

Dataprep to strengthen IT outsourcing, service centres

BY SHILING WOON

DATAPREP Holdings Bhd plans to strengthen its existing core business locally before venturing further afield.

It will firstly focus on its information technology outsourcing (ITO) services and strengthen the existing 25 service centres and its new branch in Penang Cyber City 1, opened four weeks ago.

"We will look for business partners to add scale and depth to ITO services, as well as add competency.

"We feel confident there will be 20% growth annually in this sector," chief executive officer Chew Liong Kim told a media briefing on the com-

pany's business model in capturing markets in Petaling Jaya yesterday.

Secondly, it will strengthen its network-managed services by setting aside a budget to invest on venture private networking.

"We would like to provide alternatives to our customers by having our own venture network.

"This is because online spaces have become a part of daily life, and we can see that it is becoming an important activity for everyone. We expect 30% growth in this sector," Chew added.

Dataprep will also focus on the third core business of consulting and system integration services.

It also plans to expand to China, Indonesia and Thailand.

Chew said Indonesia was an ideal country to expand the company's ITO services to, especially to multinational companies in Jakarta.

"To my knowledge, these large organisations are looking for local IT companies to provide ITO, but the majority of IT providers there are not as sophisticated as those in Malaysia and Singapore," he said.

"Therefore, we can take advantage of that demand to grow our services in Indonesia."

Chew said Dataprep would also focus on enhancing customer service.

"Currently, our company runs a model to keep track of staff and customer service and reward staff with bonuses based on customer feedback. It is a positive encouragement to enhance performance," he said.

Dataprep has sent six of its top managers to the US-based Michigan Business School under its leadership and management development programme while engaging the majority of its staff in technology accreditation programmes and customer service training.

It is in the process of launching a knowledge exchange portal, where relevant industry and business best practices can be accessed electronically by staff members.

