

# The Malaysian Reserve

14th June 2012

## New move by Mesiniaga to be more service-oriented

by FARAH SAAD

INTEGRATED systems provider Mesiniaga Bhd is reducing its reliance on general tender projects and plans on channeling its resources catering to clients' needs instead.

Mesiniaga managing director Fathil Sulaiman Ismail (*picture*) said helping businesses become more efficient and productive would develop a longer and more fruitful relationship with clients, and therefore, reflect better on its bottom line.

"We are trying to make this connection between technology and business outcomes and this was 21% of our business last year," said Fathil after the company's annual general meeting.

Fathil said Mesiniaga hopes to eventually derive 30% of its revenue from this source.

In terms of the balance between business from the public and private sectors, the com-



Pic by Ismail Che Rus

pany, which is in its 30th year of business, has achieved the ideal level.

"We are probably at the balance we want. We were heavily public sector before, about 70%, now we are at 40%, enterprises about 40%, and 20% telcos," said Fathil.

He said instead of going for quantity in terms of the number of contracts bid, Mesiniaga's fo-

cus is on improving its win rate, which is currently 1:3. The company is bidding for jobs that provide a bigger margin.

"We are trying to win a higher percentage rather than participate more. We are trying to improve the win rate as it is a measure of productivity," he said.

The company's focus has also evolved from hardware-centric to services-based, which is Mesinaga's strategy moving forward.

"We have become more of a services business over the last few years and if you look at our added value, it has increased from 24% to 40% (of revenue) over the last four years," said Fathil. As part of the strategy, Mesiniaga is also venturing into new areas of business, which are business analytics, infrastructure management, mobility, technology in real estate setting, network operations centre, and strategic outsourcing.