IBM in Malaysia – An Overview
Staying relevant to Malaysia’s growth

Malaysia is a nation that is focused on strengthening its own capability through innovation and transformation of indigenous products and services to build a knowledge-based society. At the core of this is how the government, businesses, and citizens are recognising the role of technology to enhance their productive capacity and generate new sources of growth.

IBM is aligned with the government’s mission and committed to playing a major role in cultivating the use and development of information and communication technology (ICT) in Malaysia. Since the 1960s, IBM has been actively developing local capabilities through alliances and business partners to build an ICT ecosystem. By the 1990s, IBM began establishing shared service organisations to support its global clientele. To date, there are 21 Centres of Excellence (CoEs) in Malaysia providing essential operational support to global clients. These CoEs deliver open, integrated, end-to-end solutions that help clients innovate for competitive advantage.

In 2011, IBM announced a RM1 billion investment over five years to build a new Global Delivery Centre in Cyberjaya. The Centre, which supports Malaysia’s vision to be an international shared services hub, is aligned to Malaysia's Economic Transformation Programme and reiterates IBM’s commitment to the national agenda.

A significant part of IBM’s commitment is to ensure that the technologies adopted by Malaysian companies – big and small – would contribute effectively to these companies agenda and aspirations to be competitive participants in the global marketplace. This is in tandem with the government’s vision to become a knowledge based and vibrant society which also echoes IBM’s “Smarter Planet” agenda to make the world a better place. This was evidenced when the state of Negeri Sembilan was selected to receive the 2013 IBM Smarter Cities Challenge grant.

IBM’s efforts goes beyond economic sustenance. Its leadership in work-life integration policies and practices were recognised when it won the Prime Minister’s CSR Awards for Family Friendly Workplaces in 2012.

This award recognises companies that have made a difference to communities through their corporate citizenship programmes. We are indeed proud to be recipients of Malaysia’s highest recognition for corporate organisations that have made a significant and positive impact on people's lives.

IBM continues to be recognised for its forward thinking practices in other areas such as talent development, career management and strong service delivery. As a performance based organisation, IBM will continue its charter of delivering value to our stakeholders and grow our heritage in Malaysia.

Paul Moung
Managing Director
IBM Malaysia
Established in June 1961, IBM Malaysia has grown leaps and bounds to become a recognisable brand in the corporate sector. Over the decades, the company has played a major role in delivering solutions to Malaysian businesses across industries, through its network of over 1,000 business partners and 22 authorised service centres nationwide.

IBM was also awarded the MSC Malaysia status certification in 2003 for the IBM Regional Contact Centre. Four years later, IBM was granted the Operational Headquarters (OHQ) status by the Malaysian Industrial Development Authority (MIDA).

A branch office to support clients and business partners in the northern region of Malaysia, including Penang, Perak, Kedah, and Perlis, was opened in 2006. This was followed by offices in Johor Bahru, to support the southern and eastern region, and in Kota Kinabalu in East Malaysia in April 2010.

As a wholly-owned onshore subsidiary of IBM World Trade Corporation, IBM Malaysia counts on its skilled and experienced workforce and its worldwide infrastructure of international offices and laboratories to offer the highest standard in products and services. The company will continue to introduce state-of-the-art technologies that enable local companies to compete effectively both locally and globally.

Supporting IBM Global Initiatives
IBM has also consistently supported the government’s vision to develop a knowledge-based society and transform to a high-income nation by 2020.

In November 2011, IBM announced an investment of RM1 billion to build a new Global Technology Services Delivery Centre in Cyberjaya. The new facility, which opened for business in March 2012, is a key component of IBM’s global services delivery network and will help IBM deliver information technology services capabilities to its clients around the world. This includes server systems operations, security services and end-user services, including maintenance and monitoring of computer hardware and software systems.

Malaysia also plays a key role in IBM’s globally integrated enterprise strategy, and it is home to 21 Centres of Excellence/shared services operations that support global and regional operations of IBM and its clients. These include the GTS Global Delivery Centre, IBM Asia Pacific Accounting Centre, IBM Global Customer Fulfillment, IBM Finance Regional Support Centre, IBM Global Financing Centre of Excellence, IBM Regional Tax Centre and IBM (Tivoli) Software Development Laboratory.

IBM’s further underscored its commitment to Malaysia when its Chairman, President and Chief Executive Officer, Ginni Rometty visited Malaysia’s Prime Minister, Dato’ Seri Najib Tun Razak, at Putrajaya in August 2012. Rometty reaffirmed IBM's commitment to work with the Malaysian Government and local businesses to foster innovation, and help develop skills required to drive growth in the country.
Supporting the national agenda

Small and Medium Enterprises (SMEs): IBM works with agencies such as the Association of the Computer and Multimedia Industry, Small and Medium Enterprise Corp (SME Corp), and Federation of Manufacturing Malaysia to support the government’s objective of preparing SMEs for the challenges and opportunities arising from trade liberalisation and globalisation.

In 2010, IBM partnered with SME Corp and Dun & Bradstreet (D&B) Malaysia Sdn Bhd to launch the SME Toolkit Kiosks in Kuala Lumpur. The SME Toolkit comprises tools and advice to help businesses put in place sound and sustainable business practices. IBM also donated two SME Toolkit Kiosks to SME Corp’s branch offices in Johor Bahru and Penang.

Building a smarter Malaysia

Smarter Cities: IBM has partnered with several government organisations to carry out Smarter Cities initiatives to help the nation attract, create, enable and retain skills, knowledge and creativity. These initiatives will help create a talent pool that can apply advanced IT and business analytics skills to create better government services more efficiently.

IBM selected the state of Negeri Sembilan to receive the 2013 IBM Smarter Cities Challenge grant. Through the grant, the state joins 30 other cities from all over the world that have access to IBM's top experts who will analyse and recommend strategies to help the state become an even better place in which to live and work.

IBM is also conducting joint research and development on nanogel star polymer with NanoMalaysia, a corporate entity of the Ministry of Science, Technology and Innovation (MOSTI). Other activities include an innovation partnership with the Malaysian Institute of Microelectronics Systems (MIMOS) Berhad, the MOSTI-IBM Innovation Forum with the ministry, and the setting up of the IBM-MDeC Cloud Computing Animation Center with Multimedia Development Corporation (MDeC).

Building 21st century skills through education and industry partnerships

To help students prepare for the services-led economy of the 21st century, IBM is actively working with the IT industry and universities worldwide to develop the most current and relevant curricula around Service Science, Management and Engineering (SSME).

It pursues the development of the service industry by integrating services with various disciplines including IT and management. Worldwide, IBM has been working alongside more than 250 universities to promote SSME. In Malaysia, IBM is in collaboration with more than 10 higher education institutes, including Universiti Kebangsaan Malaysia, Universiti Sains Malaysia and Universiti Malaya to develop and offer the SSME programme.

Through the IBM Academic Initiative, research professionals or faculty members can access a wide range of assets from IBM academic resources. Universities in Malaysia, such as Universiti Malaysia Pahang, Kolej Tunku Abdul Rahman, and the recently launched University Malaysia of Computer Science and Engineering, have been taking advantage of these resources to develop talent to support the country’s services-led economy.

IBM Academic Initiatives have also included private tertiary institutions such as HELP University, INTI College and Taylor’s University.
Building 21st century skills through education and industry partnerships

**Ignite Camp** is designed to develop the knowledge and skills of the 16-year-old students, as well as to ignite their interest in the fields of IT and engineering. Since 2002, seven schools have participated in the programme.

The IBM **TryScience** programme is designed to stimulate children’s interest in science and technology through online interactive activities. IBM has installed six TryScience kiosks across Malaysia, including sites at the National Science Centre, Petrosains, and Miri Petroleum Museum.

**IBM Web Adaption Technology**, developed by IBM Research, makes the Web easier for the elderly and people with disabilities to use and navigate. Since 2006, IBM has worked with Malaysia’s National Council of Senior Citizens Organisations to set up 12 IT centres to provide computers embedded with IBM Web Adaption Technology.

Through the **KidSmart Early Learning Programme**, IBM has donated sets of KidSmart kiosks – embedded with interactive, computer-aided learning and teaching materials – to more than 300 schools. The programme has benefited some 10,000 school children across the nation.

**On Demand Community** rewards employees’ volunteerism at non-profit community organisations with cash or technology grants. Since its launch in 2003, 12 Community Grant awards have been given to IBM volunteers to support their community service projects. In 2011 alone, three employees were awarded with grants, each worth US$10,000, to help fund their service activities with non-profit organisations.

Uplifting communities through the transfer of skills and services

IBM is dedicated to corporate citizenship and community services. In Malaysia, we work in partnership with non-profit organisations and government departments by providing IBM technology, expertise, and employee’s time to support our local communities. In 2011, 17,000 volunteer hours were pledged by IBM employees to contribute skills and expertise to support the local community.

The first **IBM Corporate Service Corps (CSC)** team visited Malaysia in 2009 to help several non-government organisations solve their business problems.

Since the launch of the CSC programme in 2008, more than 50 employees have worked directly on high impact projects such as establishing the best research practices for local universities and sharing business management skills with small and mid-sized enterprises in Penang, Johor, Kota Kinabalu, Kuching, Kuantan and Melaka.

The resources that have so far been invested in this initiative in Malaysia is equivalent to over US$1.8 million

Malaysia also saw the arrival of the first Smarter Cities Challenge (SCC) team in September 2013 when Negeri Sembilan was awarded a SCC grant.

A team of six IBM experts spent three weeks in Negeri Sembilan with the state’s public administration team to develop a blueprint to drive the state’s economic development and transformation plan.
Awards and recognition

- Life@Work Award (2013) for diversity & inclusion from Ministry of Women, Family and Community Development

- Gold Award for Employer of Choice & Grand Gold Award for HR Leader of the year (2013), Grand Gold for HR Leader of the Year (2013) and Gold Award for Employer of Choice (2013)

- Industrial Centre of Excellence Award (2013)

- Computerworld Readers' Choice Award (2013) for best consulting and integration

- Computerworld Readers’ Choice Award (2013) for top Business Intelligence and Analytics software (IBM Cognos)

- Asia Pacific Outsourcing Summit Award (2013)

- Prime Minister's CSR Award (2012)

- Most Popular Graduate Employer for the ICT, Multimedia & Consulting Sector – GTI Media Malaysia's 100 Leading Graduate Awards (2011)

- Malaysia HR Awards (2011) for outstanding HR strategy and management – MSC Malaysia HR Innovation Award (Grand Gold Award), Employer of Choice (Gold Award), HR Leader of the Year Award (Gold Award) and HR Breakthrough Award (Gold Award)

- Computerworld Malaysia awards (2011) for Best Enterprise Disk Systems Storage and Best Consulting & integration Services Provider

- Leadership Excellence Award for IBM’s leadership in the growth of Malaysia and the Information and Communications Technology (ICT) industry – PIKOM, Association of the Computer and Multimedia Industry, Malaysia (2010)

- Most Popular Employer for Consulting, ICT and Multimedia Sectors – GTI Media’s 100 Leading Graduate Employers Awards (2010)

- Best Contact Center Team Leader Award (2010)

- Most Popular Graduate Recruiter in the ICT sector – GTI Media’s 100 Leading Graduate Employers Awards (2009)

- Gold Award for Corporate Social Responsibility – Customer Relationship Management and Contact Centre Association of Malaysia (2006 & 2007)


- Corporate Social Responsibility Prestige Award (2007)

- Best Contact Center Manager above 50 seats (2006)

- CCAS Best Contact Center Manager Award of the Year (2006)

- Gold Award for the Best Outsourced Contact Centre below 50 seats (2005)

- Gold Award for “Best New Call Center” in CCAM 2004 annual award (2005)