

Client : SUPERCEED (M) Sdn Bhd
Publication : The Malaysian Reserve
Date : 28 February 2011
Circulation : 18,000
Size : 22.5x20.3cm
Title : SUPERCEED targets Singapore with its cloud-based VCC solution
Section : Corporate
Page : 6

Superceed targets Singapore with its cloud-based VCC solution

Company expects to achieve RM23m in revenue within five years and a growth above 10% subsequently, says CEO

by SONIA KRISNAN

CONTACT centre solution provider Superceed (M) Sdn Bhd plans to expand its telco-grade virtual contact centre (VCC) solution to Singapore this year in response to the rising preference for cloud-based applications.

VCC allows companies to pay monthly subscription fees for the required number of agents or the capacity the business needs and has the flexibility to increase or decrease capacity of interaction volume which is cost effective for business.

"This simply means that companies no longer have to be saddled with high set-up and maintenance cost should they require contact centre services. They can simply sign up for online facilities and pay as they go," said its chief executive officer (CEO) Jeffrey Chiang Poong Tan.

The operating expenditure for VCC over a 12-month campaign is about 25% of capital expenditure (capex) for premise-based contact centre



(From left) Tan and Lim who launched the VCC. Lim says the unified VCC model has the potential to position Malaysia as a regional hub for customised contact centre in business process outsourcing solutions as Malaysia has good communications technology infrastructure, multilingual skills, skilled workforce and political stability

solutions, he said after launching an information technology-based service concept in Kuala Lumpur last Friday.

He said the capex for VCC is virtually zero and the typical capex for premise based contact centre hardware and software is RM15,000 per agent.

Moving forward, the company targets to achieve RM23 million in revenue within five

years and expects a growth of above 10% subsequently.

This year alone, it plans to add its number of virtual agents to 25,000 from 5,000 agents.

"We are able to unify and mobilise pools of agents from different geographical region to serve a campaign which requires deep and diverse skill set or language requirement," Chiang said.

The VCC was launched by Deputy Finance Minister 1 Senator Datuk Donald Lim Siang Chai. In his speech, Lim said the unified VCC model has the potential to position Malaysia as a regional hub for customised contact centre in business process outsourcing solutions as the country has good communications technology infrastructure, multi-

lingual skills, skilled workforce and political stability.

Superceed is a company jointly funded by Malaysian Technology Development Corporation, Kumpulan Modal Perdana and Cradle Fund Sdn Bhd. It has established points of presence in four MSC Cybercentres: Suntech, Cyberjaya, Mid Valley and Menara MC Cyberport.