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OS Trio looks to build on 2009's good performance

While many ICT companies appear to be struggling to achieve good results for 2009, one Malaysian company which has bucked the trend. OS Trio Group, a regional provider of enterprise business solutions and business process outsourcing services to diverse industries, revealed that their good performance in 2009 has given them the impetus to aim for greater growth and expansion in 2010. Its Chief Executive Officer, WJ Tan, sheds some light on the company's prospects as he prepares to take the company to the next level.

Consistency

According to Mr. Tan, while OS Trio's performance in this year especially in view of a poor economic outlook has surpassed expectations, it is by no means better than 2008's performance. Nevertheless, it is important to note that the company still managed to be profitable despite the circumstances. He shared that the company's profitability track record has continued unabated, as since its founding days, OS Trio has managed to achieve profitability year after year consistently. He attributed the company's sterling performance to having an effective business model, planning ahead, making the right decisions and last but not least having the right human capital in the organization.

Mr. Tan also explained that in the last five years, the company has gradually began shifting its focus from offering product-based solutions and being involved in product-based activities, to being a more services-based player with expertise in providing business process solutions and outsourcing services for diverse industries from manufacturing to telecommunications to logistics and public sector. He shared that while OS Trio will still be developing and maintaining its own range of software for enterprise resource planning, human resource management, point-of-sales, quality management systems and other business solutions, it will now focus more on providing services to help its clients to adapt Enterprise Business Solutions with ease and effectiveness.

Highlights of the year

With regards to this year, he revealed that because of the economic conditions, the company has gone all out to secure as many contracts as possible. And not just any other contracts, but contracts that either involve large scale or long term projects. In the end, it was through the combination of hard work and perseverance and the company's proven track record of achievements over 10 years in operation that, as Mr. Tan was able to satisfactorily tell us, OS Trio has managed to secure 12 important deals this year, with more than half of these deals in various stages of implementation.

"Some of these enterprise projects are quite high profile. One involved handling government-linked corporation (GLC) project while others involved main board public listed corporation local & overseas," Mr. Tan explained, adding that for OS Trio to be awarded these contracts is proof of its clients' confidence in the company's capabilities in getting the job done with great results.

Besides that, Mr. Tan also revealed that 2009 was a good year for OS Trio because the company received the official certificate to show that OS Trio is now a registered company with the Ministry of Finance. He explained that this new milestone in OS Trio's history is crucial for OS Trio as it paves the way for the company to be able to bid for government contracts directly in

OS TRIO™

> **" For the foreseeable future, we are looking to achieve growth by an estimated 30% as we continue on our efforts to expand locally and globally. "**
>
> *- WJ Tan,*
> *Chief Executive Officer*
> *of OS Trio Group*

Malaysia. As he puts it, "With this status, OS Trio is now poised to enter the government sector and compete for government projects. Thus, we now able to not only provide services and solutions to the private sector, but to the government as well.

Capitalising on current trends

In order to for OS Trio to move forward to the next level, it has to have a comprehensive range of solutions and services that keeps up with the latest trends and relevant to the needs of the industry. With regards to this, Mr. Tan shared that OS Trio has been ensuring that its business process solutions are based on the latest technology. Mr. Tan revealed that the entire range of its software is full-fledged web-based and are compatible with existing platforms and models, including the latest trends such as Software as a Service (SAAS) and BPO.

"One of our product lines, OS Trio HR System, is already into the SAAS model, where client can subscribe the system from us and use it through our data centre to do their business processing – such as processing salaries, apply leave, claims, medical and other HR modules. In a way, we are providing outsourced HR services to clients, so that client can focus on their own core line of business," he elaborated. With the SAAS and BPO, he said clients can now outsource the entire HR processing and HR consultancy to an organisation likes OS Trio to handle. Moreover, he added that the technology behind OS Trio's systems are running on MS DOTNET framework & SQL database, which supports regional operation, enabling the system to run on multi-companies,

multi-location in multiple countries at the same time.

With OS Trio's solutions and services, which are developed based on international standard; Mr. Tan asserts that clients get the best value especially in terms of the commercial impact. He said this is because OS Trio's systems perform just as efficiently, if not more, than the foreign systems available in the market and deliver results just as good as some of the established systems in the market.

In addition to that, OS Trio is also able to offer clients comfort and confidence through the proven abilities and experience of its staff, further affirming the company's commitment to delivering quality services and solutions. All this goes to ensuring that clients will continue to select OS Trio as their preferred choice of vendor, Mr. Tan stated.

Building on the success

Moving forward, Mr. Tan said his objective now is to take OS Trio to the next level by building on the success it has achieved and further reinforcing its position in the market. The next step for him is to enhance OS Trio's regional and global presence. He shared that

OS Trio is unique in the sense that before the company had planned to go global, they have already began to receive project offers from overseas. He shares that the company, in the past few years, has undertaken projects of various scale in Uruguay, Pakistan, China, Singapore, Indonesia, Brunei and Vietnam and have established authorised channel partners in those countries.

"We have already taken the first step towards OS Trio's global expansion. Our next target is to further enhance our presence in the countries where we are now at and then within another 12 months, we hope to penetrate the European IT services market via UK," he shared, saying that in order for companies to grow and expand more, they have take the global route. For OS Trio, in order to grow its revenue and increase profitability, it has to go global, for the value of the premium is much greater than here in Malaysia.

And as an extension of OS Trio's expansion plans, Mr. Tan shared that the company intends to work in closer collaboration with its existing business partners such as IBM & NEC and to establish new strategic partnerships with other multinational companies so that they can continue to reach & offer the best value services to their clients.

It is certainly not an easy feat to ensure that one's company continues to achieve profitability year after year and even more so during an economically turbulent time. Yet, for WJ Tan's OS Trio Group, it has been successful in keeping its growth and profitability momentum going regardless of the circumstances. This goes to show that OS Trio has done something right and as they continue to set their sights on bigger things to come, they intend to continue and are confident of maintaining on this trajectory of success.