

■ By Hamisah Hamid

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IT'S hard to keep good help these days, amid a strong economy and its demand for skilled labour.

But Teras Teknologi Sdn Bhd is one company that does not have to worry much about staff pinching.

That is because the technology services and outsourcing company provides a working environment that promotes creativity, innovation, knowledge acquisition and career progression for its employees.

Teras general manager (operations) Abdul Rahim Seliman said the company emphasises training for all of its employees to sharpen their skills.

"We also send fresh graduates to undergo training at our company for a year without any obligation to work with us after they complete the training.

"We train them in all departments, including sales and marketing, operations, and research and development (R&D)," he told Business Times in an interview.

Several employees met by Business Times at his office said they opt to stay with the company due to its warm and friendly working environment.

"We truly feel like a big family here," said a corporate executive, who declined to be named.

A senior personnel from the marketing department said he has remained with Teras because he feels a sense of pride being part of a company that creates new technologies and develops innovative products.

Teras, which pioneered the toll revenue collection system in Malaysia, employs 160 people, including more than 100 information technology professionals.

Abdul Rahim said the employees are all local. "We develop our technologies locally, without hiring any expatriates.

"The products that we make are

Teras Teknologi staff feel like one big happy family



NEW TECHNOLOGY: Abdul Rahim believes that the company has retained its market leadership by providing the latest technology for system implementation.

also manufactured locally and we try to source all materials locally," he added.

This way, Teras provides business opportunities to local small and medium enterprises (SMEs) to manufacture parts and components for its products.

Teras, a wholly-owned subsidiary of UEM Group Bhd, was in-

corporated in 1994 to localise the content of Malaysia's highway toll system, which back then was dependent on imported technology from France and Japan.

The company's core business is payment system, especially toll payment where it commands 70 per cent of the domestic market.

Other businesses include the pro-

vision of surveillance and security systems and enterprise-wide solutions.

Teras' emphasis on human capital development, apart from its sound financial track record, innovation, good products and export outreach, was one of the reasons why it was picked by the judges to be among this year's Enterprise 50

(E50) award winners.

Ranked sixth in the first E50 award programme that it has participated, the recognition speaks for itself.

Abdul Rahim said Teras also won recently a Merits Award for best application and infrastructure tools at the 2007 Multimedia Super Corridor-Asia Pacific ICT Award.

He believes that the company has retained its market leadership by providing the latest technology for system implementation in the toll payment and collection environment.

"We are also into intense R&D efforts to keep abreast with the latest technology and to lead in regional ICT development."

According to Abdul Rahim, Teras has spent RM10 million over the past 13 years to develop new technologies. It is committed to investing more in the future.

"Every year, we allocate five per cent of our revenue for R&D," he said.

Clients are the essence of Teras' continued existence and the company always promotes face-to-face interactions with its clients.

"We always make it a point for every member of the company to visit our clients as often as possible, be it the sales team, the operations team, the development team, the management team, or even our support team of human resources, finance and administration," Abdul Rahim said.

Booming oil and gas market pumps up KEU interest

■ By Zurinna Raja Adam

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KEU Control Engineering Sdn Bhd, a machine integration company specialising in the automotive sector, wants to diversify its business by tapping the oil and gas (O&G) market.

Chief executive officer Ang Kok Hua said the group is involved in the O&G sector in a small way and would like to expand further in the lucrative market.

"Currently, the automation integration works for oil and gas parts are mostly done from imported machines. We want to provide an alternative for manufacturers which is more cost-effective without compromising on quality," he told Business Times in an interview.

The company makes fact-

“We want to provide an alternative which is more cost-effective.”

Ang Kok Hua
Chief executive officer
KEU Control Engineering

ory automation integration for the automotive sector, which contributes some 82 per cent of its revenue. Its clients include Proton Holdings Bhd, Perusahaan Otomobil Kedua Sdn Bhd, Tan Chong Motors and Honda Malaysia.

Partner and chief operating officer Jannis Tan said the company's best achievement to date is being able to create local expertise in a foreign-dominated field.

"We are keen to tap the export market. We are already in Thailand and Indonesia, albeit in a small way," she said.

Tan said there is still room for growth in the local automotive industry where KEU remains focused.

"Even after more than a decade since we started, we still need to deal with local perception that Malaysian-made products are of low quality, and surprisingly, excuses are still given for expensive imported machinery even when they are not functioning properly," she said.

"We need to have more trust and faith in Malaysian-made products."



ROOM FOR GROWTH: Ang (right) and factory automation director Raxzan Abd Rahman check on some products. KEU is keen to tap the export market.