



# Office Software Market in China and CS2C's Practice

**China Standard Software Co., Ltd**



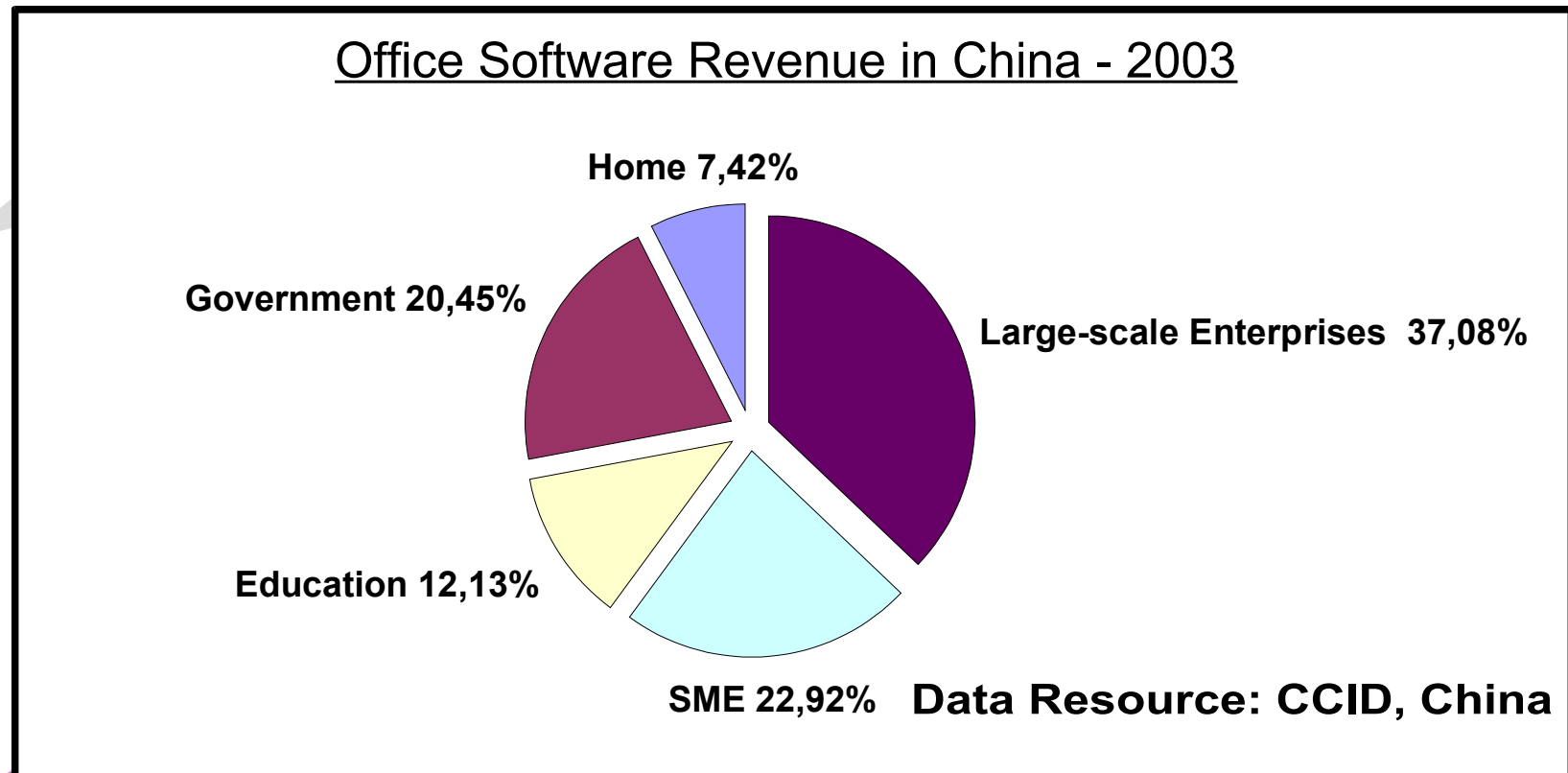


# Agenda

- **Office Software Market in China**
- CS2C Briefing
- NeoShine Desktop Solution
- Summary
- Q & A

# Office Software Market in China

- Office software revenue in China achieved US\$54M in 2003, increase 13.8% from 2002 (US\$47M)





# Major Vendors & Products

Company	Product	Note
CS2C	NeoShine Office	Based on StarSuite and OpenOffice;
Redflag Chinese 2000	Red Office	Based on OpenOffice;
Co-Create Opensource	OpenOffice	Based on OpenOffice; for Windows only;
KingSoft	WPS Office	for Windows only
	KingStorm Office	Base on IBM OpenStorm; for Windows & Linux;
Wuxi Evermore	EverMore Office	Base on Java Technology; for Windows & Linux; Data Intergrate Feature;



# Support from the Government

- Government's fund supporting
- National Standard of Document File format of the Chinese office software
- Favoring policy in government purchase



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# CS2C - China Standard Software Co., Ltd.

- Founded in Oct. 2003
- Register Capital:  
US\$ 6M
- Headquarter in Shanghai,  
110 employees;
- R&D centers in Beijing & Shanghai
- Investors
  - *Chinasoft Network Technology Co., Ltd. (Chinasoft)*
  - *China Electronic Technology Corp. Group (CETC)*
  - *East China Computing Institute (ECCI)*





# CS2C Milestones

- Nov. 2003: Signed JDS Contract with SUN
- Feb. 2004: NeoShine Desktop 1.0 released
- May. 2004: NeoShine Desktop 1.2 released
- July. 2004: NeoShine Server Series ready





# CS2C Business Overview

- Business focus
  - *System Software and Solutions for E-Gov, E-Enterprise and Education as entry points*
- Target Market:
  - *Government, Education and Enterprise;*
- Highlights
  - *Providing value-add software & services based on FOSS (Free Open Source Software) software and open standards;*
  - *Leveraging expertise in Chinese features and security area;*
  - *Widely partner with domestic and international industry leaders, who has special advantages in either technology or marketing area;*

# Partner With Leaders

- First strategic partner: SUN (on JDS)
- Now have many partners:





# CS2C Customers

- Strong established relationship in Government, Education, Finance, Telcom, Insurance, Manufacturing, and Public service sectors
- Many successful cases of industry
  - *Shanxi Government*
  - *ShaanXi Construction Bank*
  - *Guangzhou Maritime Transport(Group) Co., Ltd*
  - ...



# CS2C's Core Competence

- Established technical expertise in OS and Office area:
  - *ChinaSoft has 15 years OS development experience, and known as one of the best system software brand in China; ECCI has many years software experience and released its own TON Office; ChinaSoft's OS Team and ECCI's TON Office team are all moved into CS2C*
- Leveraging customer base of ChinaSoft and CETC
  - *ChinaSoft is one of the largest software company in China, CETC is the 3 most powerful group corporation in China IT industry. Both of them has widely established customer bases*



# CS2C Core Competence (Con't)

- Partner with SUN on JDS, providing leading technology, full stack of desktop solution, and smooth integration
- Good relationship with customers and partners
- Strong support from the government



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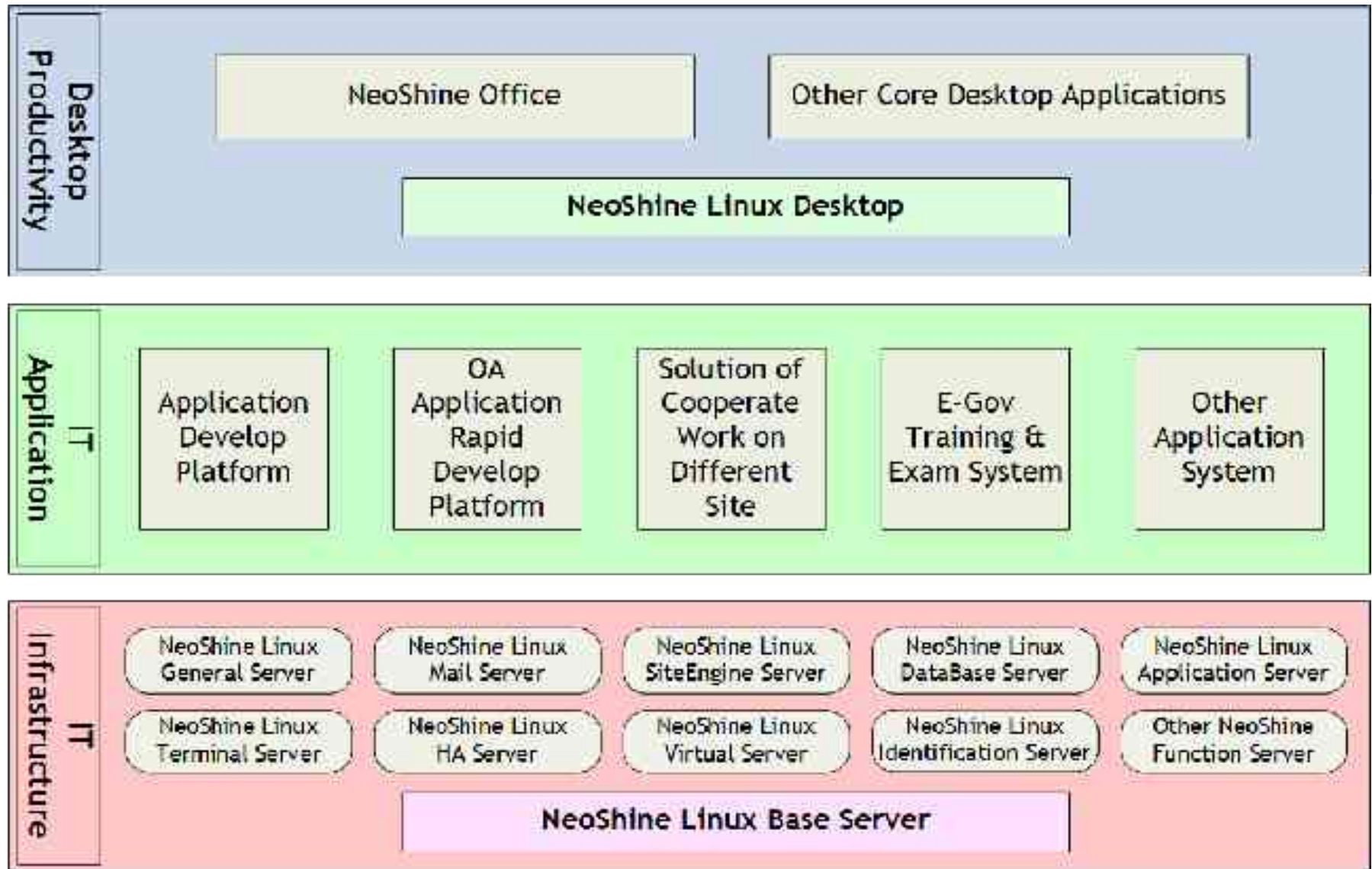
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# CS2C Products

- Product Brand
  - NeoShine
- NeoShine Product Line
  - NeoShine Linux Desktop Series
  - NeoShine Office (For Linux & Windows)
  - NeoShine Linux Server Series
  - Security enhanced NeoShine system
- Solution
  - NeoShine based Solutions for Gov., Enterprise, Education, etc.

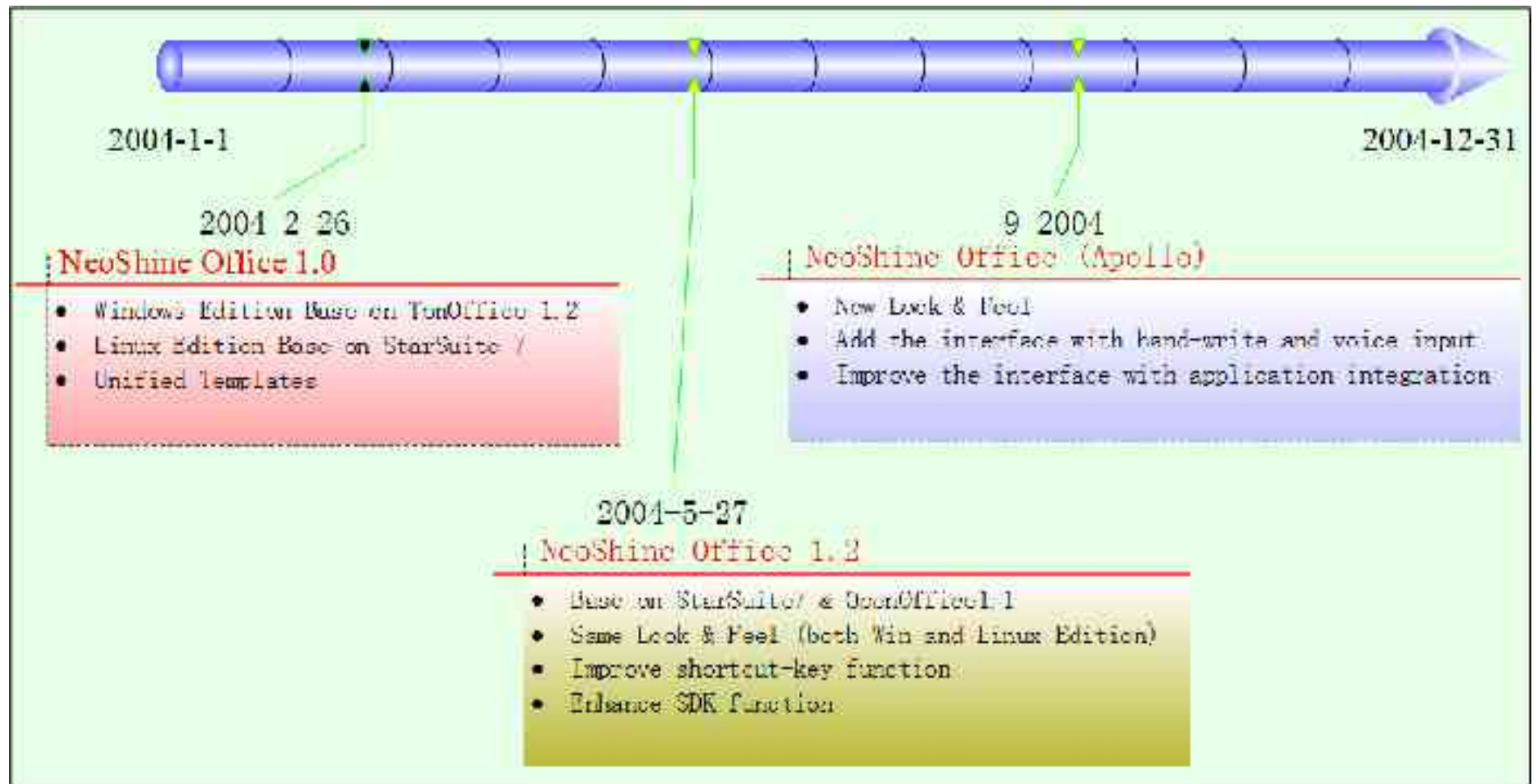


# NeoShine Product Strategy





# NeoShine Office Roadmap





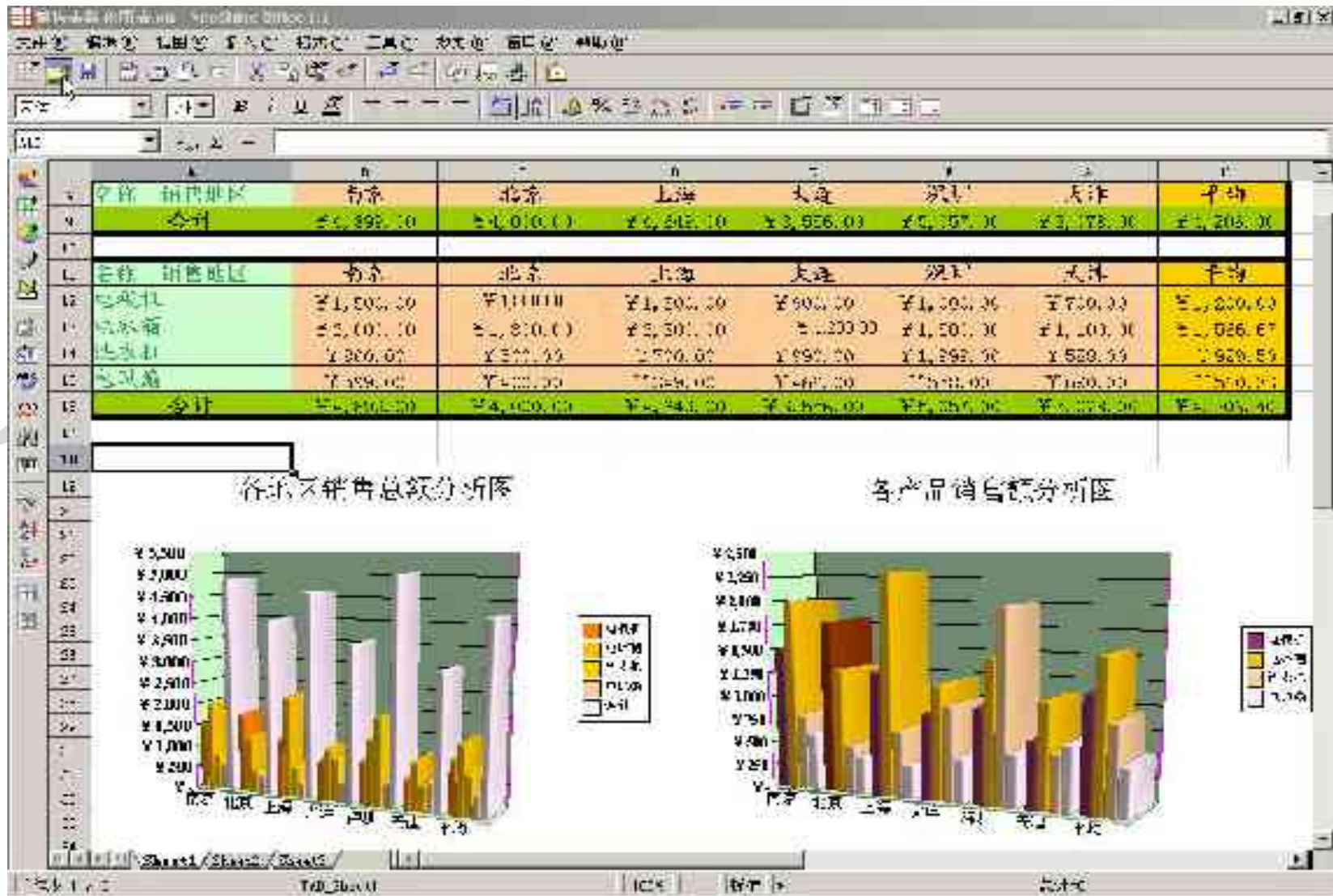
# NeoShine Office

- Co-operation with SUN on Office Development
  - Base on StarSuite & OpenOffice.org
- Localization Features
  - *UOF filter*
  - *Security(digital signature,e-stamp)*
  - *Compatible with MS Office Macro*
  - *Tool of draw table in writer*
  - *Chinese simplify & Chinese traditional converter*
  - *Tool bar when show slides,include buttons to show previous action,previous page,next action,next page etc....*

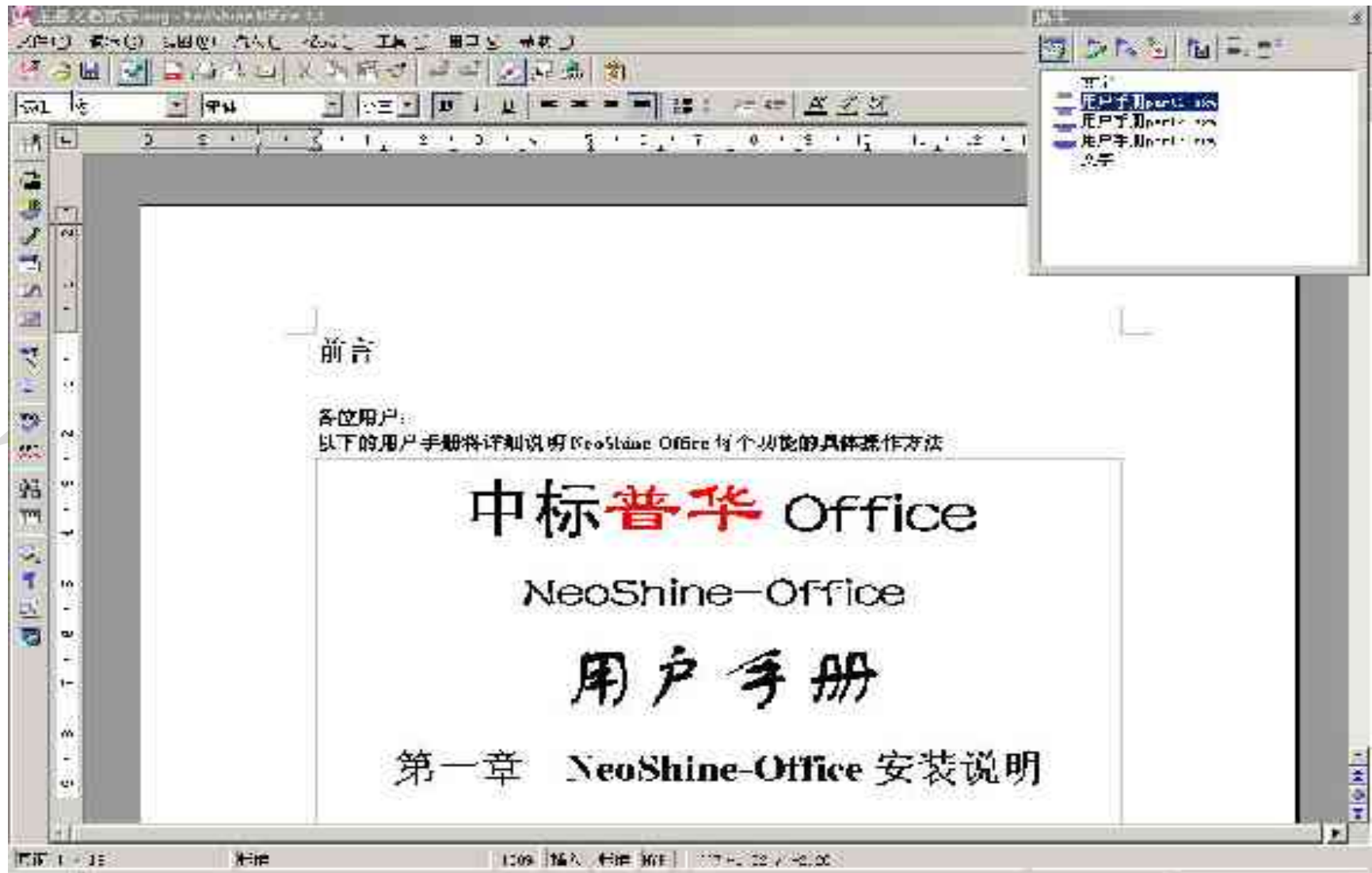
# NeoShine Office Screenshot



# NeoShine Office Screenshot

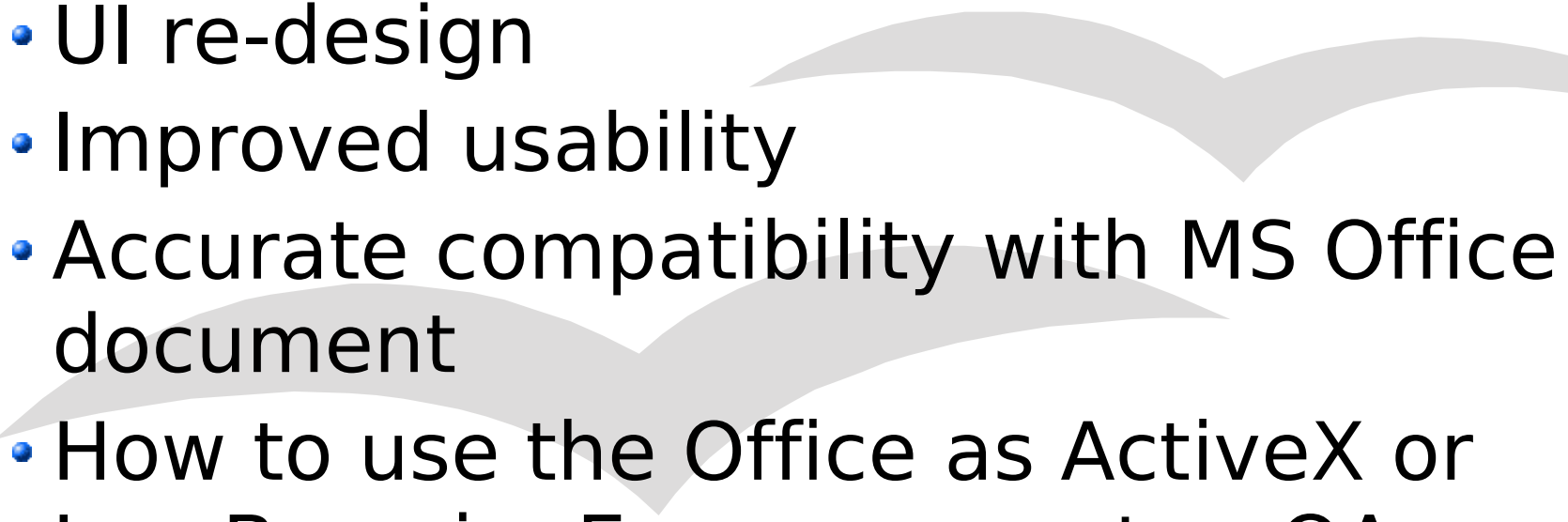


# NeoShine Office Screenshot

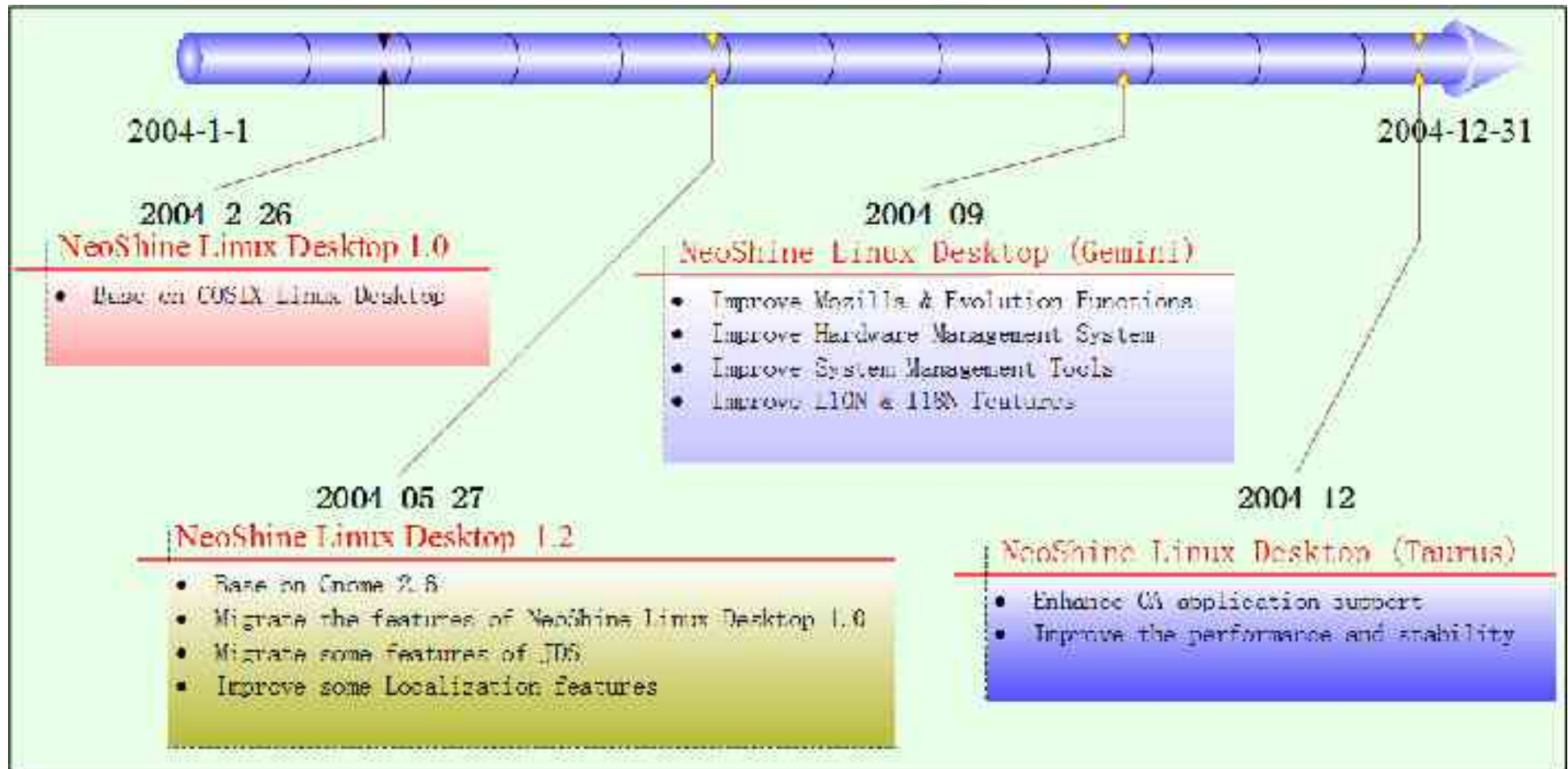




# NeoShine Office – the Next Step

- UI re-design
  - Improved usability
  - Accurate compatibility with MS Office document
  - How to use the Office as ActiveX or JavaBean in E-government or OA system
- 

# NeoShine Linux Desktop Roadmap





# NeoShine Linux Desktop

- Cooperate with Sun
  - *Base on JDS Source code*
    - *Re-design Installation & Linux Base*
    - *Re-design System management infrastructure*
    - *Re-design look & feel style*
    - *Localization feature enhanced*
    - *Cut down some features to reduce system size*
  - *OpenStack Solution*
    - *NeoShine Office*
    - *Mozilla Web Browser*
    - *Evolution Mail & Calendar Tool*
    - *Java2 Standard Edition*



# NeoShine Linux Desktop Screenshot





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# Summary

- The development of office software in China gets strong support from the government, and it has a bright future
- CS2C is young but with excellent team and experience
- CS2C is willing and open to work with partners to promote FOSS and explore more business opportunities in China



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[WWW.CS2C.COM.CN](http://WWW.CS2C.COM.CN)



**Thanks!**

Q&A