



To Drive Value-Added
Growth in Penang's k-Economy



MSC Malaysia Industry Brief and Dialogue

Empowering Locally for Global Delivery

Presented by Bryan Gan
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Latest Development

- ✓ **Cradle-SCoPe Partnership**
- ✓ **ScoPe Global Connect Project**
 - Upgrading/Modernization Programme
 - Training/Outreach Programme

Cradle CIP150, CIP500

- ✓ To promote Cradle to Penang entrepreneurs via events and networking sessions.
- ✓ To refine, endorse ideas and assistance
- ✓ Applications will go through standard Cradle evaluation.
- ✓ SCoPe can help to follow up.

The word 'Cradle' in a large, bold, blue, italicized font with a white outline and a slight shadow effect.

Cradle Recipients

1. **Aeflex Technologies (M) Sdn. Bhd.**
2. **Intellectual Avenue Sdn Bhd**
3. **Zechsoft Sdn. Bhd.**
4. **Tsinghua Interactive Sdn. Bhd.**
5. **Pusat Latihan Perkembangan Pintar**

The Cradle logo, featuring the word 'Cradle' in a bold, blue, italicized font with a white outline and a slight shadow effect.

SCoPe Global Connect Project

Service Sector Capacity Fund under MIDA

Objective: Market Liberalization

- ✓ Improve competitiveness of members
- ✓ Knowledge and skills on channel partner development and enabling process
- ✓ Expand customer base through global market reach

Upgrading/Modernization Programme

- Platform to connect channel partners on the Internet
- Recruit, maintain, educate
- Build global market access
- Train local SMEs
- RM 1,000,000

Upgrading/Modernization Programme

1. **Partner Development and enablement**
 - Content Management System
 - Learning Management System
 - Intelligent Agent
2. **Partner Business Operations**
 - Channel Marketing System
 - Partner Portal
3. **Administration**
 - Administration and Management
 - Modules Interaction
4. **Integration**
5. **CRM**
6. **Virtual Lab**

Training/Outreach Programme

1. Channel Partner - Critical Success Factors
2. Establishing Partnership Relationship
3. Channel Value Management
4. Partnership Investment Decisions
5. High Trust Partnership Relationship
6. Effective Partnership Communication
7. Partner Performance Coaching
8. Leadership in Partnership
9. Planning Partnership for Success
10. Channel Partner Leverage
11. Channel Partnership Governance
12. The Partnership Finances
13. Partnership Outreach
14. Persuasive Presentations
15. Partnership Market Intelligence

RM 360,000



ISO and CMMI

CMMI (level 2-3 achievers)

- ✓ Mexter (M) Bhd
- ✓ Pentamaster Information Technology (M) Bhd.
- ✓ YGL Multimedia Resource Sdn Bhd
- ✓ Smart-Ed dot com Sdn. Bhd.
- ✓ IFCA Systems (Penang) Bhd

ISO27001 Achievers

- ✓ NSS MSC Sdn. Bhd.
- ✓ YGL Multimedia Resource Sdn Bhd

- About SCOPE -

SCOPE is an association of Penang-based software companies with diverse products and service portfolios.

SCOPE started off as an initiative of the Penang State Government to promote and encourage higher value added activities in Penang, and successfully registered with the Registry of Societies (ROS) in March 2006.

- Vision -

**“To Drive Value-Added Growth in Penang
's k-Economy”**

- Mission -

**“To nurture and strengthen globally
competitive companies in the software
industry”**

Software Industry Areas

- ✓ Job recruitment portal
- ✓ Equipment integration solution
- ✓ ERP, Supply Chain, Warehouse, Shop Floor, e-Business solution
- ✓ Wireless Application, Customer Loyalty System
- ✓ Barcode, Point of Sales, Accounting System
- ✓ Security Access System, Digital Imaging
- ✓ Business Intelligence, Human Resource Management
- ✓ Mobile Applications, SMS, Internet, Web-Based Applications
- ✓ Digital Inspection and Measurement Software
- ✓ E-Learning Software, Creative Multimedia for Education
- ✓ IP Based Video Conferencing, VOIP
- ✓ Linux, Open Source Solution, Server Hosting

What are We Looking at

1. Working as a software community in Penang to share information and business advices.
2. To develop the business know-how to market and compete in the global marketplace.
3. To lias with government agencies at all levels to develop the Penang software industry.

How to Join/Partner with SCoPe

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