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NEW STAR IN TOWN: VTC

As the Global Business Solutions (GBS) industry grows in a rapid pace, many companies started taking this opportunity to join the bandwagon and expand their businesses further by opening up branches in new and promising locations.

Among the emerging companies in the Malaysian IT industry, Vision Technology Consulting (VTC) decided to spread its wings to one of the newest hub at the Southern coast of Malaysia, Iskandar Malaysia, and it's Founder and Managing Director Vernon Tee Chee Chiang tells the GBS Magazine his plans.

"One of the main reasons that we decided to set up a base in Iskandar were its proximity to Singapore.

"Many of our customers are based in Singapore and they told us that they were delighted that we are just around the corner now to



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meet up and close more business deals," said Vernon.

He said VTC was also looking orward to working closely with Johor's businesses and plans more expansion in the southern region to accommodate their incoming business traffic.

Iskandar Malaysia is the southern development corridor in Johor, Malaysia. It was established in 2006 and is administered by Iskandar Regional Development Authority (IRDA) and was named after the 24th and fourth Sultan of Johor, Almarhum Sultan Iskandar ibni Almarhum Sultan Ismail.

Vernon said Malaysia's plans to build a high-speed train from Kuala Lumpur to Singapore in the upcoming years would also generate more interest of the Iskandar region, and it was a good call that VTC should already be established at the southern region by then.

VTC would also be tapping into the young talents in Johor, where there are many universities and higher education institutions. "Although they might lack the needed technology skill sets at the moment, we believe that in a few years' time, they will pick up these vital skill sets and benefit the GBS sector as a whole," he added.

The GBS ISKANDAR Campus Connect Initiative is a partnership between Industry players and Academia facilitated by i2M. This programme aims to facilitate in managing sustainable availability of talent that would attract GBS activities into the region.

Vernon also said i2M – a wholly-owned subsidiary of Khazanah Nasional Bhd, the Malaysian government's investment arm – has been a great helping hand in setting up the base in Iskandar and also establishing contacts in universities in the region.

The i2M manages the GBS ISKANDAR, which a specialised programme to facilitate businesses to locate GBS operations in Iskandar Puteri, Iskandar Malaysia.

"i2M has provided tremendous help during the setup phase; this includes office renovation, connecting us to universities for students, and even to help us to look for homes. They continue to organise events with us to ensure the talents are happy and get connected within the community," said Vernon, adding that i2M has been playing an integral part in VTC's businesses for the past few years.

Moreover, VTC has also registered with the internship pro-

gramme from other universities and have trained more than 50 interns each year with a portion of them later joining VTC as employees. VTC is still working on plans to nurture and develop fresh talent for Malaysia's growing sourcing sector.

Vernon said one of his visions is to have a company that builds and nurtures its own staff so that teamwork would be a great boost to the working environment, thus thrusting the business to a phenomenal stage.

"This is why I always invest in my staff and as a Malaysian; I am more happy if more Malaysians join VTC. Currently, more than 90% of VTC staff are local Malaysians who have stayed with us for an average of four years," said Vernon.

He said his strategy on talent acquisition was recruiting fresh graduates and to grow with them while carving them a good career path.

Vernon also takes pride in providing yearly technology training and certification to his staff and organises meet-up parties and dinners on a quarterly basis. "We also provide good incentives including staff stock options if they have joined VTC for more than two years. VTC also organises local and overseas trips as a team building programme," he added.

Vernon pays great concern in terms of services provided to VTC's customers.

"We want to be remembered for our customer-centric attitude and high quality services. We always deliver on time and well within our client's budget. VTC believes in creating value for our customers as like how our talents create values for the company and become important assets to us," he said.

After carving its name in the IT industry as an Oracle specialist, VTC has also expanded its services and setup partnerships with other enterprise software vendors like Huawei, Informatica, Pega and Teradata.

"For instance, we have signed a DSV agreement (delivery service vendor) with Huawei on the CBS (converging billing system) to work with the top two telcos in Malaysia. We also invested hugely on an On-Demand Platform and launched the Rapidfy, which is based on this

platform," said Vernon.

Rapidfy (www.rapidfy.com) is being used by customers and service professionals in the countries such as the United States, Australia, Malaysia and Singapore. The Rapidfy platform can be replicated to another similar platform, such as Uber, within a month coupled up with competitive pricing.

VTC also currently provides outsourcing services (Live Chat and Chatbots) for their customers based in the United States.

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