

About Propagate Interactive Technologies

Propagate Interactive Technologies was founded by Steven Chew and Hento Ong with a vision of creating "Technologies that work seamlessly".

With significant years of experiences shared between them, they observed that the industry tends to overlook the most important aspect when building systems - the human perception factor.

Combining their expertise to create a positive impact for businesses seeking computing solutions, Propagate was created on the philosophy that "Everything can be simplified". Hence, instead of building highly complicated systems that hinders business processes, Propagate seeks to develop sleek and elegant systems that possess self-learning capabilities and are easy to use.

The deeper the understanding, the simpler everything should become.

Who we are – Team Profile

Steven Chew is the Human-computer interaction (HCI) specialist of the team. He possesses strong project management experience, with clients ranging from large multi-national companies, locally listed companies, government & statutory boards, and small and medium enterprises.

Steven also served as a Technology Consultant and had various involvements in the Interactive Media field. He has developed a keen eye for details, and his technical knowledge is complimented by diverse exposure to fields such as Communication Studies, Linguistics, and Psychology.

Steven believes in "living for the music", and also a freelance music photographer.

Steven graduated with a Double Bachelor of Science (Computer Science) and Arts (Cognitive Science, Communications & Cultural Studies) from the University of Queensland, Australia, receiving multiple Dean's List Awards across all three majors of studies.

Hento Ong is an expert in the field of web technologies. He is a seasoned programmer and is considered a veteran in software development field with a vast experience in various systems development.

Hento's outstanding résumé include works on content management systems, feedback & auditing systems, payment & billing systems, logistics & accounting systems and many more. All these experiences have grant him not only the ability to develop systems thoroughly, but also the expertise to architect and conceptualize systems from a "top-down" perspective.

While not exploring new technologies, Hento enjoys playing basketball, and taking a relaxing dip in the pool. He believes in the simple and enduring philosophy - "Work Hard, Play Hard." Hento graduated from Bina Nusantara University, Jakarta, Indonesia, with the outstanding achievement as the top student of his cohort in the Information Technology Bachelor Degree program. He is also a Microsoft Certified Professional Developer (MCPD).

Mark Huang is Propagate's New Media Consultant. He has various experience working in the digital entertainment sector, designing and programming web applications. He has an international education history and has recently returned from a year of working stint in San Francisco. His core skill sets include Java, Oracle PL/SQL, C/C++, Python, HTML, CSS, Javascript.

Mark is skilled in the use of the jQuery Javascript Framework as well as MooTools. He is an advocate of Pylons, a Python web framework. He also has strong experience in the use and customization of Plone content management system.

Mark is a self proclaimed snooker addict and graduated from Nanyang Technological University with a Bachelors in Computer Engineering.

Sueann Teo is Propagate's Multimedia Designer, specializing in web, graphic, and motion design. She has work experience from various production houses, and also has a great portfolio in terms of new media design.

Sue has a dream of one day being a National Geographic photojournalist, and claims to be a nature lover at heart. Sue holds a Bachelor in Multimedia Design from Swinburne University of Technology, Melbourne, Australia.

Propagate also employs and collaborates with other great staff from Singapore and overseas.




Our Support – Board of Advisory Chairman


Professor Ho Yew Kee currently heads the Department of Accounting of the NUS Business School.

Professor Ho serves as the Chairman in Propagate's Advisory Board. He specializes in corporate finance, accounting regulation, the use of creative accounting, earnings management and financial reporting. He is involved in feedback on development of latest regulations in the areas of companies law and accounting regulations. He also teaches finance especially valuation using accounting numbers and valuation and risk characteristics of firms. He has published in numerous finance and accounting journals, including practitioners' journal.

Dr. Ho is a Fellow of the CPA Australia and a Singapore CPA. He also holds the CFA certification. He serves on the Board of several not-for-profit organizations.

Selected Key Clients and Projects Summary

 <p>Zouk is one of the oldest and most popular nightclubs in Singapore and Kuala Lumpur. It has won the Singapore Tourism Board's "Best Nightspot Experience" award 6 times, between 1996 to 2007. Zouk is also ranked number 10 on DJ Magazine's list of Top 100 clubs in the world in 2006, 2007 and 2010.</p>	<p><u>Services Rendered</u></p> <ul style="list-style-type: none"> • Table Reservation System – Graphical driven. Customised and built to adapt to ever changing operations requirements. Enables staff to collaborate and sync the many table reservations across all 5 outlets within Zouk seamlessly. • Total Customer Relationship Management (CRM) System with Member's Gateway at club entrances – An overhaul and one stop point to manage and track VIPs, members, and target specific customers group. • Ticketing System – E-Ticketing System that was first used to replace Sistic at ZoukOut 2011. Zouk now conducts ticketed events within or outside its premises with ease. The system is also able to handle various e-payment for the club that was previously done manually, such as private VIP booking of venue. • QR Code Guestlist System – Public can sign up for guestlists allocated by the club for events. Upon sign up, the public receives a QR Code that is scanned to grant access at the club.
 <p>Financial Alliance is a leading and award-winning Independent Financial Advisory Firm in Singapore.</p> <p>One of the largest Independent Financial Advisory firms in Singapore, Financial Alliance offers one of the widest ranges of wealth management and financial planning solutions, and comprises of over 40,000 clients.</p>	<p><u>Services Rendered</u></p> <ul style="list-style-type: none"> • Automated Motor Quotation System – A first of its kind system that enables automated motor quotation to be gather from up to 13 different insurers within 5 minutes (May take up to an hour manually). • Automated Travel Insurance and Personal Accidental plan quotation system that is managed and used by consultants to service their clients effectively. • Public self help portal / website for the above mentioned services to drive sales beyond consultants' contacts. • Integrated consultant and admin portal for consultants to track their contacts. The backend portal has security / hierarchy features for team management and controlling access boundaries for different levels of users to parts of the system.
 <p>Mode Hair Gallery is a high end hairdressing and hairstyling salon based in the Marina Bay Financial Centre</p>	<p><u>Services Rendered</u></p> <ul style="list-style-type: none"> • Interactive CRM System – iPads are used not only provide a complete customer experience (Personal Profiles/Service History, Digital Lookbooks, Post-Service Survey etc.), but also for management and staff to gather useful and specific data from their customer's preferences and feedback. A photobooth was also setup and integrated with the system so that customers can get do photoshoots and upload their photos. This will not only allow customers to not track their past styles, but also beneficial to Stylists for hair consultation using "real" photos. <p>Project was featured in several news articles such as 联合早报网 (Zao Bao) and the Business Times.</p>

 <p>INDOOR PLAYGROUND</p> <p>GIGGLES is the latest indoor children's play pad that adopts technology into play. It is a playground where children play to learn and adults learn to play.</p> <p>GIGGLES is based in the Marine Parade Central area.</p>	<p><u>Services Rendered</u></p> <ul style="list-style-type: none">• Interactive CRM System – Based on using iPads to create a digitalized, paperless workflow from registering a child till exit and payment. The iPads enable a quick photo of both child and parent/guardian and are also used to track children's movement within the compound to ensure safety and accountability. Post-Service Survey, customer analytics and reports are also available from the system's backend.• Propagate was also part of the branding and design conceptual team for this business.
--	--