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CORPORATE PROFILE





SKALI officially became a brand name when <http://altavista.skali.com> was launched in June 1997.

The brand name was deemed appropriate as in Malay “sekali” means TOGETHER. It was the spirit of “togetherness” that made the brand, one and strong, and ready to face and overcome challenges. “Togetherness” has become the fundamental philosophy of SKALI’s culture.



Now, SKALI is more than just a portal-search engine, it is the pioneer in e-business in Malaysia with clients spanning the ASEAN region, Middle East, U.K. and U.S.A.

SKALI philosophy

Past experiences taught us much about what success is. It brought about our philosophy – **TOGETHERNESS**.

- We believe we will be successful if our clients and partners are successful
- We believe that solving the toughest problems require the best people
- We believe that best people are drawn to work together as a team, as one

We built our brand around these beliefs giving rise to our philosophy of **Create. Value. Share.**



We Create

We create innovative solutions that meet the needs of any organization in the marketplace.



We Value

We deliver on our promise by building business confidence and efficiency to widen our clients' global market reach. Our solutions help our clients to lower their total cost of ownership, increase their competitiveness and maximize their investments.



We Share

We believe in the power of sharing. We build solid relationships through open communications. We openly share our ideas, experiences, knowledge, expertise and success with our clients and partners which in turn help them achieve the desired results through proven technologies.



Coming together is a BEGINNING. Keeping together is PROGRESS. Working together is SUCCESS.

– Henry Ford



Although there were many hurdles and challenges to overcome since the start of our journey, we never fought alone. We battled together as a team that is bound together by our passion in undertaking immense challenges. We are a community of people who are intellectually curious, highly collaborative and work together as one.

We are SKALIANS!!

SKALIANS come from all kinds of backgrounds and areas of expertise who share the same interest, passion and value system. We are passionate in what we do and thrive on challenges, people and ideas we work on everyday. We are supportive and foster our potentials through training and mentoring, and we challenge each other to stretch our abilities and achieve our aspirations. Togetherness or

teamwork sharpens our skills and fortifies our solutions. We succeed by working as partners with our clients and each other.

Our Mission & Values

Together we scale the height of success.

Our values is the essence of the SKALI culture. Our values distinguish us from the others by the work we do. Our values epitomize our mission to help our clients make distinctive, lasting and substantial improvements to their organizations. Our values exemplify our vocation to grow a organisation that attracts, develops and retains exceptional SKALIans.

**Our value gives us our
“Competitive Advantage”.**

Our logo

Everybody perceives the place in which they live, eat, breathe and work in as their 'world'. Hence one's house is indeed one's 'world'. The great big world, usually illustrated by the globe is indeed a jigsaw made up of many, many of the 'worlds' of all its occupants worldwide.

Asians believe in a concept where their house is considered as the 'small world' (microcosm) in the 'big world' (macrocosm). 'Tiang Seri' marks the middle of the South East Asian house, symbolizing SKALI as a strong cornerstone. Being the foundation of the house, 'tiang seri' is the point of expansion of the modular house. This flexible attribute symbolizes the various products and services that SKALI offers, fulfilling the needs and wants of its diverse communities.

It also depicts SKALI as a strong platform that brings people and businesses together, enabling them to grow and progress in a ideal habitat.

A habitat that portrays SKALI's function as a one-stop internet hub where business partnerships take place and individuals enhance their online experience.



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SKALI Stalwarts

Instrumental to SKALI is its Group CEO, **Tengku Farith Rithauddeen**, who plays the role in business development for strategic expansion into international market.

Spearheading the overall corporate strategic management and business of SKALI is the President, **Aimi Aizal Nasharuddin**.

Saiful Khairi Zainuddin is responsible for the strategic planning of SKALI's operation while **Maznida Mokhtar** holds the position of Chief Financial Officer and Company Secretary of SKALI Group.

From left: **Maznida Mokhtar** Chief Financial Officer, **Aimi Aizal Nasharuddin**, President, **Saiful Khairi Zainuddin**, Executive Director and **Tengku Farith Rithauddeen**, Group CEO.



SKALI Stalwarts

Important as they are in SKALI, **Hasri Saidin**, Group Financial Controller and Group Exco handles group overall finance management, whereby **Shahizah Shaharuddin**, SKALI Senior Vice President of Group Corporate Affairs & Group Exco responsible for the Group's HR management, corporate and legal administration.

Leading the Group's information technology infrastructure is **Roslan Brahim** the CEO of SKALI Managed E-Business (a division under SKALI Group) and he is also one of the members of Group Exco.



From left: **Hasri Saidin**, Group Financial Controller and Group Exco, **Roslan Brahim** the CEO of SKALI Managed E-Business and Group Exco and **Shahizah Shaharuddin**, SKALI Senior Vice President of Group Corporate Affairs & Group Exco.



International



Community and Learning
Engagement



Infrastructure and
E-Services Aggregator



Digital Content Development



Portal Technology & Service
Provider



E-Business Solutions
Service Provider

SKALI International (SAINT)

SKALI International runs the company's expansion plan globally and responsible to position SKALI in an international radar. At present, SKALI has branches in Brunei, Jakarta, Saudi Arabia and aggressively spreading its wings to other countries all around the world.

SKALI Community Engagement Sdn Bhd (SCALE)

SKALI Community and Learning Engagement produce entrepreneurs and leaders through its social entrepreneurship system which supports and facilitates evolution of entrepreneurs and enterprises.

SCORE

Digital Content Distributor distributes world class valuable digital content. It provides trusted and reliable publication and content community services to stimulates and innovates local creative content industry.

SEBS (SKALI e-Business Solutions Sdn Bhd)

SKALI E-Business Solutions creates and adds values to client's website as it functions as the e-business solutions service provider. It provides services that will assist clients to achieve their business goals successfully.

SMEB (SKALI Managed e-Business)

SKALI Managed E-Business functions as an aggregator for website infrastructure and e-services. It provides internet data centre, maintenance and services as well as data hosting.

SWS (SKALI Web Services Sdn Bhd)

SKALI Web Services leads the local Managed Portal Services (MPS) industry. It provides portal cutting-edge technology and services.

SKALI Group's Unique Projects

SKALI clients consist of both private and public sector organizations such as:



Shell Refining Company
(Federation of Malaya) Berhad



BANK NEGARA MALAYSIA
CENTRAL BANK OF MALAYSIA



To date, SKALI is one of the most trusted brands in the region with strong presence in ASEAN and Middle East countries.

Case Study 1

Client



Core Business

Malaysia's second largest financial services provider, and fifth largest in Southeast Asia by total assets

Business Challenge

CIMB's Knowledge Management Unit seek to revitalise and re-vamp existing Corporate Intranet with features and functionalities to increase staff interactivity and collaboration as well as develop the knowledge-sharing community within the Group.

SKALI's Contribution:

- Plan, design, develop and rollout a Group Collaborative portal (CIMBnet)
- Based on SKALI's own open-system based solution which co-exists and leverages on the client's predominantly Microsoft-oriented IT infrastructure
- Setup automatic launch of site and Single Sign-on synchronised with network management (Active Directory) login upon PC start-up
- Seamless integration with existing backend applications i.e. Lotus Domino and e-HR system
- Consolidated access for staff to various internal information sources and syndicated feeds from external information sources
- Assisted in the rollout to regional sites i.e. Singapore & Indonesia

Case Study 2



Client

Corporate & Government Websites (Managed Portal Services)
– 152 corporate & government agencies

Business Challenge

- Improve showcase online presence, information & services
- Increase ease of information dissemination to public
- Provide consistent communication and branding

SKALI's Contribution

- Adopts international processes (CMMI Level 3 compliant) and web standards (web 2.0, W3C, Brown University guidelines)
- Focus on understanding client's objective, target audience and community
- Emphasise on Usability and Content
- Mostly based on SKALI's own open system-based Content Management System platform
- Largest implementation of Software as a Service (SaaS) to e-Government
- Value added bureau services from online campaigns, content sourcing, content creation & uploading
- Complemented with our Hosting, Managed Services and Disaster Recovery facility

Case Study 3



Client
Hong Leong Assurance Berhad (HLA)

Core Business

Hong Leong Assurance Berhad, one of Malaysia's foremost home grown insurance companies, provides both life and general insurance services in Malaysia. With several decades of business in Malaysia, Hong Leong Assurance continues to be true to its commitment of providing security and peace of mind to its customers.

Business Challenge:

- HLA was unable to host its own website as its original infrastructure was not designed to provide Internet (or www) services.
- To enable HLA to have greater control over the security protections and management of its servers

SKALI's Contribution

- SKALI provides HLA with Dedicated Hosting and Managed Security Services - that enables HLA website to provide dedicated high-speed Internet access to their agents (from all over Malaysia). The servers are monitored 24/7 by SKALI IDC Operation team.

Case Study 4



BANK NEGARA MALAYSIA
CENTRAL BANK OF MALAYSIA

Client

Bank Negara Malaysia (Central Bank of Malaysia)

Core Business

Bank Negara Malaysia is the Central Bank of Malaysia. The CMS project was initiated to enable systematic flow of information from the various departments within BNM hence become a platform for integrating and communication channel for internal and external stakeholders

Business Challenge

- The portal need to be hosted in a highly secured environment with high availability and proper back up

SKALI's Contribution

- The system was built with high-security in mind, and load balancing features, to ensure the infrastructure able to handle a high traffic from the users.
- The system has been designed to be hosted at two locations (SKALI Data Centre and BNM) to ensure redundancy.
- SKALI team provided 24x7 monitoring and maintenance services to ensure the infrastructure uptime at its highest level.

Case Study 5



Client

Petronas Dagangan Berhad (PDB)

The marketing arm of PETRONAS, a fully-integrated oil and gas corporation and is ranked among FORTUNE Global 500's largest corporations in the world.

Business Challenge

- Desires a platform to educate and interact with the various community groups
- Wanted to capture information from PDB's ecosystem for the purpose of product planning & service improvements

SKALI's Contribution

- An outsource partner to PDB – from e-channel advisory, campaign planning & execution, systems design & development to managed services (hosting, security, capacity planning)
- Design & developed an online channel to engage with all PDB community groups
- Plan and executed Integrated loyalty programmes and campaigns (online and offline)
- Develop rich, interactive features and functionalities to support targeted marketing, customer acquisition, customer retention, brand building activities
- Comprehensive Information Architecture (IA) to meet the needs of users:
- Relevant community-centric content to enhance their knowledge and awareness
- Personalisation for them to decide what they want, how they want it and when they want it
- Tools to interact with the website owner and with other users
- Community for them to interact and collaborate

TESTIMONIALS...

Our website has been hosted by SKALI for the past few years and we are very pleased with their technical support as they are very attentive each time we encounter problems. We now have their support in hosting the e-mail marketing services.

Minna Saneri

*General Manager of EU-Malaysia Chamber of Commerce & Industry
– Customer since 2007*

We have several Domains and Web Hosting managed by SKALI for past few years. We really appreciate their timely reminder for all our renewals and dedicated technical support on all our problems and issues that we encountered.

Kho Han Yao

*Chief Executive Officer of TNCENTURY SDN BHD
– Customer since 2002*

Reliable, support and good response time. This is most important to me in my business.
Technical or network problem get resolved quickly.

Mr Benny Moe

General Manager of staff2u.com

– Customer since 1999

Reliable uptime and no question about accessibility to technical staffs for support.
The technical staff has always been most helpful and quick in their response, giving
me the peace of mind.

Mr Steven Wong

MD of Art Image

– Customer since 2001

TESTIMONIALS....

Our Motortakaful.com business portal has steadily grown since 2005 to be not only a key revenue contributor to the group as well as the primary channel of interaction with our cyber agents. SKALI was instrumental in making our vision a reality. I thank the team at SKALI for their dedication and continuous effort in meeting our aggressive deadlines

Eva Katreena Mohamad Emla

Head, eChannel Development

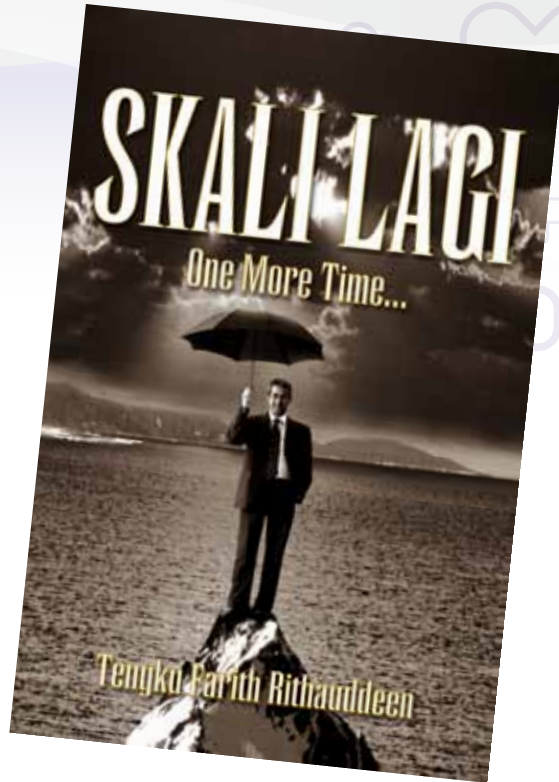
Etiqa Takaful Berhad

“I enjoy working with the SKALI team as they are committed, resourceful and passionate about their work”

Nor Bahgia Bin Mohd. Nordin

Former Head, Technology Planning, BTD

PETRONAS Dagangan Berhad



For more info, visit
<http://www.skali.net>



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SKALI Group

(Alam Teknokrat Sdn Bhd)

Suite 8.1, Level 8, Menara IMC

No.8, Jalan Sultan Ismail

50250 Kuala Lumpur, Malaysia

T 603 2712 9588

F 603 2712 9499

www.skali.net