

HITACHI SUNWAY INFORMATION SYSTEMS SDN BHD

Integrating Cutting-Edge Technologies and Extensive Services to Become a One-Stop ICT Solutions Provider

Frost & Sullivan Case Study Series

www.frost.com



GLOBAL BUSINESS SERVICES

Globally, organisations that are optimizing their internal processes recognize the value of shared services or outsourcing models to achieve operational excellence and consistent user experience. By outsourcing non-core activities, companies now have the opportunity to focus more on value-added aspects of their business such as R&D, innovation and branding, while relying on experts in the field to manage the non-core areas. Based on Frost & Sullivan estimates, the global shared services and outsourcing (now known as Global Business Services) market is expected to grow at a CAGR of 6.5% to reach US\$625 billion by 2017.

Malaysia is emerging as a prominent player in the area of Global Business Services (GBS). Backed by strong government support, the booming sector has significant advantages to drive the industry further by attracting investments, and evolving to become a regional hub. This will help global companies consolidate their non-core operations and rationalise costs.

Through MDeC’s Multimedia Super Corridor (MSC) Malaysia, the government has supported the growth of the sector. The table below provides a snapshot of MSC Malaysia’s GBS sector.

REVENUE	REVENUE GROWTH	NO. OF COMPANIES	JOBS CREATED
RM13.9 BILLION (as end of 2014)	36% revenue growth in the year 2014 over 2013	343 MSC GBS companies (as on 2014)	76,989 value-add jobs created by MSC GBS companies (as on 2014)

MALAYSIA: UNIQUELY POSITIONED

Malaysia possesses some essential characteristics that make it unique and strategically relevant to become an important GBS hub to organisations aiming to incorporate GBS as a part of their business costs rationalisation.

 Positive Business Environment	 Government Support (EPP)
 Location Advantage	 Political Stability
 Excellent Physical Infrastructure and Utilities	 IP Protection
 Multilingual Competencies	 Attractive Tax Rates
 High-Speed Broadband	 Talent Pool

RANKS  **18TH**

Ease of Doing Business (2015)
- World Bank

 **3RD**

Global Services Location Index (2004 - 2015) 11 years in a row
- AT Kearney

 **6TH**

Global Competitiveness Index (2014) (6 in APAC/20 in the world)
- World Economic Forum

INNOVATION IN IT OUTSOURCING LEADING TO OPERATIONAL EFFICIENCY

IT outsourcing providers, including data centre providers are fast-gaining expertise in various areas of business, adding value to their innovative IT services to customers. Several value-added solutions include:

INFRASTRUCTURE AS A SERVICE (IAAS)	Companies needing IT hardware, data centre space, storage, or network components no longer need to procure them as these are provided by outsourcing players on a subscription or pay-per-use basis. IaaS platforms offer scalable resources that can be adjusted on-demand to enable companies to utilise the infrastructure to host their own applications.
RECOVERY AS A SERVICE (RAAS)	Protects applications or data from natural or human disasters or service disruptions at one location by enabling full recovery in the cloud. RaaS provides standby computing capacity on-demand to facilitate more rapid application recovery. It is a scalable and self-service based disaster recovery offering for private, public and hybrid cloud environments.
SECURITY OPERATIONS CENTRE (SOC)	A centralised unit that addresses cyber security issues at organisational and technical levels. The SOC monitors, assesses, and protects the enterprise's information and other sensitive areas like websites, databases, servers and networks. Cyber security threats are increasingly diverse, irrespective of the company size. To defend against such threats, every organisation must have reliable security incident detection and response capabilities.
STORAGE AREA NETWORK (SAN)	A high-speed network of storage devices that connects to the server. It provides block-level storage that can be accessed by applications running on any networked servers. SANs are helpful in back-up and disaster recovery settings. Within a SAN, data can be transferred from one storage device to another without interacting with the server. This speeds up the back-up process and eliminates the need to use server CPU cycles for back-up. Also, many SANs use Fibre Channel technology or other networking protocols that allow the networks to span longer distances geographically, making it more feasible for companies to keep their back-up data in remote locations.

HITACHI SUNWAY’S COMPANY ANALYSIS

Hitachi Sunway’s unique value proposition includes:

<p>ENTERPRISE RESOURCE PLANNING</p>	<p>Hitachi Sunway specialises in the implementation stage such as creating processes and reports for compliance, additional product training, process triggers and workflow. It handles end-to-end ERP implementation including selection, plan, requirement study, configuration, customisation, training, testing delivery, optimisation and project management.</p>
<p>BUSINESS CONTINUITY SERVICES</p>	<p>Services help companies and customers to minimise the effects of downtime. Its portfolio includes Consultancy & Planning, Disaster Recovery Planning & Management, DR Exercise, Off-Site Tape Storage, RaaS and Workspace/Disaster Recovery Seat.</p>
<p>CONSULTANCY SERVICES</p>	<p>Includes Consultation, Design & Deployment, ISO 20000, ISO 27001 & ISO 50001 and Consultancy Penetration Test (Pen-Test).</p>
<p>DATA CENTRE CONSULTANCY</p>	<p>Provides consulting services to clients to meet up-to-date data centre requirements through its design capabilities incorporating industry-standard technology and methodology. Data centre consulting services cover Consultancy to obtain Uptime Institute Certifications, Facilities Construction and Build Up, Assessments and Audits, Design Consultancy, Electrical System Upgrading & Migration Service, Site Selection, Green Building Index (GBI) Facilitation & Consultancy, Life Safety & Emergency and Project Management.</p>
<p>DATA CENTRE SERVICES</p>	<p>Offers services including Co-Location, Data Centre Infrastructure, Facilities Management, Floor Space, Private Vault, Server Hosting & Dedicated Networking Equipment and Storage Solutions.</p>
<p>IT INFRASTRUCTURE MANAGEMENT</p>	<p>Offers a broad range of IT infrastructure management services to ease customer’s IT operations including Hardware & Software, Maintenance/Support, Preventive Maintenance and Servers Consolidation.</p>
<p>IT OUTSOURCING & MANAGED SERVICES</p>	<p>Helps customers optimise back-up, storage, server virtualisation and security by focusing on managing costs, reducing risks and improving service levels. Its portfolio includes Application Management, Backup Management, Database Management, IT Asset Relocation/Data Centre Relocation, Migration & Consolidation, Managed Data Centre, Monitoring, Optimisation Solutions/</p>

	Virtualisation, Remote/On-Site Support, Remote Monitoring, System Management and Total IT Outsourcing.
PROFESSIONAL SERVICES	Carrying out new implementations, installations or upgrades can be daunting with the many components requiring specialist knowledge. Hitachi Sunway helps with professional services such as Assessment, Consultation and Planning, Systems Implementation and Installation, Maintenance and Support and Upgrade and Migration.
PROJECT MANAGEMENT	Assists clients' project coordination, communication with various parties and project management to ensure on-time and on-budget completion, avoiding costly overruns saving time and money. Services include Planning, Monitoring & Documentation.
SERVICE DESK	Available 24/7/365 with superior knowledge on ICT infrastructure support, manned by experienced ITIL-certified consultants to enhance customer experience and achieve higher levels of IT service management performance.
TRAINING	Provides a variety of product training modules available in-house or on-site.

Figure 1 Hitachi Sunway Value Proposition, Source: Hitachi Sunway



CLIENT SUCCESS STORY

Client - Sunway Shared Services Sdn Bhd

Sunway Shared Services offers IT shared services to subsidiary companies of the Sunway Group, including centralised infrastructure and operations, applications, and enterprise architecture management. The company supports Sunway’s core business units, such as property and construction, building materials, trading and manufacturing, healthcare, leisure and hospitality.

<p>PROBLEM FACED/ BACKGROUND</p>	<p>Sunway Group formed Sunway Shared Services in 2003 to support its growing business. There was no single platform that could capture all the information residing on various servers. Data was spread across multiple locations in silos, resulting in spending hundreds of thousands of dollars over the years to manage underutilised servers placed in different divisions and subsidiaries. The problem was compounded by the need to source and manage suppliers, labour, customers and channels across mixed geographies and demographics.</p>
<p>CLIENT CONSIDERATIONS</p>	<p>Sunway Shared Services wanted primarily to achieve operational efficiency via standardisation and to consolidate and optimise the usage of IT resources across its subsidiaries. The idea was to restructure fragmented business functions to better support the group’s business goals in a more collaborative manner and to realign resources to focus on supporting business functions.</p>
<p>SOLUTION PROVIDED</p>	<ul style="list-style-type: none"> ○ Streamlining and synchronising customer data among subsidiaries, building data sharing models between finance, human resources and procurement offices, capturing and automating point-of-sales transactions. ○ Implementing the Hitachi Data Systems SAN for storage consolidation with the utility model. ○ Providing Data Centre Operations and Support services to maintain the ITSSC data centre, including systems administration, data back-up/restore management and operations. ○ Service Desk for end user computing/device support including deploying, replacing, troubleshooting and solving problems. ○ Outsourcing managed services for local area network support and deployment.
<p>KEY BUSINESS BENEFITS</p>	<ul style="list-style-type: none"> ○ Restructured the fragmented business functions to better support the Group’s business goals in a more collaborative manner. ○ Eliminated the need for additional hires to operate unnecessary IT infrastructures that resulted in staffing cost savings. ○ Significantly reduced the Group’s carbon footprint in the IT SSC-based data centre via energy savings on cooling equipment usage.

**CLIENT QUOTE/
TESTIMONIAL**

“Selecting the right IT partner to walk through the path of IT transformation is imperative to success. We have engaged Hitachi Sunway for countless projects, be it IT infrastructure or enterprise applications; they have proven themselves and delivered to our expectations.”

Kevin Khoo, IT Director of Sunway Shared Services Sdn Bhd.

FROST & SULLIVAN COMMENTARY

“Hitachi Sunway is gaining popularity as a Data Centre service provider since its establishment. While the company possesses superior technical expertise and vast IT services portfolio, together with the Sunway branding and its clientele, it aims to establish itself as a leading ICT services provider in Southeast Asia.”

Hitachi Sunway Information Systems

Established in 2013, Hitachi Sunway is a joint venture between Hitachi Systems, Ltd. and Sunway Technology Sdn Bhd. The company’s vision is to be the one-stop ICT solutions and services provider in Malaysia and Southeast Asia. In line with this, its core ICT offerings go beyond the framework of conventional product services to include Enterprise Applications, Engineering Solutions, Infrastructure & Managed Services, as well as Data Centre Solutions. With headquarters in Malaysia, Hitachi Sunway is an MSC Status Company with regional offices in 14 locations across Singapore, Thailand, Indonesia, Philippines and Vietnam. Its strategic alliances with leading global technology providers offer customers support across industries such as Financial Services, Oil & Gas, Automotive, Manufacturing & Distribution, Architecture, Engineering & Construction (AEC). For more information, visit www.hitachi-sunway-is.com

COMPANY FACTSHEET:

COMPANY NAME	Hitachi Sunway Information Systems Sdn Bhd
CORE BUSINESS	Applications, Engineering Solutions, Infrastructure & Managed Services, Data Centre Solutions
SUB-SECTOR FOCUS	<ol style="list-style-type: none"> 1. Infrastructure-as-a-Service 2. Security Operations Centre (SOC) 3. ITO Managed Services
COMPANY PRESENCE	Malaysia, Singapore, Thailand, Indonesia, Vietnam, Philippines
NUMBER OF EMPLOYEES	400 employees

COMPANY CONTACT DETAILS

www.hitachi-sunway-is.com

 contact@hitachi-sunway-is.com

 03-5639 9911

 03-5639 9535

 Level 11, The Pinnacle, Persiaran Lagoon, Bandar Sunway, 47500 Selangor Darul Ehsan, Malaysia

FROST & SULLIVAN

WE ACCELERATE GROWTH

WWW.FROST.COM

Auckland	Colombo	London	Paris	Singapore
Bahrain	Detroit	Manhattan	Pune	Sophia Antipolis
Bangkok	Dubai	Mexico City	Rockville Centre	Sydney
Beijing	Frankfurt	Miami	San Antonio	Taipei
Bengaluru	Iskandar, Johor Bahru	Milan	Sao Paulo	Tel Aviv
Bogota	Istanbul	Mumbai	Seoul	Tokyo
Buenos Aires	Jakarta	Moscow	Shanghai	Toronto
Cape Town	Kolkata	New Delhi	Shenzhen	Warsaw
Chennai	Kuala Lumpur	Oxford	Silicon Valley	Washington D.C.

ABOUT FROST & SULLIVAN

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the Global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

[Contact us: Start the discussion](#)

GLOBAL



877.GoFrost



myfrost@frost.com

APAC



(65) 6890 0999



apacfrost@frost.com

Copyright Notice

The contents of these pages are copyright © Frost & Sullivan. All rights reserved. Except with the prior written permission of Frost & Sullivan, you may not (whether directly or indirectly) create a database in an electronic or other form by downloading and storing all or any part of the content of this document. No part of this document may be copied or otherwise incorporated into, transmitted to, or stored in any other website, electronic retrieval system, publication or other work in any form (whether hard copy, electronic or otherwise) without the prior written permission of Frost & Sullivan.



[WWW.MDEC.COM.MY](http://www.mdec.com.my)

ABOUT MDeC

The Multimedia Development Corporation (MDeC) was incorporated in 1996 to strategically advise the Malaysian Government on legislation, policies and standards for ICT and multimedia operations as well as to oversee the development of the Malaysian Multimedia Super Corridor (now MSC Malaysia). MSC Malaysia became the platform to nurture the growth of Malaysian Small and Medium Enterprises (SMEs) in the IT industry whilst attracting participation from global ICT companies to invest and develop cutting-edge digital and creative solutions in Malaysia.

In 2011, 15 years after the introduction and successful implementation of MSC Malaysia, Multimedia Development Corporation (MDeC)'s mandate was broadened by Prime Minister to include driving Malaysia's transition towards a developed digital economy by 2020 through Digital Malaysia. Following this, in 2012, Digital Malaysia was officially unveiled as the national transformation programme to achieve this aim.

Founded on three strategic thrusts, Digital Malaysia is a natural progression to harness the building blocks already laid by MSC Malaysia. It will drive wealth creation, stimulate efficiently and enhance quality-of-life by harnessing and building upon Malaysia's varied ICT initiatives, resulting in a nation that connects and empowers government, business and citizens through a vibrant and demand-focused digital ecosystem.

MULTIMEDIA DEVELOPMENT
CORPORATION (MDEC) SDN. BHD
(389356-D)

 www.facebook.com/mscmalaysia

 www.twitter.com/mscmalaysia

 clic@mdec.com.my

 +60 3 8315 3000
1-800-88-8338 (Toll free)

 +603 8315 3115

 2360 Persiaran APEC
63000 Cyberjaya
Selangor Darul Ehsan, Malaysia

WWW.MSCMALAYSIA.MY



Multimedia Development Corporation Sdn Bhd (389346-D)

2360 Persiaran APEC
63000 Cyberjaya
Selangor Darul Ehsan, Malaysia

Tel: +603-8315 3000
Toll Free No: 1-800-88-8338
Fax: +603-8315 3115

✉ cltc@mdec.com.my
f www.facebook.com/mscmalaysia
t www.twitter.com/mscmalaysia