GLOBAL BUSINESS SERVICES MALAYSIA STRATEGY

2022 - 2027

MALAYSIA AS A HIGH-VALUE DIGITAL GLOBAL BUSINESS SERVICES HUB

An initiative by

DIGITAL GLOBAL BUSINESS SERVICES COUNCIL (GBS MALAYSIA)

GBS MALAYSIA DIGITAL GLOBAL BUSINESS SERVICES COUNCIL

PIKOM

MDEC™

MD MALAYSIA DIGITAL

GLOBAL BUSINESS SERVICES STRATEGY REPORT 2022-2027

CREDITS

SPEARHEADED BY

GBS MALAYSIA DIGITAL GLOBAL BUSINESS SERVICES COUNCIL | PIKOM | MDEC | MALAYSIA DIGITAL

IN COLLABORATION WITH

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RESEARCH PARTNER

IDC

ANTHONY RAJA DEVADOSS

GBS MALAYSIA CHAIR

Dear Industry Leaders,

I am pleased to announce that OM is now officially known as the Digital Global Business Services Council Malaysia (GBS Malaysia) a chapter of the PIKOM the National Tech Association of Malaysia. It was an important decision made by the newly elected Committee 2022/2023 under my leadership. It was important to keep up with the times and representing the Global Business Services (GBS) industry in Malaysia.

There are over 600 GBS companies in Malaysia and it is estimated that the Malaysian GBS industry stands at approximately US$4.95 billion by end of 2020 and is estimated to grow at a 5-year CAGR of 6.2% to achieve US$6.7 billion by 2025. The estimates include 3rd party IT Business Process Services and Business Process Services, as well as Offshore service providers and captive end-user operations.

In early 2021 at a Strategic Planning Meeting, it was the committee's direction to develop a strategic visioning roadmap for the GBS industry and here we are with the launch of the Global Business Services – Malaysia Strategy 2022.

The research scope extends to identify Malaysia's strengths in the areas of organizations capabilities, its talent market, niche capabilities, infrastructure, the markets and the verticals served by the Malaysian companies and also its competitiveness with its neighboring countries with the end in mind in capturing Foreign Direct Investments (FDIs) into Malaysia

We are proud this initiative was spearheaded by GBS Malaysia together with the strong support from MDEC, Invest Penang, Iskandar Investment Berhad (IIB), Invest KL, Invest Selangor, Cyberview, Sarawak Digital Economy Corporation (SDEC) and Contact Centre Association of Malaysia (CCAM).

GBS Malaysia continues to support the industry via our events and initiatives are aimed at helping its members in the best possible manner. Do look out as we will be coming up with more relevant initiatives and programmes.

Our aim of helping members compete with the best in the world is getting realized with each initiative we take. We promise to continue our support to this industry in every possible way.

DR SEAN SEAH

PIKOM CHAIRMAN

Dear members,

The Global Business Services industry has faced multiple challenges over the years, specifically during the pandemic and economic recovery, that forces us to focus on reviewing and reimagining the way forward for the players. Based on the concept of resilience in post-pandemic era, this report reimagines the way forward and future of GBS in Malaysia, encapsulating its potential for growth and relevance to how businesses are run in the agile digital ecosystem.

The report focuses on the strategic vision of GBS for the next five years. One of the main agenda is how GBS in Malaysia can remain competitive globally despite the challenging economic conditions during this recovery period. From now till 2027, we will be looking at policy intervention to ensure that it fits the current environment/ecosystem for the industry to prosper. More emphasis is also given towards how digitalization and IR 4.0 will impact the industry in moving forward.

In a nutshell, this report will provide key insights on how the enterprise and business services should respond to marketplace challenges, opportunities and digital transformation while trying to maintain competitive.

Let's not forget how the Covid-19 pandemic has altered the traditional standard way of working. This means, we are forced to apply flexibility and agility in our business operations. The GBS industry must be responsive to constant changes that have become the norm, working very closely with the tech sector and shifting away from generalized relationship and more towards outcome-based relationships.

We hope this report will provide a fresh perspective for the transformation and development of GBS, and add value to the economies and businesses of tomorrow.

On behalf of PIKOM, I extend my appreciation to our industry partners – CCAM, MDEC, Invest Penang, Invest KL, Invest Selangor, NCIA, SDEC, SEDIA, GBS@IPOH for their support.

Thank you.

MAHADHIR AZIZ

CEO OF MDEC

The importance of the Global Business Services (GBS) industry to Malaysia cannot be understated. It is, in many ways, the foundations of Malaysia's digital economy, and one of the core pillars of the nation's push to be a digital hub of the region.

In 1996, the leaders of Malaysia saw that the future would be an economy driven by ICT and multimedia. The challenge would be to develop the infrastructure, culture, ecosystem, and skillset needed to drive it. This gave birth to the Multimedia Super Corridor (MSC) and the Multimedia Development Corporation (MDC), which has now evolved to the Malaysia Digital Economy Corporation (MDEC).

MDC, and subsequently MDEC, understood that the bedrock of a robust and resilient digital economy can be found through nurturing a healthy and inviting GBS industry. Attracting quality GBS companies to Malaysia doesn't just serve to drive up with numbers of Foreign Direct Investments – GBS companies help create high-skilled, high-knowledge jobs, fueling the economy and growth of human capitals.

The Global Business Services Malaysia Strategy 2022 – 2027 report is very much a testament to the foresight and tenacity that has been nurtured for over 25 years. The report found that Malaysia's GBS Industry Market Size is at US$4.95 billion in 2020 and is expected to reach US$6.7 billion in 2025 – results that speaks volumes of Malaysia's ongoing efforts.

The report also highlight's Malaysia's many advantages as a strategic location for high-value Digital GBS, many of which are direct results of MDEC's digital economy initiatives.

Malaysia is home to over 251,000 digital talents in 2021. This illustrates the success of MDEC's digital talent development programmes that include the #MyDigitalMaker initiative and our Premier Digital Tech Institutions (PDTI), as well as our reskilling and upskilling initiatives such as the Digital Skills Training Directory and MyDigitalWorkforce Work-in-Tech, the latter which offers companies incentives for training and hiring digital employees.

As the report spotlights, Malaysia's strong government support and ample public-private partnerships has created an environment for GBS companies to thrive.

This has culminated into the Digital Investment Office (DIO), a collaborative platform between MDEC and Malaysian Investment Development Authority (MIDA) serving as a single platform to facilitate digital investments into Malaysia, making it into a smoother, more intuitive process.

With these, Malaysia has been able to assert its leadership position and continues to be the preferred hub. It has also allowed us to foster a digital ecosystem that has since become one of the key contributors to Malaysia's overall economy. The digital economy is expected to contribute 25.5 percent to the nation's GDP by 2025, and the Digital GBS industry will be pivotal in achieving that.

Where do we go from here? For MDEC, the answer is invariably upwards. The Digital GBS industry will remain a key focus area for us, as we navigate a digital ecosystem predicated on Fourth Industrial Revolution (4IR) technology and emerging trends via Malaysia Digital, the initiative to succeed MSC Malaysia.

Built upon a new framework, Malaysia Digital will seek to drive positive transformation and acceleration of the digital economy via various targeted catalytic projects. We expect these projects to further enhance not only Malaysia's digital economy ecosystem, but to also ensure our continued success as a global Digital GBS hub.

MDEC will continue fostering collaborations and partnerships to further accelerate the Digital GBS industry in Malaysia. Indeed, the growth of the sector – as well as the creation of the report – cannot be done without such esteemed partners as the Digital Global Business Services Council Malaysia, PIKOM, IDC, SDEC, Invest Penang, Cyberview, Invest Selangor, Invest KL and Iskandar Investment.

This report clearly indicates that Malaysia's vision for the Digital GBS industry is clear, and we are on track. Let's move forward in unison and achieve even more.

Thank you.

RAYMOND DEVADASS

GBS MALAYSIA
RESEARCH CHAIR & TREASURER

Dear Friends from the Industry

The year 2020 moved the world further into the Digital Age. Disruptive influences continue to change the way Global Business Services (GBS) organisations operate, with technology disrupters being the most significant and impactful of these, and at the same time creating unique opportunities for all of us in the industry.

Without doubt, Malaysia must be at the forefront in embracing digital transformation and automation. As an important industry for Malaysia, we must evaluate and assess if our current systems and processes allow us the flexibility needed to provide a seamless digital experience for our customers and stakeholders. To remain competitive in the global marketplace, we must be attentive to the changes in the digital ecosystem.

With this in mind, GBS Malaysia mooted the idea in early 2021 for a strategic initiative to develop an industry lead Strategic Roadmap for the GBS Industry. This strategic initiative will drive the GBS industry forward in coming years. The formulation of this National Strategy, Vision and Roadmap for GBS Malaysia will offer a 'how to' guide for organizations looking to build their individual GBS roadmaps, and take their offerings forward into new and exciting areas that will transform traditional business process management and drive shareholder value.

The GBS Malaysia Research Committee spent almost a year in developing this Strategy Report and finally we are here! This report focuses on a strategic plan for the next five (5) years from 2022 to 2027 to strengthen Malaysia's position as a High Value Digital GBS Hub. You will find this report useful as it sets out areas that Malaysia will need to focus on to remain competitive globally, as well as what needs to be done to create a facilitative environment and ecosystem to drive those focus areas. The report also looks at how digitalization and IR 4.0 will affect the GBS industry moving forward.

My appreciation goes out to each and every one of our partners who supported this initiative, namely MDEC, Invest Penang, Iskandar Investment Berhad (IIB), Invest KL, Invest Selangor, Cyberview, the Sarawak Digital Economy Corporation (SDEC) and the Contact Association of Malaysia (CCAM).

My thanks to our research partner, IDC, and members of my Research Committee for working tirelessly over the past 12 months on this strategic initiative.

Most importantly, I wish to acknowledge and thank the members from the public and private sector, industry associations, and the academia who took part in all the Focus Group Discussions, In-Depth Interviews and Syndication Workshops to help us formulate this Strategy.

Onwards and Upwards we go!

CHEAH KOK HOONG

GBS MALAYSIA
IMMEDIATE PAST CHAIR

In this age of heighten uncertainty and volatility, the pandemic has also magnified structural and sustainability issues through Environmental, Social and Governance (ESG) prism globally, regionally and locally. Consequently, the crisis has either laid bare the challenges the GBS industry is facing and impacting many stakeholders, or provided the stakeholders with opportunity to focus its mind and resources to strive for a better future. The winds of change can instantly become a potent storm as we are challenged further by factors such as disruption to supply chain, scarcity of talent, competition between countries, stagflation and rising cost of doing business.

We can only make a long-lasting impact if we work collectively and thus it is imperative that we continuously engage the stakeholders in the GBS landscape and seek to understand their challenges and aspiration. Concerted effort, collaboration and investment across the ecosystem are required for us to make a difference.

Thus, I am humbled and grateful that this publication has received wide ranging participation and support from the public sector/ associations/academia and GBS related organizations, in addition to MDEC and various government agencies. It is a strategic initiative that is born out of necessity and everyone's desire to see the industry thrive. It is indeed timely that this strategic initiative mooted during OM (now known as GBS Malaysia) strategic planning meeting in 2021 has now become a reality.

We hope that the publication will inspire all of us across both public and private sectors to strive to position Malaysia as a high-value Digital Global Business Services (DGBS) hub. More importantly, it is crucial to translate the insights and key recommendations into actionable tasks that will translate into measurable outcomes that will benefit the industry and country. Continuous feedback and involvement from all stakeholders are vital to ensure we stay the course to reshape, realign and rebuild our vision of DGBS.

It is also our hope to see Malaysia giving birth to more regional GBS champions. In parallel, it is timely for us to seize opportunities in this sector and additionally convince more global organizations to make prudent decisions to choose Malaysia as their destination of choice to invest in and grow their business.

Thank you to all who had tirelessly put in their heart, mind and soul into this strategic initiative.

GBS MALAYSIA RESEARCH REPORT COMMITTEE MEMBERS

The following individuals are the members of the GBS Malaysia Research Report Committee entrusted to drive this strategic initiative.

RAYMOND DEVADASS

GBS RESEARCH CHAIR

Founder & CEO of Daythree Business Services. Raymond specializes in providing strategic management direction, particularly in the field of digital transformation strategy and management. He holds a Master of Business Administration majoring in Strategy & Planning, and is a Chartered Accountant, registered with CPA Australia and Malaysian Institute of Accountants. Raymond is the author of several articles and research papers. He was twice selected by peers in the industry as 'Best Thought Leader' in 2017 and once again in 2019 – an award reserved for recognizing leadership aimed at external positioning of the individual's competencies in delivering value.

WOON TAI HAI

GBS RESEARCH COMMITTEE

Woon has over 35 years of IT and Management Consulting experience and was former Executive Director with two of the Global accounting, tax and advisory firms – KPMG and BDO. A long-time advisor on the PIKOM Council; he is now the chairperson of both the PIKOM Research Committee and Oversight Committee; and Advisor to GBS Malaysia chapter; including helming the PIKOM chairmanship in 2011 to 2013.

Woon has been appointed to the Board of Takaful Ikhlas Family Berhad and Takaful Ikhlas General Berhad as Independent Non-Executive Director. He holds a BSc from University of NSW (UNSW), a post-graduate Diploma (Accounting and Finance) as well as an MBA from University Technology Sydney (UTS).

PHIL CAPTAIN

EXECUTIVE BUSINESS COACH, PMCTEAM

Executive Business Coaching is a customized experiential development process that builds capability of the Executive to achieve short- and long-term goals/objectives. Phil executes this through one-on-one or group interactions. It is driven by data gathered with respect and trust, often from multiple sources within and outside the organization. Phil and the Executive work together to achieve maximum Organizational impact and improved performance. Phil facilitates a development focused experience. As an Executive Business Coach, Phil is a highly skilled technically and a respected Business, Process & Structure expert. Phil will stretch your strategic and tactical problem-solving abilities, your ways of thinking, and coach you towards achieving your preset goals/objectives.

ANTHONY RAJA DEVADOSS

GBS MALAYSIA CHAIR & GBS RESEARCH ADVISOR

Anthony Raja is currently the appointed OM Chair, a Global Business Services initiative of PIKOM - The National Tech Association of Malaysia and PIKOM Academy, Chair. He is actively involved in the country and region's HR Services & Technology industry development and holds memberships in various National and international associations including Global Technology & Business Services Council.

Anthony Raja brings over 20 years of experience in cross spectrum of Board & Executive Search, HR Business Transformation Consulting, Recruitment Process Outsourcing, Leadership Talent development and Assessment within the region and globally spanning across industries. His areas of expertise in Digital Technology, Financial, Healthcare and Business/Professional Services & Telecommunications.

CHEAH KOK HOONG

GBS MALAYSIA IMMEDIATE PAST CHAIR & GBS RESEARCH ADVISOR

With more than 30 years' experience, he is driven by an endless quest to seek knowledge and has thus garnered a wealth of expertise that spans across business development, M&A, business strategy and process engineering across both manufacturing and the services sectors.

Cheah is instrumental in driving the growth of the Malaysian ICT industry, both locally and regionally. And, he plays an active role in developing the next generation of talents for Malaysia. He is a person who is able to influence the industry and he is actively involved in the country's IT industry developments and continually propagates the advancement of the overall IT capabilities and resources within the diverse local verticals.

JUSTIN J ANTHONY

GBS MALAYSIA, DIRECTOR & PIKOM EXECUTIVE DIRECTOR

Justin is entrusted to execute key initiatives towards achieving the needs of the TECH industry in the areas of Global Business Services (GBS), E-commerce, Cybersecurity and other special interest groups. He brings with him over 30 years of work experience spanning across the fields of finance and accounting, managing turnkey projects, project management, business development and industry development. Justin believes in advocating collaboration and industry partnerships while establishing strategic alliances with various associations, academia, and relevant industry bodies- to create viable eco-systems between the industry, academia as well as between private and public sectors. He is an Associate member of the Association of International Accountants (AAIA) (UK).

RAYMOND SIVA

SENIOR VICE PRESIDENT, DIGITAL INVESTMENT, MALAYSIA DIGITAL ECONOMY CORPORATION (MDEC)

Ray has more than 25 years of experience in strategic communications, investor strategy and promotion, crisis and issues response. He is recognised as one of the few Malaysians with deep knowledge of the government and international affairs, with extensive experience in stakeholder engagement and management. He has led Investor Promotion engagements for the private and public sectors at the World Economic Forum at Davos for 5 years. Ray had led various IPOs in Malaysia and Indonesia, including the world's second-largest IPO and the biggest in Asia in 2012.

Ray was appointed as the Chief Marketing Officer of the Malaysia Digital Economy Corporation (MDEC) in October 2019. He assumed the Digital Investment portfolio as the Senior Vice President (SVP) and Chief Digital Investment Officer of MDEC in December 2020.

SUDEV BANGAH

MANAGING DIRECTOR, IDC ASEAN

Sudev directs the overall operations of IDC ASEAN country offices' development, sales, consulting, as well as marketing, and works alongside local and global organizations' C-level executives in their aspirations in developing robust plans and strategies for both emerging countries. Having previously led IDC's Southeast Asia Consulting group, Sudev has brought that rich experience in the country level by providing advice and thought leadership to CEOs, country heads, and chief strategy officers (CSOs). Sudev continues to be hands-on in providing tailored insights, analysis, and strategies to top-tier technology vendors and telecommunications providers in expanding market share, market penetration strategies, and providing tactical approaches in winning the market.

FOREWORD

The Digital Global Business Services Council Malaysia (GBS Malaysia), the National Tech Association of Malaysia (PIKOM), and Malaysia Digital Economy Corporation (MDEC) are committed to grow Malaysia's GBS industry as a global hub for high-value services. In line with this, International Data Corporation (IDC) was commissioned by GBS Malaysia in cooperation with Malaysia Digital Economy Corporation (MDEC), PIKOM – The National Tech Association of Malaysia, Sarawak Digital Economy Corporation (SDEC), Contact Centre Association of Malaysia (CCAM), Invest Penang, Cyberview, Invest Selangor, Invest KL, and Iskandar Investment Berhad (IIB) to develop the Global Business Services Malaysia Strategy 2022-2027. This strategy report was established through the conjoint effort of all relevant stakeholders of the GBS industry in Malaysia, encompassing the government, GBS industry players, academia, associations, and end-users of GBS. To assess Malaysia's current GBS landscape, IDC has embarked on extensive primary and secondary research to understand the current initiatives being conducted in the country in efforts to support the GBS industry in Malaysia. The methodology of this study is detailed below:

METHODOLOGY

PUBLIC SECTOR, ASSOCIATIONS, ACADEMIA

GBS INDUSTRY

FOCUS GROUP DISCUSSION
71 TOTAL ATTENDEES

IN-DEPTH INTERVIEWS
19 TOTAL ATTENDEES

SYNDICATION WORKSHOP **50** TOTAL ATTENDEES

END-USERS THAT OUTSOURCE GBS

ONLINE SURVEY
340 respondents who are influencers or decision makers of business process services related functions from organizations based in Malaysia with 100 or more employees.

VERTICALS
- Manufacturing
- Retail
- Oil and gas
- Utilities
- BFSI
- Professional services
- Logistics
- IT/Telco
- Hospitality
- Government

COUNTRY REFERENCE
- ESTONIA
- POLAND
- INDIA
- VIETNAM
- PHILIPPINES

OUTPUT:

Global Business Services Malaysia Strategy 2022-2027 Report

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THE EVOLUTION OF THE MALAYSIAN GBS INDUSTRY

The Global Business Services (GBS) industry in Malaysia has been a focal talking point of the nation for over 20 years. The then labelled Shared Services and Outsourcing (SSO) industry was largely driven by Multimedia Development Corporation (now known as Malaysia Digital Economy Corporation) with a singular goal to have Malaysia designated as a key shared services hub for global captive centers and offshore business process services providers, as well as to instigate the creation of a local outsourcing industry by creating local champions that ultimately are able to grow regionally in supporting evolving business process services requirements.

Listed below are historical highlights of the evolution of the Malaysian GBS industry over the past 20 years:

2002

SSO industry to propel Malaysia's FDI

The early years of growth for the industry was pre-dominantly led by the shift of service operations by multinational organizations towards lower cost locations taking advantage of global labor arbitrage. This led to an uptick of foreign investments as businesses continued to consider Malaysia as a premier location for offshore delivery with the right balance of cost, talent, and political stability.

2006

Outsourcing Malaysia was officiated by the Malaysian government

In 2006, Outsourcing Malaysia (currently known as Digital Global Business Services Council Malaysia or GBS Malaysia), was officiated by the Prime Minister to build a vibrant and strong GBS industry and to facilitate collaboration between service providers and businesses.

2010

Malaysian Economic Transformation Plan (ETP) | High-income economy

The Malaysian government unveiled a comprehensive economic transformation plan with the goal of shifting Malaysia towards a high-income economy. What came to be known as the Malaysian Economic Transformation Plan (ETP) saw 131 entry point projects (EPPs). In view of the government's plan to propel Malaysia into a high-income nation, the Business Services sector was identified as one of the critical growth areas.

EPP2

To position MY as a premier destination for SSO + raise capabilities to serve the regional market

Since its inception in 2002, the Shared Services and Outsourcing (SSO) industry in Malaysia has undergone a tremendous shift in attempts to grow in tandem with evolving customer needs. The introduction of EPP2 is a testament to the Malaysian government's effort to position Malaysia as a premier destination and hub for shared services.

EPU MDEC

EPU: 12th Malaysia Plan & MyDIGITAL | MDEC: Malaysia Digital

The emergence of the Digital Economy has become an extremely pertinent part for GBS organizations in considering an offshore location. To propel the growth of Malaysia's Digital Economy, the Malaysian government launched Malaysia Digital Economy Blueprint (MyDIGITAL) in 2021. Then, Malaysia Digital (MD) was launched in 2022 as an enhancement to the MSC Malaysia initiative. MD is driven by Malaysia Digital Economy Corporation (MDEC) as the nation's lead digital economy agency to drive positive transformation and accelerate the country's Digital Economy ecosystem.

Malaysia as a location of choice from then till now continue to enjoy favorable ratings within globally recognized rankings. The often-cited Kearney report over the years continue to place Malaysia in third position within its 2021 Global Services Location Index (GSLI) behind India and China respectively.

Malaysia is still seen as a viable location for many organizations who are considering offshoring to Malaysia. Figure 1 showcases Malaysia's position in various international rankings.

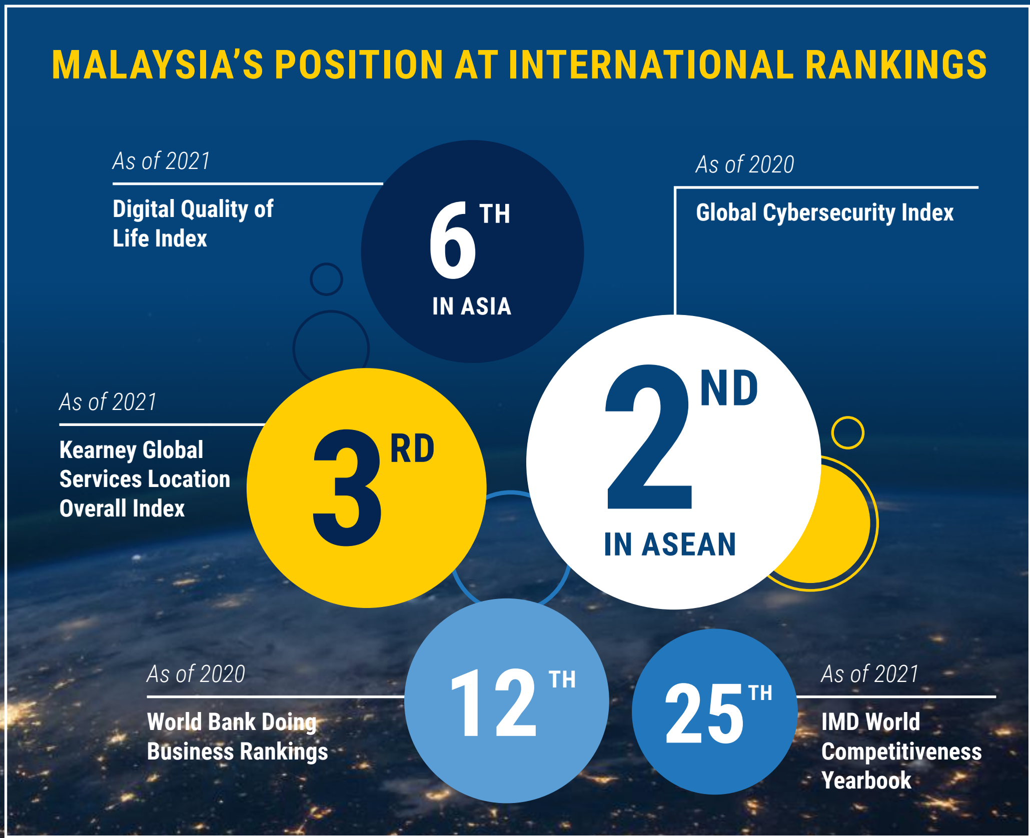


Figure 1: Malaysia's Position at International Rankings

Overall, it is estimated that the total GBS industry market size in Malaysia achieved US$4.95 billion by the end of 2020 and the anticipation is for the industry to recover healthily with a 5-year CAGR growth of 6.2% to achieve US$ 6.7 billion by 2025. Figure 2 indicates these growth figures and the potential contributors to the projected growth are listed in Figure 3.

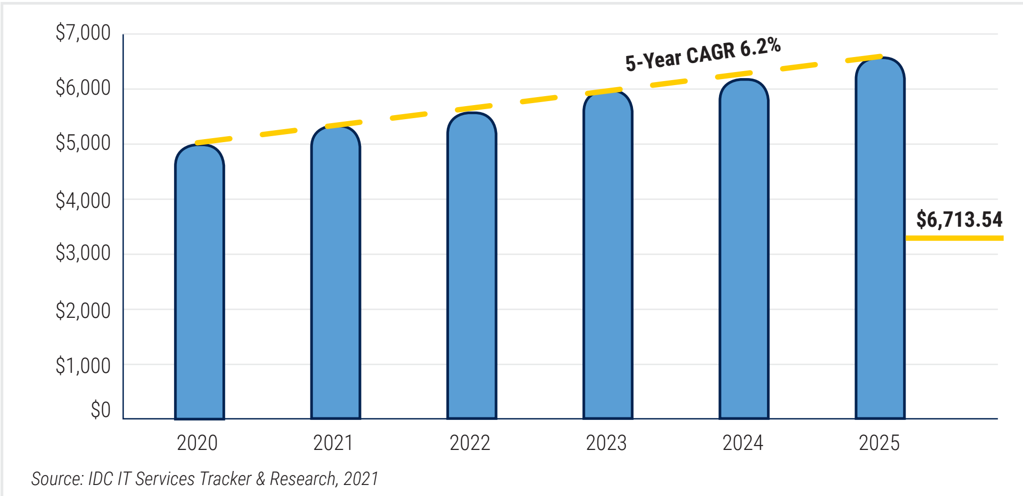


Figure 2: Malaysia's GBS Industry Market Size US$ Millions

Digital Transformation (DX)

Digital infrastructure spanning data center, edge and public cloud resources is becoming a core platform for achieving priority digital business outcomes. Blockchain technology use cases are seen to be becoming prevalent to help with data authenticity and tracking. Digital GBS was core to the pandemic and post-pandemic remote work acceleration.

Automation

Usage of automation technologies to reduce the amount of repetitive, rules-based work. Artificial Intelligence/Machine Learning (AI/ML) will be key enablers for intelligent GBS services.

Cloud Based Services

Organizations are now assessing the usage of Cloud to operate IT, including the development and deployment of applications.

Data and Analytics

Infusing advance analytics into massive amount of data sets to discover more insights and improve organizations' operational engines.

Figure 3: Potential Growth Contributors

MALAYSIA: A STRATEGIC DESTINATION FOR HIGH-VALUE GBS

Malaysia is viewed as a strategic destination for high-value global business services due to the various opportunities and inherent strengths that the country possesses. The emergence of Malaysia's economic corridors has carried the mantle for GBS in recent years and many of them have made great strides in specialized areas and serves as an opportunity for Malaysia to grow. Malaysia's proximity to Singapore (near shore) and the rest of Southeast Asia, as well as both business and cultural relationships with India and China provide an opportunity for specific or specialized GBS demands to be fulfilled by Malaysia. Politically, Malaysia maintains a good relationship with Asia Pacific, Europe and the Americas that will further allow opportunities to engage and re-engage to bring increased and large-scale investments to the nation and the region. In addition, Malaysia has a young working population with multilinguistic skills that can be easily trained to specialize in specific GBS niche areas.

The four main areas below highlight Malaysia's pillars of strength and advantages as a strategic GBS destination.

TALENT

- Diverse, robust, multilingual, and future-ready talent.
- Number of graduates in 2020 was 5.36 million.
- Close to **70% of graduates** were in the **"skilled category".**
- **49%** of the working population are **below the age of 34.**
- Introduction of **Technical and Vocational Education and Training (TVET) and Private Higher Education Institutions (PHEI)** to address the Fourth Industrial Revolution (IR4.0) and Digital skillsets.
- Various government-led digital talent development programmes (Premier Digital Tech Institutions, Global Online Workforce, #mydigitalmaker).

PUBLIC & PRIVATE PARTNERSHIPS

- **Collaboration seen between industry associations** such as GBS Malaysia/PIKOM/Contact Center Association of Malaysia (CCAM) alongside government agencies place Malaysia favorably in the eyes of foreign investors.
- **Collaboration between Telcos and Malaysian government** show a joint effort towards achieving infrastructure and digital economy goals.
- Public and private work in tandem for state and industry development in view of a concerted effort in driving digital investments across Malaysia.

DIGITAL INFRASTRUCTURE

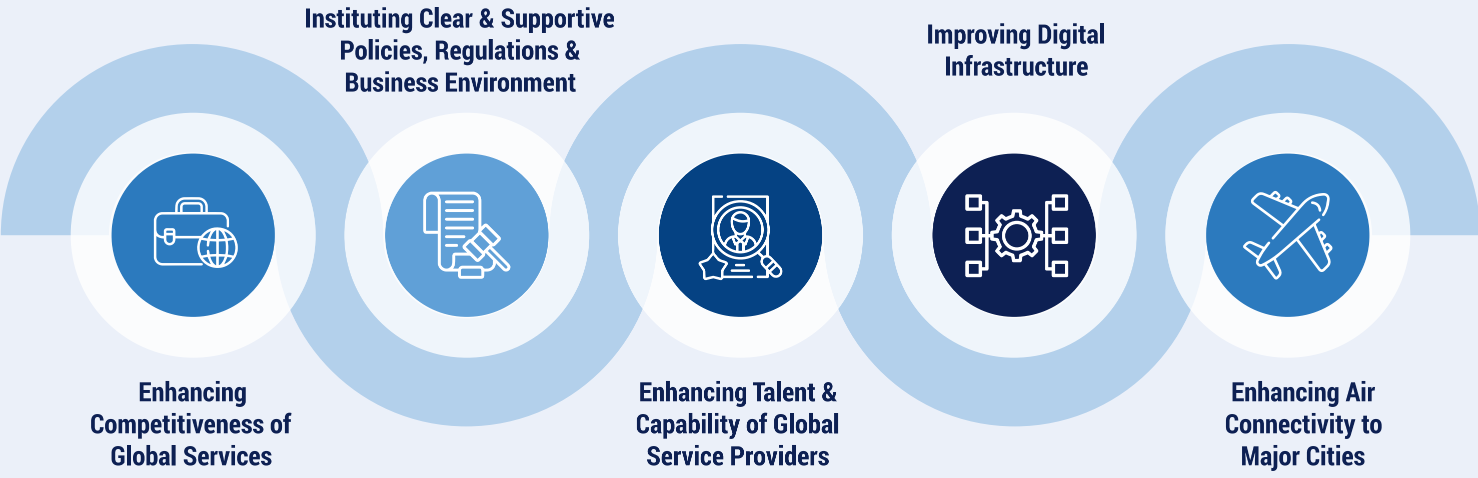
- Introduction of various **blueprints, plans and strategy documents** to address the growing need as well as maturing of digital infrastructure and ecosystem in the country; MyDIGITAL, Jalinan Digital Negara (JENDELA), Industry4WRD, Malaysia Digital initiative, Twelfth Malaysia Plan (12MP).
- 89.6% access the internet; 98.2% utilize a mobile phone; 80% own a PC.
- **Internet penetration** stands **at 90%; 5G** rollout intended in 2022.
- **eCommerce and digital** adoption.

GOVERNMENT SUPPORT

- Federal and corridor/state level financial incentives offered. Customized **incentives** are available for strategic and impactful projects for Malaysia.
- **Support bodies** such as Malaysia Digital EconomyCorporation (MDEC), Malaysian Investment Development Authority (MIDA), TalentCorp; **Economic Corridors** such as Iskandar Regional Development Authority (IRDA), Iskandar Investment Berhad (IIB), East Coast Economic Region Development Council (ECERDC), Northern Corridor Implementation Authority (NCIA), Sarawak Digital Economy Corporation (SDEC), Digital Penang and **various investment promotion agencies** (InvestKL, InvestSelangor, InvestPenang and others).
- Facilitation of high impact digital investments to increase the capacity and capabilities of Malaysia's digital economy via the Digital Investment Office (DIO).

Figure 4: Malaysia's Pillars of Strength

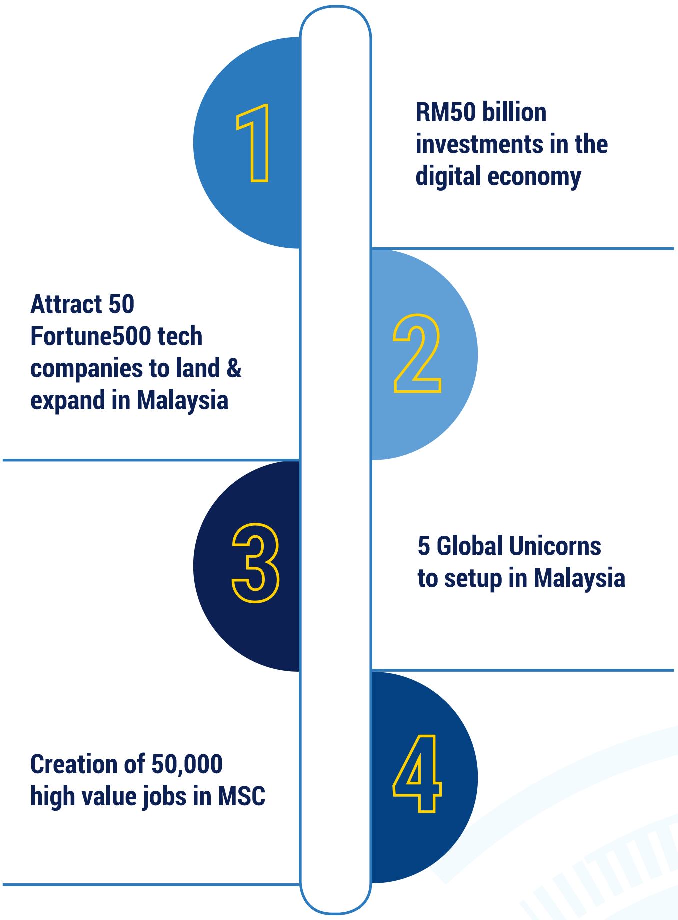
The 12th Malaysia Plan is a comprehensive plan that enhances the competitiveness of the Malaysian Global Services Industry based on the following key thrusts: -



Source: 12th Malaysia Plan 2021 – 2025, Economic Planning Unit (EPU), 2021

Figure 5: 12th Malaysia Plan Key Thrusts for Malaysia's Global Services

In tandem with this, MDEC's Malaysia Digital Investment Strategy (MDIS) focuses on four key thrusts aimed at attracting investments and advancing Malaysia's digital economy in line with the Malaysia Digital Economy Blueprint (MyDIGITAL). The initiative is meant to run in tandem with the 12th Malaysia Plan, with the goal to secure high quality digital investments. The following summarizes the key strategic goals of the MDIS strategy.



9 MD SECTOR TECH FOCUS AREAS

Digital Agriculture	Digital Finance
Digital Services	Digital Trade
Digital Cities	Digital Content
Digital Health	Digital Tourism
Islamic Digital Economy	

8 TECH ENABLERS

Artificial Intelligence	Dronetech
Blockchain	Internet of Things
Cloud & Data Center	Robotic & Automation
Cybersecurity	Virtual, Augmented & Extended Reality

Source: MDEC

Figure 6: Malaysia Digital Investment Strategy's Strategic Goals 2021-2025

While the Malaysian government has had various initiatives to promote and advance the local GBS market, there is also a strong push from professional bodies such as Digital Global Business Services Council Malaysia (GBS Malaysia) and the Contact Centre Association of Malaysia (CCAM) to grow the Malaysian GBS industry and improve collaboration between service providers and businesses.

In addition to the above, Malaysia boasts a strong digital workforce that is constantly being upskilled and modern digital infrastructure that provides a solid backbone for Malaysia to successfully provide high-value GBS services as outlined below.

TALENT & SKILLS

MDEC
DIGITAL TALENT SNAPSHOT Q4 2021

261,077

DIGITAL TALENTS

MyDIGITAL

500,000

NEW JOBS BY 2025

MDEC
TECH TALENT DEVELOPMENT
Initiatives for end-to-end talent lifecycle

Training/hiring initiatives for digital talent

(MDEC's Premier Digital Tech Institutions, Let's Learn Digital, SOCSO's JaminKerja, Upskill Malaysia)

IndSF for digital technology

Comprehensive guide for:
- individuals
- industry
- institutions of higher learning
- training providers & stakeholders.

(INDSF) INDUSTRIAL SKILLS FRAMEWORK
HRD Corp, MDEC, PIKOM 2020

Figure 7: Malaysia's Digital Talents and Skills

DIGITAL INFRASTRUCTURE

NETWORK & TELECOMMUNICATION

MALAYSIA'S TELECOM SERVICES SPENDING IN 2021

US$7.4 BIL*

1/3 OF MALAYSIA'S ICT SPENDING

MyDIGITAL
ACCELERATE 5G ROLLOUT
2021-2022

INCREASED ACCESSIBILITY FOR INDUSTRIAL AND TECHNOLOGY ZONES, INCLUDING OUTSIDE URBAN CITIES.

DATA CENTERS & CLOUD CAPABILITIES

Malaysia as a market for **business continuity** and **disaster recovery**

Malaysia's emphasis on **business digitization** and government expansion of **digital policies**

EMERGING TECHNOLOGY CAPABILITIES

Enterprises expected to increase spending on emerging technologies

IDC Emerging Technology Spending (Malaysia), 2021

	2020	2025
Cloud	823.39	889.18
Big Data Analytics	804.64	1631.63
Security	731.83	1341.58

(US$ mil)

*IDC Worldwide ICT Spending Guide Industry and Company Size, 2021

Figure 8: Malaysia's Digital Infrastructure

MALAYSIA'S GBS MARKET SPEND AND MOTIVATION

Malaysia's GBS market continues to be an innovative and vibrant space that provides cutting edge innovation and value to various sectors.

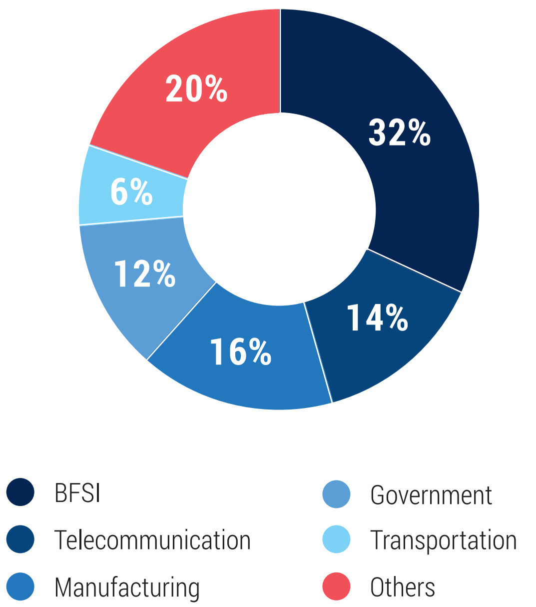
The government's vaccination effort had helped to re-invigorate the economy by mid-2021, and with that we have witnessed large transformation and outsourcing projects that were suspended in 2020 having resumed, driving some recovery around project-oriented services demand. There was a significant shift towards "as-a-Service" models, especially from enterprises that lacked internal IT competencies to manage its infrastructure and resources.

Work-from-home arrangements also made it particularly important for enterprises to commit towards accelerated digitalization of their infrastructure, and this led towards an increase in IT spending in 2021. We have continued to see large scale projects resume in key verticals, led by Banking, Financial Services, and Insurance (BFSI), Media and Communications, as well as the Public Sector.

We observed several areas that were driving the adoption of emerging technology among GBS players to continue their digital transformation and adoption during this period. Firstly, there was an accelerated transition for many organizations towards automation. Organizations started to evaluate different types of automation solutions to integrate with its existing business processes. Technologies such as robotic process automation (RPA), analytics/AI and machine learning, entered the lexicon for many enterprises. We also noted an increase in intention for automation technologies by more than 40% across Malaysian organizations.

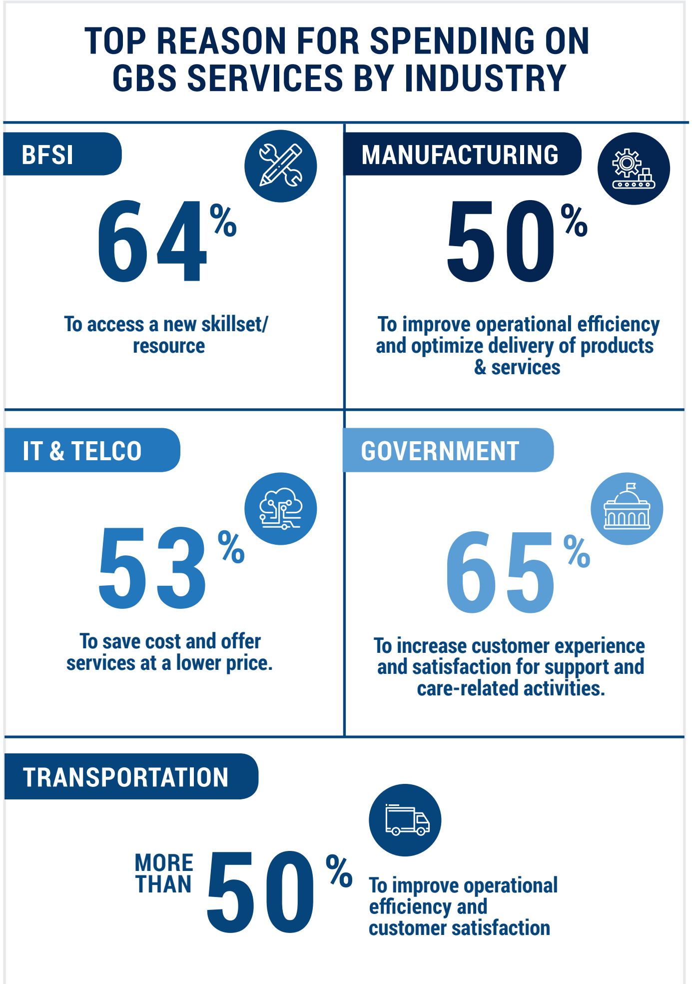
The pressure many enterprises felt over the past 18 months to ensure resiliency in the face of unplanned disruptions had heightened the need for cloud platforms that leads towards flexible delivery models. This went hand-in-hand with the realization for many enterprises on the need to instill loyalty within its customer base, expand its markets, as well as capture new customers. Customer Experience (CX) tools were a pre-dominant part of the discussion for services acquisition in 2021, and we anticipate for this to continue through the years with contact center providers.

The following figures show the industries in Malaysia with the top spending for GBS services along with the key motivation for spending.



Source: IDC Worldwide ICT Spending Guide Industry and Company Size (Malaysia), 2020

Figure 9: Top 5 Industry Spending on GBS Services



Source: IDC – GBS Malaysia Global Business Services Survey, 2022

Figure 10: Top Reason for Spending on GBS Services by Industry

GLOBAL OBSERVATIONS OF THE GBS INDUSTRY AND MALAYSIA'S FORWARD FOCUS

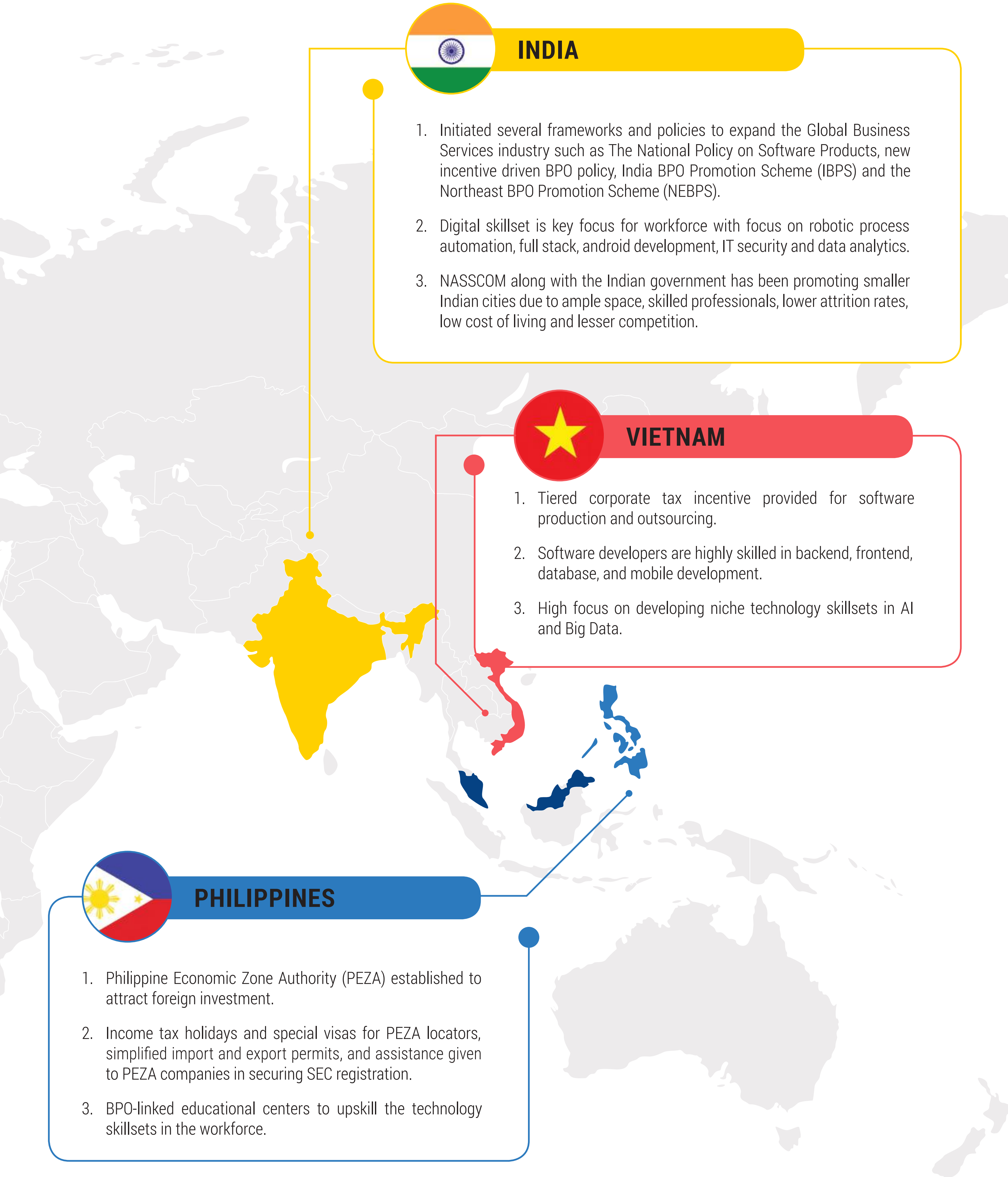
Malaysia has various areas of strengths that makes it a compelling and competitive GBS destination. When looking at several nations that have a strong GBS industry landscape, many parallels can be drawn which point towards Malaysia continuing to be a strategic and attractive location for the GBS industry. The descriptions below showcase key observations in the GBS industry across countries such as Estonia, Poland, India, Vietnam, and the Philippines along with similar areas of strengths that Malaysia has and some of the key focus areas for Malaysia to further build on existing strengths.

ESTONIA

1. E-Estonia initiative of almost fully digitizing public services.
2. E-Residency allows entrepreneurs from around the world to start a company and manage it remotely.
3. 5G connectivity to encompass major cities by 2023.

POLAND

1. Digital Poland initiative was established to help shift the nation's focus on R&D in science and IT as well as to embark on digital initiatives.
2. Polish Investment Zone program allows any company that invests in Poland to obtain 25% to 50% income tax exemption for 10 to 15 years. Cash and training grants provided based on number of jobs created.
3. Great collaboration between Polish academia and technology companies have resulted in a large labor force highly skilled in robotic process automation, cloud computing, business intelligence and data science.



INDIA

1. Initiated several frameworks and policies to expand the Global Business Services industry such as The National Policy on Software Products, new incentive driven BPO policy, India BPO Promotion Scheme (IBPS) and the Northeast BPO Promotion Scheme (NEBPS).
2. Digital skillset is key focus for workforce with focus on robotic process automation, full stack, android development, IT security and data analytics.
3. NASSCOM along with the Indian government has been promoting smaller Indian cities due to ample space, skilled professionals, lower attrition rates, low cost of living and lesser competition.

VIETNAM

1. Tiered corporate tax incentive provided for software production and outsourcing.
2. Software developers are highly skilled in backend, frontend, database, and mobile development.
3. High focus on developing niche technology skillsets in AI and Big Data.

PHILIPPINES

1. Philippine Economic Zone Authority (PEZA) established to attract foreign investment.
2. Income tax holidays and special visas for PEZA locators, simplified import and export permits, and assistance given to PEZA companies in securing SEC registration.
3. BPO-linked educational centers to upskill the technology skillsets in the workforce.

MALAYSIA'S STRENGTHS

1. Launch of Malaysia Digital (MD) — an enhancement to Multimedia Super Corridor — as well as special economic zones helped attract large scale ICT investments.
2. MDEC launched Malaysia Digital Investments Strategy (MDIS) with the objective of attracting investment and advancing Malaysia's digital economy.
3. Strong GBS bodies such as GBS Malaysia and Contact Center Association Malaysia (CCAM) help the GBS industry through industry events, human capital development and development of professional standards.
4. Diverse command of language which includes English, Mandarin, Tamil, and Bahasa Malaysia.
5. Large talent pool to support GBS such as customer service, IT support and backend processing.
6. Industrial Skills Framework (IndSF) launched to help further enhance skill sets for roles such as content moderation, customer service, finance and accounting, technical support, and human resources.
7. The Malaysian Government has a digital platform known as Upskill Malaysia, which provides comprehensive information on all training and skills development programs available for citizens.
8. 5G rollout from 2021 to 2022 under the JENDELA and MyDIGITAL initiative only serves to strengthen Malaysia's robust network infrastructure.
9. Demand for cloud-based services as well as a need for stable backup and recovery sites has led to a growth in Malaysia's data centers.
10. Malaysia has 31 existing data centers and another 10 in progress. There are 75 MD Cybercities/Cybercenters and 23 Malaysia Digital Hubs Nationwide.
11. Personal Data Protection Act 2010 (PDPA, Act 709) helps regulate the processing of personal data regarding commercial transactions.
12. Acts such as Computer Crimes Act 1997 (CCA 1997) and The Communications and Multimedia Act 1998 help provide general guidance and frameworks for telecommunications and computing industries.

Malaysia's Areas for Forward Focus

01 Acceleration of digital transformation initiatives that include digitization of government services and touch points.

02 To look at fiscal and non-fiscal incentives for the GBS industry.

03 Development of GBS sector framework and service catalogue encompassing Malaysia's GBS landscape, service offerings and investment opportunities.

04 Upskilling of software development talent including business analysis and design, coding, and testing.

05 Focus on emerging technology skillsets especially around cloud, big data and analytics and robotic process automation.

06 Explore more collaboration between universities, GBS companies and government entities to bridge talent and demand gap.

07 Expansion of high-tech zones in more states such as Perak to provide more options for GBS investors.

08 Expanding Malaysia's data center capabilities including investment into sustainable energy sources.

09 More comprehensive policies such as the General Data Protection Regulation (GDPR) need to be developed for better data protection and sharing.

10 GBS sector specific data sharing policies can be developed to encourage data sharing.

MALAYSIA'S GLOBAL BUSINESS SERVICE ROADMAP

VISION STATEMENT

"Malaysia as a high-value digital Global Business Services hub

Malaysia's GBS industry continues to grow from strength to strength and the overarching vision is for Malaysia to be viewed as a high-value digital Global Business Services (GBS) hub. The vision of the Malaysian GBS industry is in tandem with the nation's goals of becoming a high-income nation, a premier FDI destination, a hub for future talent, and transition to an economy based on digital ideals.

To ensure continuous growth, innovation, and value is delivered by the Malaysian GBS industry, core focus continues to be given in the areas of digital transformation, automation, cloud-based services, data, and analytics. Digital resiliency continues to be a key aspect of digital transformation for GBS players in Malaysia. Malaysia's continuous focus on the use of public cloud capabilities coupled with increased deployment of remote work, excellent digital and network infrastructure, and an ever-maturing digital workforce is a key value proposition for any organization to alleviate their digital resiliency worries. GBS providers in Malaysia are able to provide excellent value proposition in the area of automation by incorporating technologies such as Robotic Process Automation (RPA), Artificial Intelligence (AI) and Machine Learning (ML) into their product and service suites that bring major efficiency, productivity, and innovation gains to end users. Malaysian GBS providers are also utilizing advanced analytics that infuse AI to provide better predictive capabilities which in turn provide better flexibility and the ability to react to business and operations changes quickly for their end users. The view below encapsulates Malaysia's attractiveness as an excellent destination for high-value digital GBS.

TALENT AND SKILLS

- 261,077 Digital Talents
- MDEC's Tech Talent Development initiatives
- Training/hiring initiatives for digital talent - MDEC's Premier Digital Tech Institutions, Let's Learn Digital, SOCSO's JaminKerja, Upskill Malaysia
- 500,000 new jobs by 2025
- Close to 70% of graduates were in the "skilled category"

DIGITAL INFRASTRUCTURE

- Government Blueprints/Plans/Policies – MyDIGITAL, Malaysia Digital, 12MP, JENDELA
- Spending on ICT and emerging technology
- 5G rollout
- eCommerce and digital adoption

PARTNERSHIPS

- Collaboration between industry associations and government agencies such as GBS Malaysia/PIKOM/MDEC
- Public-private partnerships

GOVERNMENT SUPPORT

- Industrial Skills Framework (HRD Corp, MDEC, PIKOM)
- Support from investment promotion agencies
- Economic corridors dedicated to hosting large scale multinational corporations
- Fiscal & non-fiscal customized incentives

Figure 11: Summary of Malaysia's key attributes as an excellent destination for high-value digital GBS.

Malaysia has a clear vision in place to ensure that it continues to be a destination of choice for high-value digital global business services. The focused roadmap outlined below shows three distinct horizons, which are specific areas that Malaysia will be focusing in the short, medium, and long term.

It starts with Malaysia leveraging off its existing base of talent, capabilities of economic corridors, significant existing presence of foreign captive players, ever evolving complexity of GBS vendors, government initiatives, followed by evolving the existing workforce towards specialization across both functions and verticals to build a sustainable and vibrant GBS industry in the long term.

SHORT TERM
2022 - 2024

CUSTOMER EXPERIENCE LIFECYCLE
Work-from-Home Customer Service/ Customer Experience (CS/CX) deployment

MARKETING
Programmatic digital marketing

FINANCE & ACCOUNTING
Enterprise Risk & Compliance (Environmental, Social, and Governance [ESG] & Sharia)

OTHER HORIZONTAL
Claims Processing, Payroll, Procurement, Human Resource Outsourcing

TECHNOLOGY COMPANIES/ STARTUPS
Southeast Asia continues to be a very compelling market

IT
Data Center and Managed Services, Low Code Software Development

INDUSTRY FOCUSED CAPTIVE CENTERS & TECHNOLOGY CAPTIVE CENTERS
Manufacturing, Animation/Creative Multimedia, BFSI and Telecoms

OFFSHORE GBS VENDORS
Continue to expand

MID TERM
2024 - 2026

BFSI
eKYC (Fraud Detection), Sharia Compliance

TELECOMS
Operations Support System/ Business Support System (OSS/ BSS), Customer Experience/ Bundling, CX/Bundling

MANUFACTURING/ LOGISTICS
Industry IOT (IIOT), Intelligent Automation

HEALTHCARE
IT integration, Augmented Reality

RETAIL
Customer 360 Services, Cataloging

LONG TERM
POST 2026

- Malaysia as a **digital technology hub** catering to technology captive centers and high-value industries.
- Emergence as a **R&D and Center of Excellence (CoE) hub** for multiple verticals looking to innovate and complement its operations.
- Local Malaysia providers to emerge as **local and regional champions**, serving markets throughout ASEAN, Asia Pacific, and globally.
- Continuous **production of essential skillsets** to focus on specialization and specific expertise.
- Become a **high-income, high-value sector,** creating more jobs and a sustainable career path.

Figure 12: Malaysia's Short Term, Mid Term, and Long Term Strategy

SHORT TERM

In the short term, Malaysia's focus will be on building on the existing strengths of the Malaysian GBS industry and ensuring continuous evolution of some of these areas of strengths.

HORIZONTAL INDUSTRY	HIGHLIGHTS
Customer Experience Lifecycle	While Customer Experience Lifecycle services have always flourished in Malaysia, the industry itself is evolving to ensure tight alignment with enterprises' end to end customer experience journeys.
Marketing	With the demand for digital marketing increasing exponentially, Malaysia has married its wealth of existing skillsets in digital marketing along with an evolution into digital marketing services, programmatic digital marketing, social media analytics and sentiments analysis, and eCommerce marketing.
Finance and Accounting	With the execution of digital transformation and with the role of finance taking a more strategic outlook for many organizations, these have paved the way for Malaysia to further mature F&A offerings by providing offerings such as: • Financial planning and analysis • Annual operating plan management • Tax strategy and management • Enterprise risk and compliance • Balance sheet and P&L review
Other Horizontal Services	Malaysia continues to showcase strength in horizontal services such as: • Claims processing • Payroll • Procurement • Human resources outsourcing services and recruitment services These will always remain as core offerings of the nation's GBS industry.
IT	Malaysia is the home to multiple system integrators, software/solutions providers, data center, and cloud providers. The uptrend in the adoption of managed services over the past two years only serves to accentuate the importance of this sector and the future it holds. The pandemic has caused immense stress on enterprise IT infrastructure, and the need to modernize both application and infrastructure is the top priority in Malaysia. With that, there has been a swath of activity from end-users in exploring hybrid environments, infusing cloud-based services and hosting services as a manner to fast-track infrastructure modernization in order to support more modern applications and analytics-based applications.
Captive Center Operations	Most organizations across the region are giving up in-house/captive data centers, and instead looking at meaningful ways to scale their infrastructure. Application modernization to meet new customer demands have also risen, driving the need for re-architecting of business processes that lead to a digitally transformed process to build digital resiliency into the future. The Malaysian IT industry is in an excellent position to serve both domestic and regional demand in partnership with other Southeast Asian and global providers.

Table 1: Malaysia's Short Term Strategy

Southeast Asia and Malaysia specifically continues to be a very compelling market for technology companies and mature startups globally and regionally. The availability of Malaysia's connectivity infrastructure and the promise of a digitalized infrastructure in the near future bodes well for organizations looking at being able to service out multiple regional locations from a singular hub. Malaysia's digital workforce continues to be further skilled to be able to cater to the growing needs of captive operations. Basic skillsets already exist today in Malaysia; computer programming graduates, data scientists, and even initiatives around robotics, IoT and blockchain have entered the lexicon of universities, as well as economic corridors. Aiding companies to set up future-technology captive centers and a Center of Excellence for regional development hits the nation's goals in a multitude of ways from employment, higher salaries, economic contribution, and proficient skillsets.

MID TERM

In the medium term, Malaysia will continue honing and utilizing all skillsets attained, jobs created, sectors introduced, and investments obtained into providing verticals of specialization in the GBS industry. The verticals of specialization in the Malaysian GBS industry are listed below:

VERTICAL INDUSTRY	SPECIALIZATION
Banking, Financial Sector and Insurance	eKYC (Fraud Detection), Risk & Compliance, Customer Experience (CX), Automation, Technology Consulting, Digital Lending & Sharia Compliance
Manufacturing/ Logistics	Industry IoT (IIOT), Supply Chain, Customer Experience (CX), Intelligent Automation, Performance Management
Telecoms	OSS/BSS, CX/Bundling, Lead Generation, Planning/Forecasting
Healthcare	IT Integration, Data Collection & Analysis, Medical Billing & Processing, Augmented Reality, Patient Onboarding/ Customer Relationship Management (CRM), Medical Records Indexing, Medical Coding & Analytics
Retail	Customer 360 Services, Customer Experience Management, Business Process Management, Multichannel Customer Relationship Management, Technology Consulting, Cataloging & eCommerce

Table 2: Malaysia's Medium Term Strategy

By moving into the vertical specialization, we understand that these are the critical industries driving the economies not only in Malaysia but in the Asia region and in some other western economies. The only strategic forward-moves are providing high-value niche services, maturing its strong digital workforce, and ensuring continuous, innovative, and resilient services across these vertical industries. This will provide a momentum and spinoff to other industries that will catch on in time to come. It is imperative to build this strong foundation now and towards the medium term.

LONG TERM

The long term view of the Malaysian GBS industry will be one that is vibrant, sustainable, and high value, in tandem with the overall vision statement for Malaysia to be a high-value digital GBS hub. The goals and objectives set forth for Malaysia to achieve by 2026 are as follows.

A Malaysia as a digital technology hub catering to technology captive centers and high-value industries.

B The emergence of Malaysia as a R&D and Center of Excellence (CoE) hub for multiple verticals looking to innovate and complement its operations.

C Local Malaysia providers to emerge as local and regional champions, serving markets throughout ASEAN, Asia Pacific and globally.

D Continuous production of essential skillsets to focus on specialization and specific expertise.

E Become a high-income, high-value sector, creating more jobs and a sustainable career path.

CONCLUSION

Malaysia continues to be an **extremely attractive** destination for **high-value digital GBS** services because of its focus in:

- **Digital Transformation**
- **Automation**
- **Cloud Based Services**
- **Data & Analytics**

Malaysia has strong and consistent:

Government policies	Close networks of private and public collaboration	Maturing and vibrant digital workforce	World class digital infrastructure.

Key areas of focus in the short term (2022 – 2024), medium term (2024 – 2026), and long term (post 2026):

Transitioning horizontal skillsets to key verticals of specialization to sustain and enhance an already vibrant industry.

Malaysia has set the foundation and platform for both local and international GBS industry players to innovate and grow, with a potential of further enhancing their values to their customers.

ABOUT COLLABORATION PARTNERS

GBS MALAYSIA

Digital Global Business Services Council Malaysia (GBS Malaysia) is a chapter of PIKOM – The National Tech Association of Malaysia. Originally founded in 2006 as Outsourcing Malaysia, our aim is to develop and promote Malaysia as a High-Value Digital GBS Hub. Driven by the upper echelon in the industry and working in close partnership with government agencies and the academia, GBS Malaysia focuses on talent development and developing industry competitiveness to address the sophisticated needs of the global business services community.

PIKOM

PIKOM, THE NATIONAL ICT ASSOCIATION OF MALAYSIA represents the information and communications technology (ICT) industry in Malaysia. Its membership stands at over 900 comprising companies involved in a whole spectrum of ICT products and services which commands about 80% of the total ICT trade in Malaysia. PIKOM works to improve the business climate in the interests of all member companies and to promote industry growth in line with national aspirations. PIKOM's membership is open to all Malaysian companies who supply ICT products and services in the computing and telecommunications industries. However, non-ICT companies are also welcomed to join the Association as associate members.

MDEC

Malaysia Digital Economy Corporation (MDEC) is the agency under the Ministry of Communications and Multimedia Malaysia leading the digital transformation of the economy for 25 years. We aim to enable a progressive, innovation-led digital economy.

MDEC will continue to lead Malaysia towards becoming a globally competitive digital nation through the development and execution of the Malaysia Digital initiative, which aims to create substantial digital economic spill-over through equitable access to digital tools, knowledge, and income opportunities.

Predicated on a new framework built upon three primary components – Agility, Flexibility, and Relevance – Malaysia Digital is set to enhance Malaysia's value proposition to attract digital investments, firmly establishing Malaysia as the digital hub of ASEAN.

CCAM

Contact Centre Association of Malaysia was formed in September 1999 to be at the forefront of developing the contact center industry in Malaysia. The primary aim of the association is to enable the growth of Malaysia as a contact center hub by growing talent, corporate value, and industry competitiveness.

CYBERVIEW

Cyberview Sdn. Bhd. is a Government-owned company under the Ministry of Finance Incorporated. Evolving from its fundamental role as landowner in 1996, Cyberview has now emerged as a Tech Hub Developer, mandated by the Malaysian Government to spearhead the development of Cyberjaya. This translates into the creation of the country's Global Tech Hub that uniquely offers a holistic ecosystem for its tech community to thrive and prosper upon.

Cyberjaya's blueprint aims at turning the smart city into the preferred investment hub, equipped with resources, infrastructure, knowledge workers and many other services. Various initiatives are put in place to nurture and develop the tech industry, to meet the needs of investors and increase economic growth now, and in the future.

INVEST KL

INVEST KL Corporation Sdn. Bhd., an agency under the Ministry of International Trade and Industry, is an Investment Promotion Agency focused at attracting Fortune 500 and Forbes 2000 multinational companies, unicorns, fast growing and hidden champion type companies to establish their regional hubs and undertake regional activities in Greater Kuala Lumpur.

ABOUT COLLABORATION PARTNERS

INVEST PENANG

Established on the 5th of November 2004, InvestPenang is a non-profit entity of the Penang State Government with the primary purpose of promoting investments within Penang. As the principal investment promotion agency of the State, its objectives are to sustain and rejuvenate Penang's economy by enhancing and continuously injecting business activities in the State through the promotion of foreign and local investments including the spawning of viable new growth centers.

Invest-in-Penang Berhad is a one stop agency which provides comprehensive information on Penang's investment opportunities and facilitates the running of a business at every stage including the setting up of a new investment.

Through a consultative process, backed with vast experience and capabilities and at absolutely no charge, Invest-in-Penang with unparalleled dedication will provide support for the following:

1. Advise you on the best location for your business
2. Work with the Federal agencies for your investment incentives
3. Guide you to professional partners, suppliers, and vendors
4. Link you to business partners
5. Organize business networking platforms to enhance your businesses

INVEST SELANGOR

Invest Selangor Berhad is the premiere one-stop state government agency, dedicated to providing information and advisory services to potential and existing investors as well as assistance in setting up operations in Selangor, the Golden State of Malaysia, and the most competitive gateway to the ASEAN region. Since its inception, Invest Selangor Berhad has attracted more than 5,984 manufacturing projects in Selangor and have been indirectly responsible for creating 446,828 jobs and more than RM198.6 billion worth of manufacturing investments to the state.

IIB

Iskandar Investment Berhad (IIB) is an investment holding company incorporated in November 2006 to catalyze the strategic development of Iskandar Malaysia. IIB focuses on Iskandar Puteri (previously known as Nusajaya) or Flagship Zone B.

To ensure that Iskandar Malaysia grows into an inclusive and sustainable future metropolis, IIB will continue to develop high- impact projects in the education, tourism and leisure, creative, and health and wellness sectors to cultivate an attractive investment destination and a vibrant, livable region.

SDEC

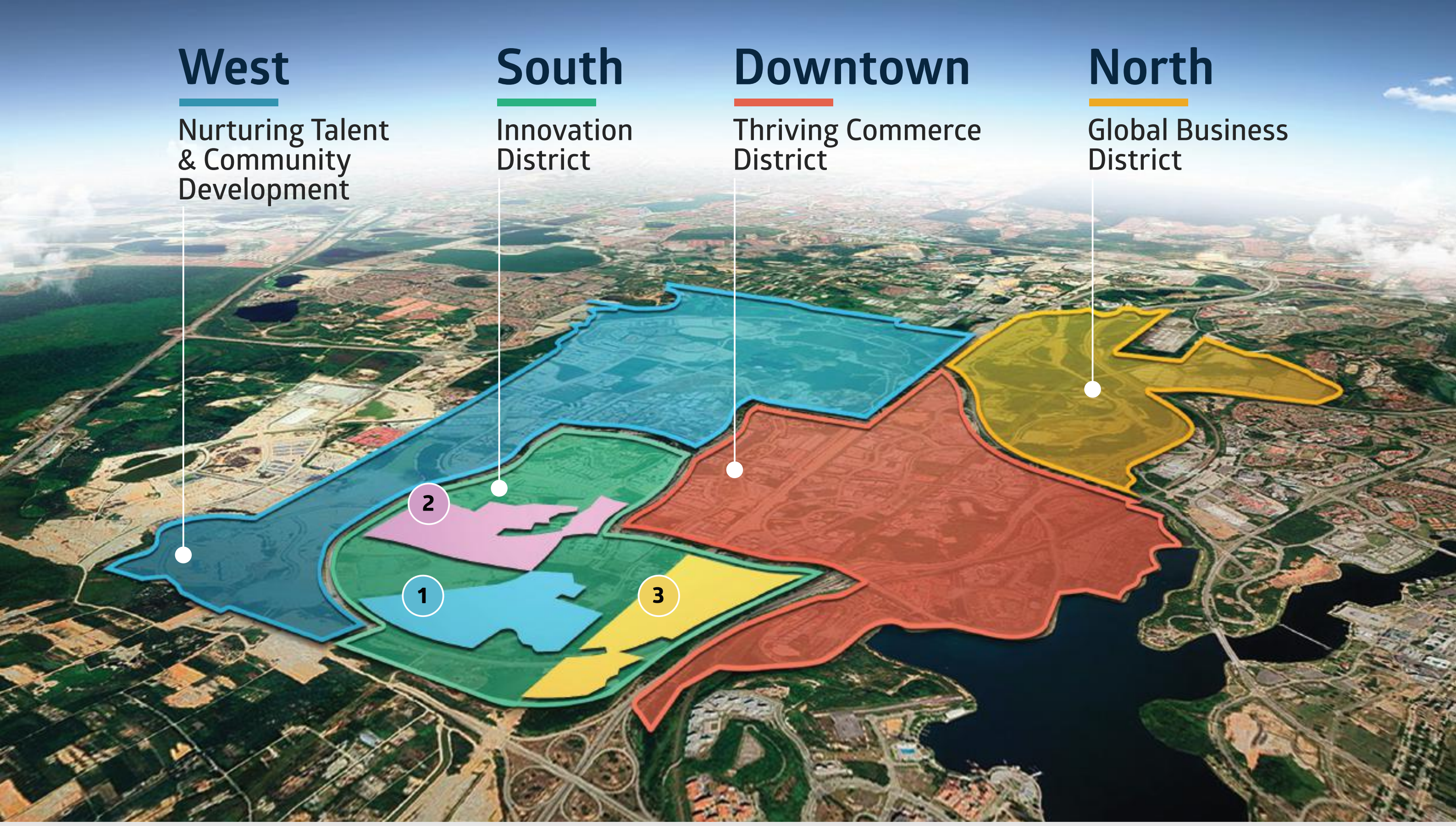
SARAWAK DIGITAL ECONOMY CORPORATION BHD., was incorporated on 22nd January 2018, and operationalized in July 2020, as a company wholly-owned by the Sarawak Government through State Financial Secretary Inc. under the Ministry of Finance and Economic Planning. A Government owned Company, entrusted to lead the IMPLEMENTATION OF SARAWAK'S DIGITAL ECONOMY initiatives.

IDC

About IDC: International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,200 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG), the world's leading tech media, data, and marketing services company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at @IDC and LinkedIn. Subscribe to the IDC Blog for industry news and insights.

Cyberjaya's New Masterplan

The New Masterplan geographically divides Cyberjaya into four zones, each with its own unique characteristics: South, North, West and Downtown. These four districts are designed to complement each other and work in harmony toward the singular aim of driving the development of Cyberjaya into a vibrant global tech hub.

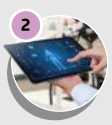


Cyberview. A Tech Hub Developer

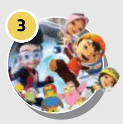
Evolving from its fundamental role as landowner in 1996, Cyberview has now emerged as a Tech Hub Developer, mandated by the Malaysian Government to spearhead the development of Cyberjaya, particularly in the creation of a holistic tech ecosystem.

- Investor Relations
- Industry Development Initiatives
- Tech Hub Development & Management
- Cyberjaya City Management

1 **Smart Mobility** - Mobility reimagined.
The Smart Mobility cluster will leverage on digital technologies to be a testbed for the creation of mobility solutions to be scaled nationally.



2 **Smart Healthcare** - Innovation for what matters most.
Cyberjaya will serve as a hub for the creation of innovative new Smart Healthcare solutions addressing the needs of Malaysians.



3 **Digital Creative** - Immersive creativity, dynamic delivery.
The Digital Creative cluster will be a leading one-stop center for creating successful products and services in digital domains.

Scan to start investing in Cyberjaya.
cyberview.com.my/commercial

Talk to Us!
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+6012 583 3413
cisc@cyberview.com.my

PENANG
SILICON ISLAND OF THE EAST
Your Choice Investment Location

Penang's competitive edge lies in its skilled workforce, robust supply chain, top-notch infrastructure and government support, making it a preferred destination for investments.

WHY PENANG?

Play a major role in driving Malaysia's industrial & investment outlook

- **Top FDI recipient** among Malaysian States
- Commanded an estimated 5% of global semiconductor sales.
- Contributes 60% of the country's E&E exports

Thriving Global Business Services (GBS) & Centre of Excellence (CoE) for MNCs

- Hosting the **2nd highest number of MSC Malaysia Status** companies in Malaysia
- **>60 GBS companies serving worldwide operations** & created over 12,000 high value jobs

Home to Global Top Companies

- Over **350 Multinational** companies
- **Houses 3 of the Global Top 10 semiconductor & 6 of the Global Top 30 medical device companies** (by sales)

Quality lifestyles - a city with vibrant cultures diversity & heritage

- George Town - a **UNESCO World Heritage Site**
- Malaysia's most liveable city
- Top-notched medical & educational services
- One of the **22 world's best destinations** to travel (Y2021)

INVEST penang

investpenang.gov.my
investpg
enquiry@investpenang.gov.my

ABOUT INVESTPENANG

InvestPenang is the Penang State Government's principal agency for promotion of investment.
Its objectives are to develop and sustain Penang's economy by enhancing and continuously supporting business activities in the State through foreign and local investments, including spawning viable new growth centres. To realize its objectives, InvestPenang also runs initiatives like the SMART Penang Centre (providing assistance to SMEs), Penang CAT Centre (for talent attraction and retention) and i4.0 seed fund (a catalyst for the startup ecosystem).

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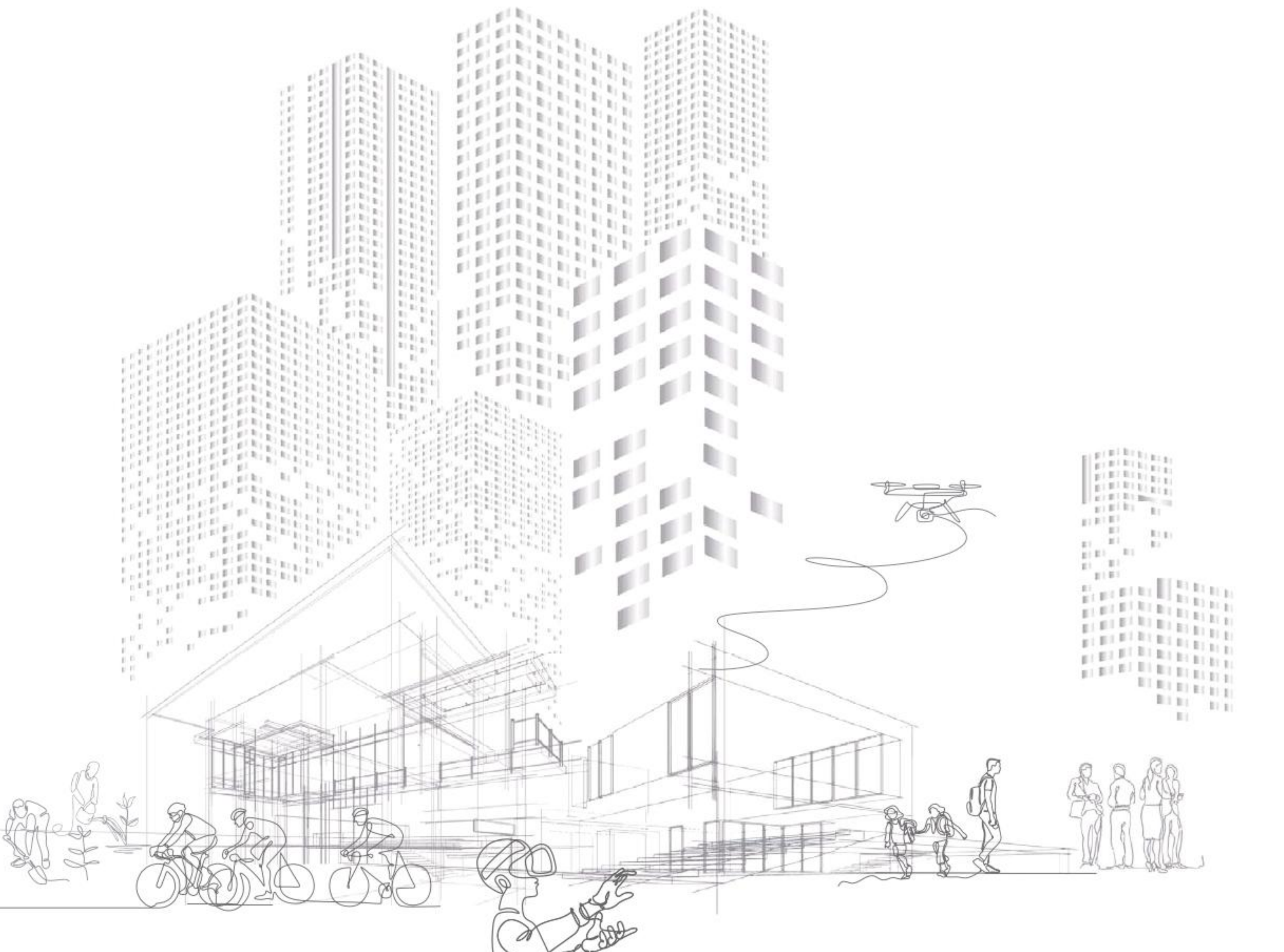
ISKANDAR INVESTMENT
Catalyst of Change

Building An Inclusive & Sustainable Future Metropolis



To deliver Customer Experience and Business Value to our Clients through People and Operational Excellence.

A Digital Business & People Transformation Consulting and Business Process Managed Services Company.

brandt INTERNATIONAL

OUR CONSULTING LED APPROACH IS OUR KEY DIFFERENTIATOR

HR & Sourcing Services
- Recruitment & Placement
- HR Outsourcing
- Employee Management

Business Process Outsourcing
- Back-office Processing
- Customer Service & Management
- Telemarketing & Sales
- IT & Helpdesk Services
- Business Continuity Services
- Customer Life-cycle Engagement
- Finance & Accounting

Consulting & Training
- Customer Experience Management
- Business Process Reengineering
- NEWS™ Navigation® Leadership
- Celemi™ Business Simulations
- Sales & Leadership Programs

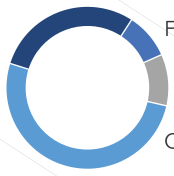
Brandt International is a leading Malaysian based Business Consulting and Process Outsourcing (BPO) company providing outsourced customer service, telemarketing, sales, support and next-generation contact center solutions powered by Insights, AI and cloud solutions. Our on-shore and off-shore delivery capability span the region and we serve many local and regional clients from our delivery sites in Malaysia. Our consulting led approach means that we do not offer just a solution but we also ensure that the solution is customized to your business needs. We also continually work with you in improving and optimizing the entire customer experience that we deliver.

Customer Management
Omni-channel Customer Experience management - from acquisition and outbound sales to inbound service and post-sales. We do the entire customer engagement life-cycle, from lead-generation and pre-sales to post-sales, surveys and feedback.

Human Resources
From Recruitment and Talent search to staffing, employee management and payroll. Your people are in good hands. Our team of experienced HRO professionals will ensure your organization's key asset - its people are valued and empowered.

Consulting & Training
Our highly experienced, practitioner consultants bring a wealth of depth, knowledge and expertise in assisting organizations in CX, process optimization and performance improvements. We also provide interactive Business simulation and learning programs for organizations, teams and leaders from senior leadership down to executive level.

CUSTOMER PROFILE



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DELIVERY CAPACITY
> 15,000 customer interactions per day and growing
> 5M customer interactions per year
> 500 headcount in HRO
> 200 training participants per year


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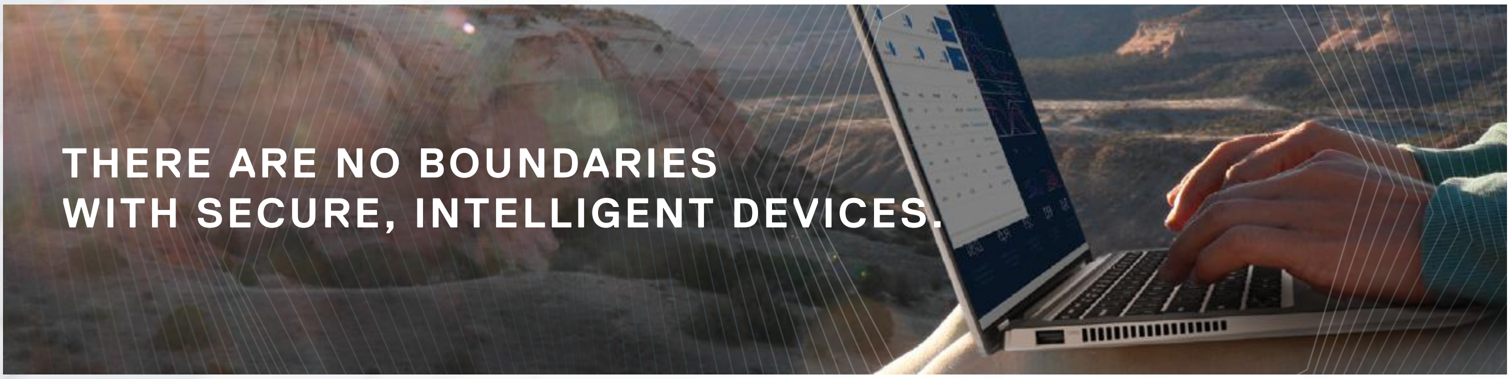
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- Helping businesses get a digital-competitive edge with the Cloud advantage
- Addressing the growing need of Product Development

TELECONTINENT

BRINGING YOU FURTHER!

We provide outsourcing and consultancy services specializing in contact centre solutions that enable our clients to communicate effectively without losing their personal touch.

OUR CUSTOMISED CONTACT CENTRE SOLUTIONS COVERS

- Telesales & Telemarketing
- Customer Service
- Technical Support
- Revenue Assurance
- Customer Relationship Management
- Omni Channel Solutions

The end goal in mind is to deliver customer satisfaction beyong expectation that will eventually translate into total loyalty to the respective organisations served.

STATUS COMPANY

TELECONTINENT

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VISIGHT CHATBOT

Powered by KeyReply

By KeyReply, The #1 AI Chat Automation Platform For Enterprises In Asia

Lead the AI Revolution with **KeyReply's** World-Class Chatbots

KeyReply is the #1 AI chat automation platform provider for government and enterprises in Asia. We are dedicated to providing one-stop solution and virtual assistant for customers. Our solutions are customised to benefit across all industries and trusted by a large portfolio of companies to deliver reliable product.

WHY DO I **NEED** A CHATBOT?

Customers expect responses in under 10 minutes

16% Saying that they expect an **immediate** response

With a Chatbot, you will be able to

- **Satisfy customers' demands for a quicker response**
- **Always be there for your customers - 24/7/365**

85% Of mobile users only use **five apps** on their phones (Facebook Messenger is one of them)

WHAT CAN KeyReply's *CHATBOT* DO FOR MY **BUSINESS?**

- Artificial intelligence (AI) chatbot-as-a-service solution
- Handles up to 90% of customer chat enquiries and requests
- Provides tailored replies quicker than a live agent
- Constantly updating its knowledgebase as it learns new answers to questions
- Increases business's CSAT and LT
- Links to business processes such as inventory management systems and CRM/BPM systems to understand customer information

Leverage pre-trained intent dictionary for common use cases	Proprietary Natural Language Processing (NLP) Engine	Cloud and on- premise	Open & flexible architecture to facilitate integrations	Live agent takeover	Unsupervised machine comprehension

How is the *process* of creating and launching a chatbot with **KeyReply** like?

Assess Business Needs → Scope the Chatbot → Implementation → Conversation Analysis → Missing & New Data Additions → Ongoing Optimisation

Tickets & Current Interactions

ML & NLP Tuning

KeyReply's project management methodology is dedicated to delivering the best performing chatbot

Decide on the bot's function and features → Train the bot with machine learning and natural language processing phases → Monthly learning loop to ensure ongoing optimisation of the bot

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