

## **Sigma AIT Sdn Bhd**

Patimas Technology Centre, Technology Park Malaysia, Bukit Jalil, 57000 Kuala Lumpur, Malaysia

### **At a glance**

Established as a joint venture by PT. Sigma Cipta Caraka and Patimas Computers Berhad in 2004, Sigma AIT Sdn Bhd (Sigma AIT) specializes in Business Process Outsourcing: Operation and maintenance of hardware, application/ software, network infrastructure, data storage, disaster recovery and call centers, ATM, banking kiosk, as well as consulting on system integration.

Specifically, our core competencies include IT operations, disaster recovery, managed applications for core operating systems, shared applications such as internet banking and mobile banking, as well as systems integration.

Our value proposition is built upon industry experience and technical knowledge of Sigma in deploying BPO services in various industries in Indonesia, and Patimas' familiarity with the local competition and business conduct. Leveraging the transfer of knowledge and expertise from our corporate parents, we are poised to be Southeast Asia's foremost provider of BPO services.

For the short term, we aim at markets in Malaysia and Indonesia and will expand across Southeast Asia to Singapore, Brunei, Thailand and Philippines in the future.

To ensure the successful realization of these objectives, Sigma AIT has prepared a central monitoring and management center at Technology Park Malaysia, research & development plan backed with near limitless budget, and our own developed core software-applications.

### **Our reason for being**

#### **The mission**

- To deliver a comprehensive range of outsourcing services – mainly business process and applications - and system-integration consulting throughout Southeast Asia.
- To be the central support hub for Sigma's data-center clients in Jakarta, Indonesia.
- To encourage extensive adoption and implementation of information & communication technology (ICT) across businesses in Malaysia.

#### **The vision**

- To be the leader in the outsourcing-services industry in Malaysia, and to be one of the top providers of outsourcing services in Southeast Asia.
- To be an important contributor to the ICT development in Malaysia.
- To be the envoy of the Malaysian government's ICT initiatives.

### **Our commitment –Assuring clients of quality**

The key success factor in BPO services boils down to the reliability and security of the whole process. In view of that, Sigma AIT deliberately takes advantage of a simulated environment to demonstrate the

actual outsourcing process that will take place at the client's business. It provides them with a clear illustration as well as assurance of how our services will streamline their businesses.

We strive to live up to our own words. The modeling system is propped up with a stringent service availability commitment encompassing all aspects of the clients' operational requirements, complete with a metric system to evaluate how far we have met their expectations.

More importantly, we are committed to continuous service innovation and creation of a virtual community – all to ensure reliable and quality outsourcing services that enhance our clients' businesses. In the community, a number of common transactions can be undertaken, Eventually this will be promoted to the business associates of the customers and that will ultimately create a widened awareness about Sigma AIT and its services.

## **Our strength - A foundation built upon knowledge and expertise**

### **Enhanced domain knowledge and expertise**

Our natural strategic advantage that keeps us ahead of the new entrants and existing players is built upon the knowledge transfer from our parent companies – Sigma and Patimas. Sigma is by far the leader in Indonesia's IT services and solutions industry, amassing years of experience deploying BPO services across a diverse range of industries in Indonesia.

Meanwhile, Patimas is a long-time player in Malaysia's IT playing field with more than enough experience to facilitate Sigma AIT to break into the complexities of the local market, accelerating our entry. The company supports us with its familiarity with the local business conduct, market trends, government regulations, as well as social and economic issues.

Sigma's technical knowledge – combined with Patimas market know how – provides our consultants with an in-depth understanding of the details surrounding operational workflow and processes at the clients' businesses. As a result, we are able to devise a fully-customized outsourcing plan that exactly meets the client's specific requirements.

### **Continuous research & development**

To ensure rapid and continuous service advancement for our clients, Sigma AIT has pledged to invest a total of RM1.5 million into research & development for the first year of our operation; and to commit RM2.0 million and RM2.7 million for the second and third year, respectively.

For the short term, our R&D effort will focus on development of automation tools for mission critical processes, in order to achieve cost efficiency, security, and reduction in human error; and service enhancement through help desk, ticketing, monitoring & management, file distribution, auto backup, and core-banking software-applications.

### **Comprehensive coverage - hardware and applications**

Unlike typical outsourcing services in the mainstream – which normally focus on hardware – ours consist of both hardware and core applications we develop on our own. Such total coverage transfers all responsibilities and ownership of hardware/ software to us, effectively eliminating any potential conflict later on.