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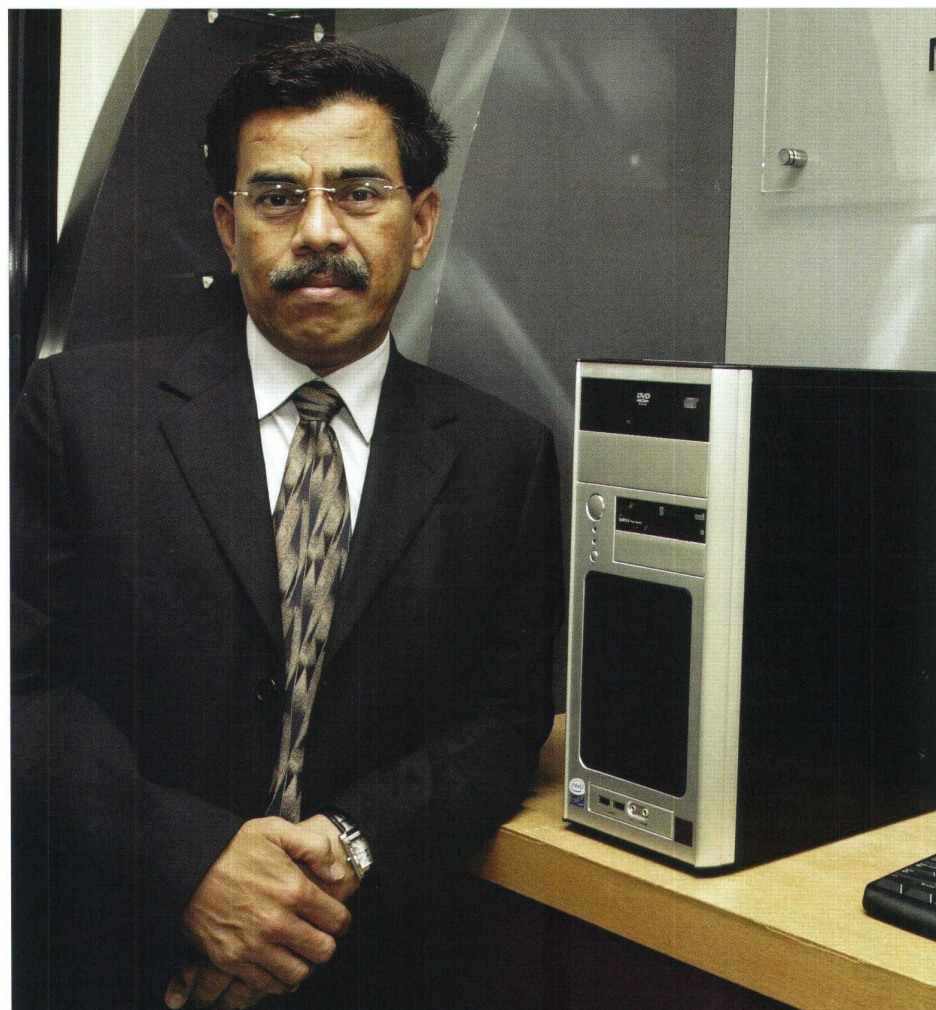


Movers & Shakers

By Edwin Yapp

# reinventing for better prospects

MIMOS Smart Computing plans to enhance business by growing new markets



**Mention the name MIMOS and pretty much everyone in the IT industry would be familiar with the R&D company based in Technology Park Malaysia. But perhaps the same can't be said about MIMOS Smart Computing Sdn Bhd (MSCSB).**

In actuality, however, this seemingly low profile homegrown PC maker based in Puchong has made some great strides since it was incorporated in 1998 as a fully-owned subsidiary of MIMOS Bhd.

MSCSB's chief operating officer Ahamad Shuhiamy Mohd Hashim says the company has grown from strength-to-strength from a small outfit with a modest production volume into an organisation that has a growing list of clientele.

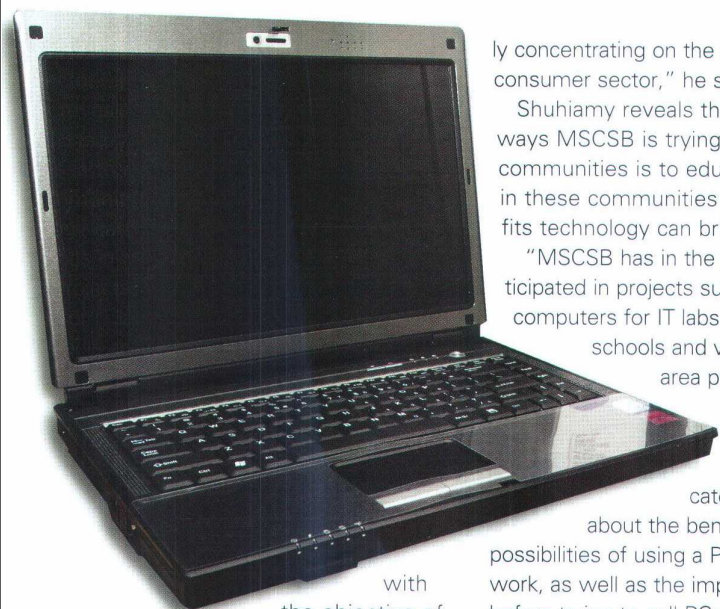
"Our initial production capacity started at a modest 3,000 units in the first year. Since then, we have grown and matured and as of last year, we have produced and supplied our clients with more than 180,000 PCs.

"Last year our revenue was in excess of RM100 million and I am proud to say that we have been doing pretty well and we look forward to the future for further growth," he tells Business Today in an interview.

## expanding the market reach

Shuhiamy says MSCSB was founded





with the objective of assembling and providing IT equipment, especially PCs, to meet the country's growing infrastructure at that time.

"We have been providing PCs to the Malaysian Government since our inception. But in line with our growth strategy, we are expanding our target markets to include corporate and government-linked companies (GLCs), as well as those in the small- and medium-sized industry (SMI) markets," he says.

He elaborates: "We have always been perceived as a government contract supplier and rightfully so. Although we are committed to supplying the government with our products and services, we also want to change this perception and build a reputation that will see us compete in areas which we have not in the past. We are committed to this paradigm shift and we are striving to change our mindset."

To this end, Shuhiamy says MSCSB is reinventing itself by committing more of its resources to focus on a variety of markets.

"We have established a new business development unit which is tasked to look into both international and domestic markets. We are also planning to differentiate ourselves from our competitors by focusing our resources to equip rural communities with PCs rather than mere-

ly concentrating on the corporate and consumer sector," he says.

Shuhiamy reveals that one of the ways MSCSB is trying to reach these communities is to educate the people in these communities about the benefits technology can bring to their lives.

"MSCSB has in the past actively participated in projects such as equipping computers for IT labs in national schools and various other rural area projects such as community IT centres. Our goal is to educate the people

about the benefits and creative possibilities of using a PC in their daily work, as well as the importance of IT before trying to sell PCs to them.

"We believe that only when they are comfortable with the concept of using a PC will they spend their resources on buying one," he says, adding that this is one way MSCSB is helping to contribute to a higher PC penetration within the country.

"We are also planning to assemble low-cost PCs with a target price range of below RM 1,000 for these rural folks," he says.

## future plans

On the future of the company, Shuhiamy says MSCSB is exploring the potential and possibilities of becoming a total IT solutions provider.

"IT project management and consulting is something that we would like to delve deeper into, as it enables us to offer our inherent capabilities and expertise in PC making that can be then matched to our end-to-end solutions.

"Additionally, we are also looking into general IT services such as network and desktop outsourcing, IT support which includes education and training, systems integration, network consulting and integration, and hosting infrastructure services," he says.

Notwithstanding these plans, Shuhiamy says MSCSB would cautiously move forward as any expansion would require additional investments.

"On the one hand, we need to ensure that the new services we launch have good quality of service, while on the other hand, we need to be prudent in our investment. The trick is to balance the two and be wise in how and what we will go into and not be too hasty doing so," he says. >bt

