starqle indonesia

Company Profile

2009

overview

Starqle Indonesia is a new, emerging IT Company established in the beginning of 2009. Our goal is to offer Indonesia IT market with exceptional and outstanding user experience in our products and services of IT solutions.

Our core business are **IT consultant** and **developer** equipped with **strong user experience** and **interaction design** principles. We build and develop software based on proven software development lifecycle to ensure **consistency** and **efficiency**.

our values

Running business process alone will not distinct our brand from other IT Company. Therefore we build our business upon fundamental values to distinguish us from other company in the crowd.

1.Trust
By this value, we mean to offer you an IT partner that you can trust. In order to do so, we strongly hold **honesty** in conducting every part of our work.

Another way to build trust with our clients is by producing **high quality IT product**. Every work of Starqle Indonesia is a **high quality** product which encompasses **good performance** and **good user experience**.

2.Exciting IT Experience
In technical term, by this value we mean to offer our clients with software and applications that built upon best practice of user experience and interaction design principles. We build software and applications that are **joy to interact with**. This covers several aspects, such as: **good usability**, **user friendly interface**, and **aesthetic visual design**.

In non technical context, by this value we mean to offer our clients with IT partner that is **joy to interact with** for our **attitude** and behavior. We hold strong the value of good **communication**, **hospitality** and **reliability**.

core capability

As frequently stated above, we differ from other company products because of **our extensive focus on user experience** in all of our works.

User experience is a term that is used to describe the **experience that a person has, as a result of their interactions with a particular product or service, its delivery and related artifacts, according to their design**. It is most commonly refers to the result of a planned integration of software design, business, and psychology concerns. It is also can apply to the result of any interaction design.

Usability, **information architecture (IA)**, and **user interface (UI) design** are components of user experience. User experience addresses and integrates all user-facing aspects of a company, from email and web sites to off-site presence in print and on other sites.

technical capability

Focused on developing software and IT solutions with great user experience, we use several technologies to convert our concept into concrete working application.

Java & Seam framework

Java is an object oriented programming language developed in 1995. One characteristic of **Java is portability**, which means that computer programs written in the Java language must run similarly on any supported hardware/operating-system platform. One should be able to **write a program once**, **compile it once**, and **run it anywhere**.

Meanwhile, **Seam is a powerful open source development platform for building enterprise-level application in Java**. Seam integrates technologies such as Asynchronous JavaScript and XML (AJAX), JavaServer Faces (JSF), Java Persistence (JPA), Enterprise Java Beans (EJB 3.0) and Business Process Management (BPM) into a unified full-stack solution.

Starqle Indonesia mainly utilizes Java and SEAM Framework to build and develop enterprise solutions.

Ruby & Ruby on Rails

Ruby is an object oriented programming language that was introduced in 1995. Considered as a new programming language, **Ruby is designed for the programmer's productivity and fun, following the principles of good user interface design**. The creator of Ruby stresses that systems design needs to emphasize human, rather than computer, needs.

Ruby on Rails is a framework to develop web application based on Ruby programming language. Ruby on Rails is an open source framework. It is designed to enable agile development methodology which is used to develop application rapidly.

Starqle Indonesia mainly utilizes Ruby and Ruby on Rails to build and develop web based applications.

Adobe Flex & Adobe AIR

Adobe introduced Adobe Flex in 2004 which utilizes Actionscript and XML schema for constructing Rich Internet Application (RIA). Software created using Adobe Flex run as a web-based application and, like any other RIA platform, focuses on helping the developer create interactive content with ease.

Adobe AIR is another variation of RIA platform from Adobe that can be run on any popular operating system. Similar with Adobe Flex, the only difference is that **Adobe AIR program runs as a desktop-based application**.

Starqle Indonesia mainly utilizes Adobe Flex and Adobe AIR to build and develop rich internet applications that run as a web-based application or a desktop-based applications.

member

Starqle Indonesia was founded by seven young alumni of Informatics Engineering, Institut Teknologi Bandung. Every founder has different yet complimentary expertise to each others.

Ahmy Yulrizka was a former assistant of Programming Laboratory, Informatics Engineering from 2005 – 2008, and researcher at Open Source Software Center in Bandung. His expertises are information system development and application framework. His latest works are "Instant Messenger for Android OS"; "Centralized Database Repository for Mobile Phone" at PT Integrasi with Giovanni Sakti and Raymond Ralibi; and "Information System for National Treasury Office" with Raymond Ralibi

Giovanni Sakti's works are mostly related to user experience design. His expertise is mainly in utilizing persona for designing user experience. His latest works are "Ticketing System Simulation for Jakarta's Mass Transportation System" developed with Adobe Air and "Centralized Database Repository for Mobile Phone" at PT Integrasi with Ahmy Yulrizka and Raymond Ralibi. He is also keen on digital graphic design and digital photography. His collection of photography can be seen at http://www.flickr.com/photos/giosakti.

Iqbal Farabi's expertises are information system development and application framework. He was involved in the development of Aeronautical Telecommunication Network protocol with Badan Pengkajian dan Penerapan Teknologi (BPPT) as a member of ITB researcher. He is keen on learning and utilizing programming framework and system protocols. His latest works are "Routing Exchange Protocol for Aeronautical Telecommunication Network" and "Integrated Point of Sales".

Odit Ekwardo's latest works involves Computational Science and Engineering field. His latest works are "Steel Cutting Algorithm Development" and "Accounting System Maintenance" in Bank Indonesia. In addition, he is keen on analyzing business process in Starqle works.

Raymond Ralibi was a former member of assistant in Computer Graphics and Artificial Intelligence. He is an expert in graphic design and computer graphics related artificial intelligence. His latest works are "3D Face Reconstruction Based on 2D Image"; "Centralized Database Repository for Mobile Phone" at PT Integrasi with Ahmy Yulrizka and Giovanni Sakti; "Information System for National Treasury Office" with Ahmy Yulrizka; "Audio Player Development" with Adobe AIR.

Reyhan Yuanza Pohan is an enthusiast engineer in business related application of informatics engineering. His latest works are "Automated Business Intelligence" for PT Aplikanusa Lintasarta and "Implementation of Autoregressive Moving Average".

Tara Baskara, as addition to his informatics degree, is a professional digital designers and photographers. His latest works are "Steganography Implementation for MP3 File" and "Restore Reporting Tool" for Total E&P Indonesie. He also has been learning Adobe Flex since 2008. His portfolio of photography can be seen at http://peshyud.deviantart.com.

portfolio

This section shows descriptions of some of our works as a team and as an individual.

Enterprise Resource Planner (ERP) for Hospital

using Java and Seam Framework

This was one of our early project in Starqle Indonesia. We are tasked to develop a custom ERP from scratch which focus on the financial system for a hospital in Jakarta. This application could automatically generate several detailed reports from the point of sales module and some other cashflow modules.

The development process which last for several months was done by using Java programming language and Seam framework.

Simulation of Jakarta's Busway & Train Ticketing System

using Adobe AIR

This application simulates the ticketing system for Jakarta's means of transportation such as Busway and Train. It consists of three modules which is the ticket point of sale system, ticket verification system and travel information system.

All of the three modules mentioned above was connected to the database using webservices so they can access the sama database from various place, different than the database itself. This was done to better simulates the real-world condition of busway and train station.

The development was done mainly by using Adobe AIR for the client application and JavaSE for generating the webservice.

3D Face Geometry Reconstruction from 2D Face Image

using .Net

This application can create 3D face geometry from a single 2D face image. The main purpose from this application is providing 3D face geometry than can be used to improve human face recognition accuracy. That geometry can also be used for other application like 3D games.

Audio Player

using Adobe AIR

Just like others audio player, this application can play common audio format such as mp3, wma, and wav. This audio player was built using Adobe AIR technology.