

Fair TYP03 Outsourcing

2008-2009

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*“Yejj Web Department is
an incredible experience
of working and learning
with such an awesome
team.”*

*Samuel Stephens
Trainee*



Yejj Web Department

Yejj Info Ltd.

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Our Services and Partnership

Yejj is committed to quality services and is therefore looking for partnerships with Web development companies using TYPO3* as Content Management System (CMS) in Europe, Australia and North America. The TYPO3 company contracts with the end client, provides consultancy and services according to its core business while Yejj is a reliable and effective partner in the background.

The Yejj Web Department offers the following services to partner companies abroad:

- Excellent concept recognition and transition
- Standards compliant design integration
- Consistent CMS configuration
- Customised extension programming
- Flash/CMS data integration
- Secure interface setup (initialization)
- Transparent reporting and documentation

The Yejj Web Department is looking for TYPO3 companies which are

- providing high quality services to their clients
- committed to value based business principles
- ready to build into a young team in Cambodia

Partnership with us - peace of mind for you!

Get in contact with us:

web@yejj.com or +855 92 56 60 60 or call dstankowski on Skype.

* TYPO3 is our core competency, however we are open to use other systems on request (e.g. Joomla!, Drupal) and we have local partnerships to ensure fast knowledge transfer if needed.



“I once had a dream, I would provide fair services with a team of young developers.

This dream has become true and you can be part of it.”

*Dominik Stankowski
Head of Department*

TYPO3 as Content Management System

Yejj is strategically using TYPO3 as a Content Management System, in order to achieve the following goals:

- Yejj wants to move into FOSS (Free and Open Source Software) development in order to enable its staff to contribute to local and international FOSS projects and to adapt software to their needs.
- Yejj is aiming to become a major player for TYPO3 outsourcing which will be beneficial for all parties: the partner companies, the social impact Yejj is providing and for the TYPO3 community.
- TYPO3 development has maintained high quality standards of software development and documentation throughout all versions. This continues with the excellent goals TYPO3 V5 is aiming at, and will be a good reference for Yejj developers to acquire best programming practices and patterns.
- The usage of a Content Management System helps to distribute jobs to different people in the team who have varying skills levels. This is especially important in a developing country where increasing technical capacity remains a challenge.

“My hope: Sharing knowledge with people around the world.”

*Visay Keo
Web Developer*

“I am excited to work with clients from Western countries.”

*Socheat Mao
Web Developer*

Yejj Group

Yejj is made up of 4 constituents:

1. Yejj Info provides professional I.T. support and solutions. Profits provide training and employment for underprivileged young people.
2. Yejj Training provides high quality training in marketable skills in Cambodia, making this training available to those from underprivileged backgrounds who would not usually have the opportunity. Yejj eAcademy provides IT training and courses in English. Yejj Hospitality Training Centre provides courses in hygiene, cookery, house keeping and child care.
3. Café Yejj is a bistro café in the popular Russian Market tourist area, serving lunches, desserts and drinks, providing skills training and employment in catering and hospitality, especially to women from ‘at risk’ and vulnerable backgrounds.
4. Yejj Charitable Trust is a registered charity in the UK. It was set up to raise funds and awareness towards work with disadvantaged young people and young people at risk in Cambodia based on Christian principles.

The Benefits of Outsourcing

Outsourcing is a reality in today’s global markets and brings many benefits to clients.. Where most companies try to maximize their profits only, Yejj aims for a value based approach: Fair services. We guarantee that companies in Europe, Australia and North America can make a significant social impact in Cambodia by outsourcing services to us. That is why we are aiming for a fair trade certificate of our high quality Web services.

Outsourcing has different economic benefits:

- Make faster deliveries
- Cut costs
- Get access to specialised services
- Get the quality you need
- Redirect energy and personnel into the core business
- Eliminate peak staffing problems

To all these benefits, we add another dimension:

By outsourcing your business to us, you contribute to social impact in Cambodia



Yejj, a Social Enterprise

Yejj was established in 2001 as a response to the need to provide high quality IT services and training products to clients, combined with capacity development and employment to underprivileged young people in Cambodia. The Yejj Social Enterprise model combines business and NGO principles, using revenues to create sustainable social impact in the long term.

Web Department

The Web Department was founded in 2008 within the business entity of Yejj Info. It continues to further the Yejj Core Values of impacting and strengthening the social situation in Cambodia by providing high quality services and proven international expertise while giving young people the opportunity to increase their technical and interpersonal skills through training and work experience.

The Team

Yejj is led by a team of expatriate managers with extensive international experience in their fields including, Leadership & organisational expertise, MIS analysis, project management and software development. The management team comprises both European, North American and Asian staff, who have spent many years working in South East Asia.

Yejj developers have a broad experience of applications and systems. Yejj has a policy of continuous training, so technical skills, customer service and English comprehension increase in an ongoing basis to keep abreast of the latest technologies and trends.

Web Department Team (As of October 2008)



Dominik Stankowski (Swiss)
Head of Department, Web Programming Consultant
Background: Software Engineer
Working for Yejj since January 2008



Socheat Mao
Web Developer, Web Designer
Background: Bachelor in Mgmt Information Systems
Working for Yejj since November 2006



Visay Keo
Web Developer, Release/Backup Coordinator
Background: Final year in Mgmt Information Systems
Working for Yejj since July 2008



Violeng Mam
Web Programmer
Background: Bachelor in Computer Science
Working for Yejj since August 2008



Samuel Stephens (American)
Trainee
Background: High School Graduate
Working for Yejj since September 2008



Nara Leng
Print and Web Designer
Background: Bachelor in Mgmt Information System
Working for Yejj since October 2008

Sean Osterberg (American)
Programming Consultant Microsoft (from Oct till Dec 2008)

“I’m motivated to work as a team, something I haven’t learned before.”

*Violeng Mam
Web Programmer*

“It is not easy to find a company in Cambodia that provides support in programming/web design. Yejj is a place for me to learn new technologies.”

*Visay Keo
Web Developer*

Partnerships

Yejj is participating in training activities with other local web development companies, especially in the fields of programming (patterns) and project management techniques (agile programming).

Portfolio (Outsourcing)

Website: Jakob Schlaepfer (Switzerland)

Jakob Schlaepfer, a fashion house dedicated to luxury textiles based in Switzerland, requested a relaunch of its website. The concept and design were provided by Jeanmaire & Michel, a Swiss design company, Bouge! GmbH Switzerland was responsible for the implementation of the website which was almost completely outsourced to Yejj.

08/2008 - 10/2008

Website: Jakob Schlaepfer

Consultancy

TYPO3 content structure, technologies, XML/Flash integration, visitor statistics

Technology keywords

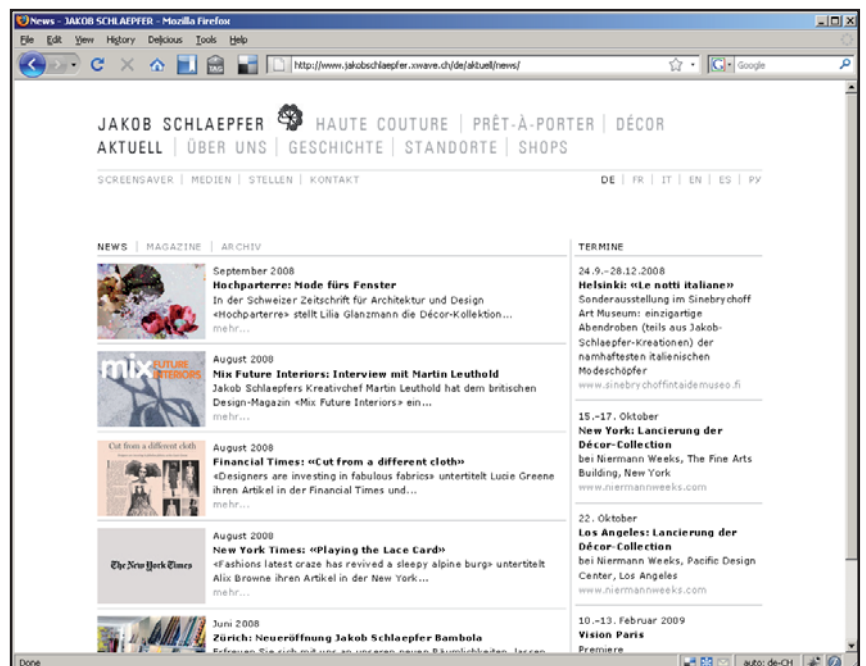
TYPO3, Extension yejj_swfobject, XML/Flash integration, Flash and Flex programming, XHTML (Strict 1.0)/CSS layout (CSS 2.1), six languages (currently 2 used), dynamic and accessible graphic navigation, news module

Link (not yet online)

<http://www.jakob-schlaepfer.ch/>

“The project further aimed to find out more about how future projects with social impact could be defined and established and how quality services could be delivered according to international standards.”

*Dominik Stankowski
Head of Department*



This project gave the young Web Department Team a huge opportunity to deepen its skill levels. A major outcome is the first TYPO3 extension programmed by Cambodians for the flexible integration of Flash animations on a website using advanced Flash embedding technologies.

Website elements: IRI Europe (Germany)

The Initiative and Referendum Institute Europe, a think-tank about Direct Democracy, urgently needed a subscription system for its next international conference. Yejj programmed and deployed the system featuring database storage, flexible email notification and captcha spam protection within a notice of two days only (Partner: Bouge! GmbH Switzerland).



09/2008

Website elements: IRI Europe

Consultancy

Data retrieval and storage, captcha spam protection, search engine optimisation

Technology keywords

TYPO3, Extension yejj_registration, nice URLs

Link

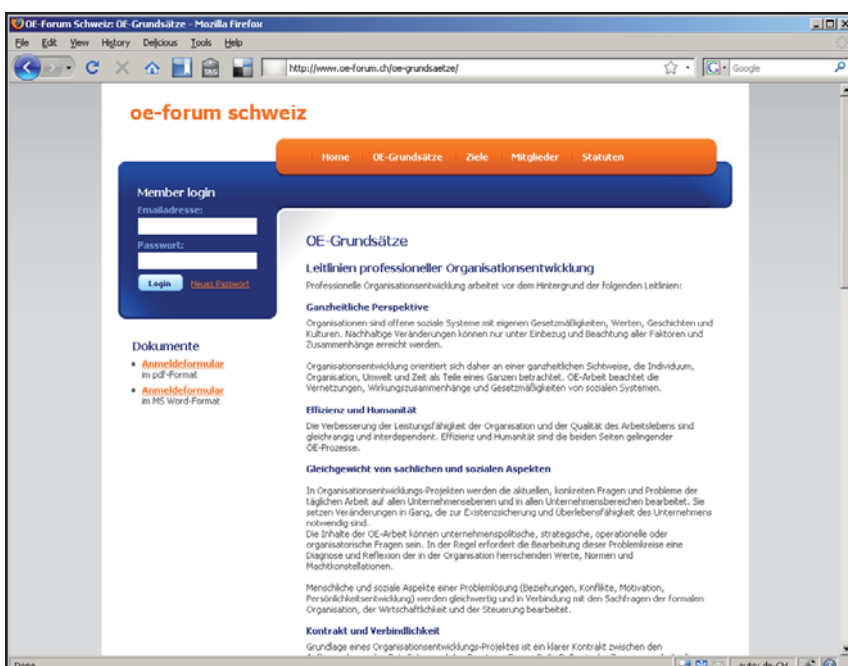
<http://www.iri-europe.org/>

Website: OE-Forum (Switzerland)

The Forum for Organisational Development Switzerland needed a re-launch of its website. Yejj integrated the commercial design template with TYPO3, provided all content transfer from the old to the new website, and set up an advanced membership management for the member zone. The OE-Forum project was the first project of the Yejj Web Department in cooperation with a Swiss partner (Nice Software Switzerland).

“There are always new things to learn.”

*Visay Keo
Web Developer*



04/2008 - 06/2008

Website: OE-Forum

Consultancy

Template optimisation, front end login, member administration

Technology keywords

TYPO3, XHTML (Strict 1.0)/CSS layout (CSS 2.1), Extension for member administration

Link

<http://www.oe-forum.ch/>

Portfolio (Local Clients)

Website: Cambodia Brokerage (Cambodia)

Cambodia Brokerage provides experienced advice in land and property ownership to local/overseas clients and uses investments for social impact. Yejj provided consultancy for setting up their website including an integrated workflow system which helps the company to manage its every day business using a systems integrated intranet.

08/2008 - 11/2008

Website: Cambodia Brokerage

Consultancy

Company workflow integration,
Intranet, search engine
optimisation, automated mailing

Technology keywords

TYPO3, XHTML (Strict 1.0)/CSS
layout (CSS 2.1), search engine
optimisation, visitor statistics,
weather plugin, currency converter
plugin, workflow, IRRE, Intranet,
newsletter extension

Link

<http://www.cambodia-brokerage.com/>

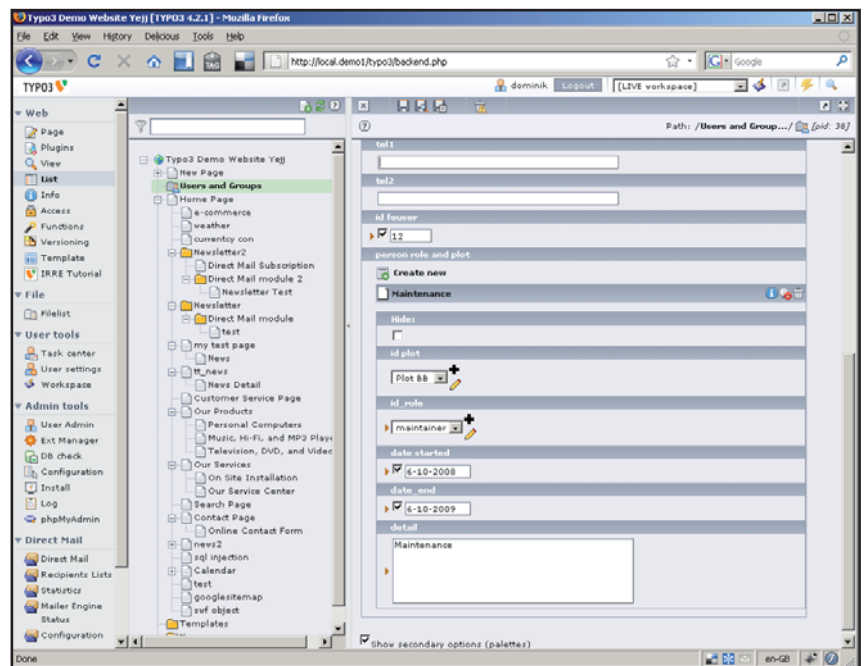


*“I learn how to build
websites by using
international standards.”*

*Socheat Mao
Web Developer*

*“I’ve learned about the
importance of design
and organization.”*

*Samuel Stephens
Trainee*



The second screenshot gives insight into the backend of the website where plots of lands, users, and user roles are managed. The possibility to fine grain user rights makes TYPO3 the number one choice for the implementation of such a business workflow system.

Website: The Shop (Cambodia)

The Shop, a premium food supplier in Phnom Penh, requested its own corporate website for its three entities “The Shop”, “Chocolate”, and “Events & Catering”. As the client is based in Cambodia, Yejj is acting as full service supplier to the client including conceptual consultancy, training, set up and implementation (including a part in Khmer Unicode).



06/2008 - 11/2008

Website: The Shop

Consultancy

Layout and content structure, usability, TYPO3 training

Technology keywords

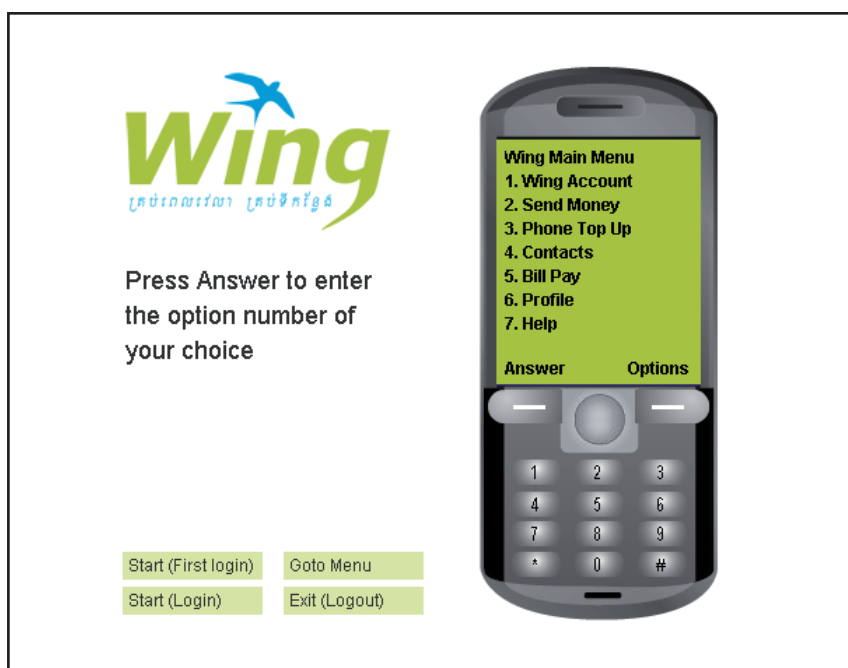
TYPO3, XHTML (Strict 1.0)/CSS layout (CSS 2.1), search engine optimisation, visitor statistics

Link (not yet online)

<http://www.theshopcambodia.com/>

Flash Application: Wing Bank (Cambodia)

Wing, a new division of Australian New Zealand Bank (ANZ), needed a system to train its employees in the usage of its mobile banking services. The aim of the software is to give a guided offline user experience which will enable the employee to better understand the interactive system. A cell phone simulation in a browser is used which allows the system to give additional explications and/or help texts at each step for better guidance.



08/2008

Flash Application: Wing

Technology keywords

Flash, XML, MVC

“I learn how to build a secure website and back up data.”

*Socheat Mao
Web Developer*

“Yejj Web Department shows me how life in a business works.”

*Visay Keo
Web Developer*

Cambodia

After many years of fighting and internal strife, Cambodia is emerging, at last, into a vibrant and thriving economy. However, Cambodia, sitting between Thailand and Vietnam, is one of the poorest countries in the world and relies heavily on aid. As of 2005, GDP per capita was \$2,200, which ranked 178th (out of 233 countries).

Rising urbanization and the demand for education will see rapid social changes in the coming years. However, subsistence farming still currently employs the major part of the workforce.

With average growth at 11% pa and more than 10 years of political and economic stability, Cambodia has increasing international interest in all areas of investment and development. Regional investment is growing rapidly and many countries continue to provide the much needed expansion of infrastructure.

Web Department Goals

1. To strengthen and position Yejj business

The Web Department aims to help strengthen Yejj business by extending the range of web services it can offer. As Yejj gets stronger, new opportunities for employment and training will be created and Yejj Group will become more self-sustainable and independent.

Achievements:

- The Web Department has already become a major source of employment and income for the Yejj Info Entity.
- Four new staff have been employed and two internships provided (one of these has led to direct employment).

Future:

- Contribute to Yejj Training departments to provide more scholarships to students from disadvantaged backgrounds.

2. To increase training and skill achievements

Due to the nature of web programming, structured work models, team work, constant training, personal initiative and a reliable infrastructure will become more important. This will help to increase the skill level of Yejj staff. In return this will allow Yejj to explore new fields for training and coaching, contributing positively to the achievements of Yejj in both innovation and education.

Achievements:

- Yejj has a comprehensive range of internal systems and procedures for Quality Control Management and Project Supervision (Redmine) to provide ongoing standards of quality control, systems monitoring and documentation (Subversion) giving our clients efficient and effective service and quality systems management.
- Configured on- and offsite backup and version control to ensure security and information viability.
- Introduced TYPO3 as Content Management System for consistency and ease of use (we have successfully applied it to 10 projects already within the first half a year).
- Introduced strict application of standards and validation mechanisms for code and cross-browser validation enhancing user accessibility and system performance.
- Introduced internal training sessions to improve staff skill set providing effective ‘on-the-job’ training
- Introduced a Khmer Unicode course to train Cambodians in Unicode typing.

Future:

- To compliment the learning/teaching styles of Cambodians, we wish to implement more ‘Extreme Programming’ practices (i.e. Scrum, Pair programming etc.)
- Set up a proper test infrastructure to decrease possibility for error and guarantee site quality.
- In order to compliment Yejj Core Values on teaching/training, we hope to provide training in web development to local companies as well as students.

3. To promote fair services

In order to make use of highly potential niches in Cambodian markets and markets abroad while effectively promoting the Yejj business model of social impact, we are progressing towards a fair trade certification of the Web Department. Where a certification for web services does not yet exist, one could be developed in cooperation with an international certification organisation.

Achievements:

- We are in contact with the Fair Trade Forum Cambodia to help promote 'fair services' for Cambodia's future.
- We have been able to increase the level of salaries

Future:

- To help setup a Fair Trade certificate for general software services in order to impact international outsourcing markets.
- To constantly review salaries, social impact and projects in order to increase our impact on the social situation in Cambodia.

4. To expand to markets abroad

Compared to physical products which require shipping, or network services which need on-site support, web programming services can be exported quite easily, giving Yejj the opportunity to explore new markets outside Phnom Penh and to broaden its client base.

Achievements:

- We are currently instigating and developing partnerships with many companies abroad. Currently we are supporting 4 international clients.
- We are continually developing good business relationships with medium to large scale businesses in Cambodia.

Future:

- Recruit and establish increased levels of partnering with companies in more countries around the globe.

5. To explore the field of Open Source software

Especially in the field of Open Source software, Yejj could become a key player in Cambodia by actively contributing to ongoing developments while acquiring knowledge and skills in a sector that is growing in international importance.

Achievements:

- Yejj has already designated 1% of the overall project sum to donate to FOSS (Free and Open Source Software) projects.
- Our Web Department staff has developed and published its first extension for the TYPO3 community...the first by Cambodians!
- Actively participated at the first Bar Camp Phnom Penh to promote TYPO3 and establish contacts within the IT community in SE Asia.
- Currently we have introduced OpenOffice as our primary Office Application in the Yejj Web Department.

Future:

- Localize TYPO3 to the Cambodian language
- Actively participate in TYPO3 community and other FOSS projects
- To actively raise funds for local and international FOSS projects

"I have a chance to learn new technologies such as creating a standards based webpage with the CMS TYPO3 or how to create new extensions."

*Violeng Mam
Web Programmer*

Get in contact with us!



Any questions or comments about this brochure? Get in contact with us and let us show how beneficial it is to partner with us.

web@yejj.com or +855 92 56 60 60 or call dstankowski on Skype.

Yejj Web Department

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