were still using “desktop clients”.

Typically, we release one major upgrade per year. The only exception was between v5.0 to v6.0 where we took 2 years to rewrite the entire interface. At version 6.0, we achieved major innovations in project emails, file sharing and mobile device accessibility.

Our upgrades are all based on the collective feedback and wishlist from our users. We also have a comprehensive program of beta testers so that any new features we include will have been tested thoroughly before we finally implement the new version.

Since APEX is based on a subscription model, you never have to worry about paying for the upgrades. All users are encouraged to upgrade to the latest version whenever it is released.

The bottom line is that you will always be getting the latest innovations and improvements without having to worry about additional costs involved.

### 4) TOTAL SOLUTION

Administration	Projects
Timesheet	Milestones
Leave	Technical Data
Claims	Task Log
Discussions	Team
LogBook	Discussions
Reminders	Progress
Profile	FileMan
StickyNotes	Writer
Email	Project Email
Activities	
Contacts	
FileTrade	
Events	System
Planner	Staff
Summary	Project
Charts	Holidays
Finder	Subsidiaries
	Access
	Resources
	Venues

When APEX was first developed, our aim was to have an effective way of collecting and tabulating TimeSheet entries. As we began to link Events to Projects to Stages and Staff, we realised that we could automatically create timesheet entries and reports. This enables the staff to cut down on the number of steps required to do repeated tasks. We began to work on a total solution.

Today, APEX includes all the modules you will require to run your office. First of all, there is a comprehensive HR module where you can keep all your staff information. Under HR, there is also a powerful leave and claims manager. Management can now generate all kinds of reports like project costing, timesheet, claims and leave from one point instead of having to use different software solutions.

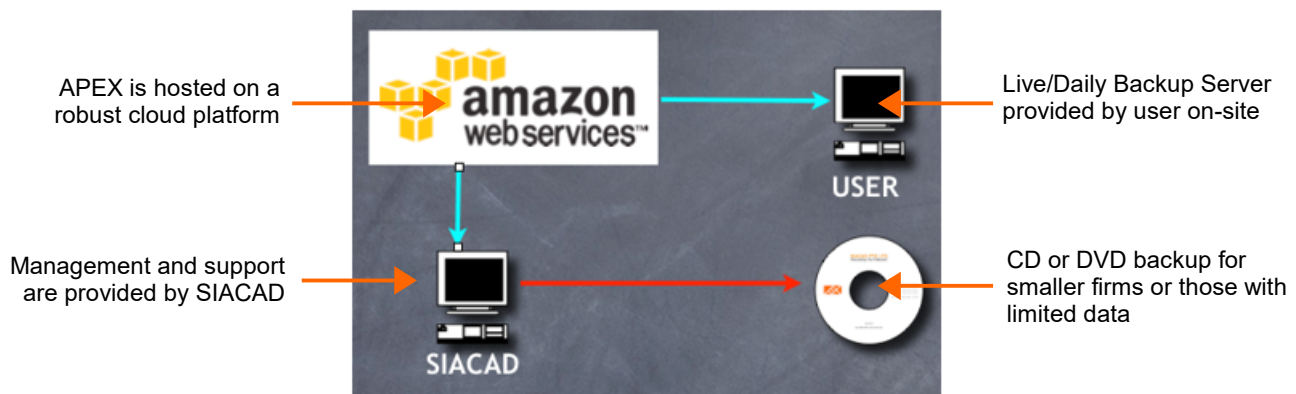
The Project module enables you to list all your projects, add technical information, team contact list and project milestones. Project email is integrated so that all team members can access emails from the relevant project instead of having to wade through their personal email boxes. Within the project module, there are also discussion, file exchange and writers for you to be able to do all project related tasks efficiently.

The Events module is more than a calendar. It links back to Timesheets, Claims and Projects. You can view your own events or that of the entire office. You can set / edit repeated events. For confidential events, all you need to do is to select the “private” option.

The biggest strength of this “total solution” is that all relevant information are fully linked and integrated.



## 5) SUPPORT, STABILITY & SECURITY



Unlike other firms providing similar services like APEX, we take great pains to ensure that your data and information belong exclusively to your firm. Firstly, you log in directly to your very own instead of a general domain where all other firms share.

APEX is hosted on Amazon Web Services which guarantees us the most robust, flexible and stable cloud services. This is available 24 hours a day, 7 days a week. Running APEX on the cloud also enables us to easily scale up the data space or CPU + RAM requirements without having to worry about getting new physical servers.

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## 6) OTHER BENEFITS

- FileMan ShareOut enables you to share huge files to your consultants and counterparts. This keeps a detailed audit trail of the downloads.
- FileMan ShareIn, is the reverse of ShareOut. Your external counterparts can now send you files by direct upload into the folders you have created in your projects, complete with a detailed audit trail.
- Project Emails enable your internal team members to refer to and reply from one centralised copy of the email instead of having multiple CC's. Every team member will know who has read, replied or forwarded. There is also a unique system of sending emails for vetting or notification amongst team members.
- Anti-Spam and email filters enable you to cut isolate spam and direct important emails to the relevant staff members so that they can act on them immediately.
- Discussions act as a forum for collecting, storing and disseminating project related information. This, in effect, becomes your "knowledge-base" as you will be able to search and find useful information on how to handle different aspects of your projects.
- Contacts are stored in a centralised database. This is linked back to your projects and emails. If any contact information has been updated, your projects and emails will make use of the new information.
- Activities enable you to have a global view of what every staff member is doing at that moment of time. This covers not only your local office but all your subsidiaries including those in different Time Zones.
- Progress Scheduler is where you enter all your target dates and milestones for each project. You can then automatically generate reports or charts. APEX will also send you auto-reminders of target dates 30 days before they occur until they are completed.
- Actions is a list of to-do tasks for each project. It also keeps a record of completed tasks. You can assign different team members to be responsible for each action, notify them directly or print out selected summaries as and when required.
- Access Controls enable you to set different access levels for your staff e.g. you may want to allow technical staff to read / reply emails but allow team leaders / management to send them a "read-only view" of selected emails. You can practically control the read-write access of every module within APEX to suit your company's