



# *BEING NICHE*

## *And Breaking The Market*



**D**igital revolution that is taking phase now has led to a new era of human empowerment and development across social interactions, businesses and other aspects in the daily lives of people . The digital revolution of today's world is also focused on bringing broader social impacts and a widespread of lifestyle changes.

This has consequently led to globalisation which contributes to efficient business productivity. These platforms deliver immense value in connecting the humankind to businesses and its daily life activities.

Digitalisation in public safety services has enabled more proactive and value-based decisions whilst maintaining a balance between information sharing, quality, citizens' service and security. In Malaysia, Mutiara Teknologi Sdn Bhd is prominently known as a pioneer in providing public safety services and is well established in the field of IT and Telecommunication.

This entity which was established in 1999 has expanded its services in providing a more advanced technology and support through integration of seamless operations. They have also grown into becoming one of the most trusted partners in some renowned entities within the region and neighbouring countries such as The Philippines, Indonesia and Thailand.



**Mrs Puteri Mariana Abdul Majid,  
Chief Executive Officer,  
Mutiara Teknologi**

“We provide ICT services such as data centre management, 24/7 system operations & support, system training and ICT system implementation. Our solutions have been recognised by our customers through the services we provide namely public safety solutions integration, computer aided dispatch solutions and information technology & telecommunication system. In addition to this, we are specifically known for our business intelligence and radio communication. Apart from the many ventures, Mutiara Teknologi has also been given the honour and responsibility in providing services for public safety through the Malaysia Emergency Responses (MERS 1999) in Kuala Lumpur, Melaka, Kuching and Sarawak,” explained Puteri Mariana Abdul Majid, the Chief Executive Officer of Mutiara Teknologi.



The Brandlaureate SME Best Brands Award—Women of the Year (2017)

The Brandlaureate SME Best Brands Signature Branding ICT Solutions (2017)

International Award for Excellence & Leadership—Global Trades Leaders Club (2017)

National Intellectual Property Award—Finalist & 5th place for the Best in Copyright Category (2017)

Enterprise 50 Award (2017)

MERS 999 aids the Fire Department, Police Force and Paramedics for emergency purposes in obtaining specific incident details such as caller information and location. Data obtained through 999 is disseminated to the teams or departments which are then deployed to the respective incidents for assistance purposes.

Puteri Mariana also added that, “MERS is our pride. We have gained a lot of trust through our track record to build a Flood Warning System at Pusat Mampu, Negeri Sembilan. We were more than glad in heading that for JPS as well.”

“In fact, we have also provided services in the installation of monitors and maintenance for all our public safety solutions. These projects are intense and are significant in being a part of the country’s major projects for the betterment of our community and we are honoured in playing a part in such projects.”

Mutiara Teknologi’s success and determination in an industry that is niche has been identified and awarded notable awards. In 2015 and 2016, Mutiara Teknologi won the SMEs Best Brands by President’s Award ICT Solutions and following that, Mutiara Teknologi has won various awards for the purposes of branding. In fact, Mutiara Teknologi has also recently been awarded the International Award for Excellence & Leadership 2017 by The Global Trades Leaders Club and Enterprise 50 Award 2017.

One of Mutiara Teknologi’s proud moments was when Puteri Mariana was recognised as The Woman of The Year in 2017 by the Brandlaureate SMEs Best Brand Award. These achievements resemble Mutiara Teknologi’s achievements, persistence and determination in being the best in their field of expertise. It also represents strategic leadership displayed by the management team.

## **The significance of patenting core services**

Mutiara Teknologi positioned itself deliberately in providing public safety solutions to the nation. Four of its safety services, namely Pearl Care©, Pearl Response©, Pearl Query© and Pearl Trekker© were successfully patented.

Puteri Mariana added, “We are very proud and delighted with our products and hence we believe that Mutiara Teknologi should hold the ownership of all our products which lead us to the patent of all our products. Such procedures are crucial for every company that produces its products from scratch and also as recognition of creativity, innovation and effort contributed by employees at the respective entities.”

**“We contribute about 7% of our annual income for human capital development. In fact, as you know this in an ICT related entity and hence it is significant to be on par with other entities around the globe.”**

## **Belief in human capital development**

Mutiara Teknologi which initially flagged off with 25 employees in 1999 has now grown to 94 employees to date. Additionally, a majority of the company’s employees are seniors and have exceeded five years of service at Mutiara Teknologi. The low turnover rate at Mutiara Teknologi is seen as an achievement and hence, Mutiara Teknologi believes their concern and commitment in human capital have moulded them in being virtuous employers.

“We make training crucial for all of our employees. We believe that by doing so, our employees are able to learn new technologies and keep themselves updated in terms of the latest skills required for the development of the company. In fact, we send our employees on a 3 months training to Canada specifically to provide adequate learning opportunities in new systems and to enable the acquisition of new knowledge. Once our employees are back, they provide training on what they have learnt overseas and impart knowledge to the rest of the team here,” added Puteri Mariana.

For such purposes Mutiara Teknologi has come up with a Corporate Services Division to support and advise all employees in terms of human resources planning and coordination of activities in relations to staff development and matters related to the Corporate Communication Office.

“All our employees are committed to the development of Mutiara Teknologi and in fact they are always on their toes when it comes to projects and meeting deadlines. We strongly believe that we have built a stable communication system within the entity that ensures employees are guided and nurtured in their career development,” said Puteri Mariana.

“Furthermore, we believe in giving back to the employees and for that we have provided benefits for all our employees here. If you walk around our office building, you will find attractive cafés where our employees not only have their meals but also find conducive enough to work in. The cafés were designed by our employees and we have given them full support in bringing their ideas to live. We have also provided gym facilities for our employees to work out at the top floor of this building,” Puteri Mariana further elaborated.

Mutiara Teknologi also conducts gatherings and activities such as bowling, family days and social get-togethers among employees and their family members occasionally. “We have grown into being an established company today and we are indeed grateful to the family members of our employees for their understanding and support in kind. Such activities and gatherings are merely a gesture of appreciation for the support and commitment.



## Values in bringing Mutiara Teknologi forward

Mutiara Teknologi regards value as one their core aspects in bringing success to the organisation. “We believe in attitude towards excellence. All our employees look forward to learning how to overcome challenges at work and this positive attitude only allows them to strive. I think graduates these days should also possess a positive attitude at work especially towards learning and equipping themselves with determination. Mutiara Teknologi appreciates values and perseverance towards the company growth.”

“We also believe in building trust among our customers. We wouldn’t have come this far without our customers’ trust and support. We value feedbacks and comments for improvements from all our customers and we rectify highlighted issues immediately.”

“Moreover, all our customers are given feedback forms to pen their thoughts and ideas on any comments or improvisation. I personally go through randomly selected forms to gauge customer satisfaction towards all our products. Another aspect that we believe in our business would be innovation which has actually allowed us to expand our businesses within Asia,” Puteri Mariana added.

Factors such as employees and customers are some of major aspects in the development of this entity and Mutiara Teknologi regards highly these two success factors. Mutiara Teknologi also understands that values within the entity and attitude displayed by their employees have continuously brought success to their organisation and business expansion.

## Business sustainability in the future

Mutiara Teknologi looks forward to further expanding their business in the future and is motivated by the government’s aspiration in the growth of business. “We are looking at venturing into other markets and new system developments. In fact, we are in the midst of establishing business collaborations with some of our partners overseas,” said Puteri Mariana.

“We believe in further enhancing and moving forward as we do not believe in settling down with what we have right now. Our partners have also decided to introduce MERS 999 in Indonesia, Thailand and The Philippines and in which Mutiara Teknologi will play a lead role in the system implementation,” Puteri Mariana further enlightened.

Mutiara Teknologi also aspires to create awareness in public safety and for that purpose; they have joined forces with The Ministry of Multimedia & Communication Malaysia in promoting awareness on the use of 999 through roadshows.

They are pleased and delighted in giving back to the local community as they feel that their growth is an overall contribution by all parties. Moreover, they feel that the public should be thoroughly educated on public safety for the benefit of all.

Mutiara Teknologi holds on to its fundamental values, PEARL which depicts Professionalism, Efficiency, As One, Responsibility and Loyalty. Being one of the pioneers in this industry within the region, Mutiara Teknologi has walked a pathway towards excellence and is moving forward towards greater heights.

One of the strengths of Mutiara Teknologi is their work aspirations and ability to provide incessant development for employees in every possible way. They trust in holding on to their values and strength to achieve more triumph in the coming days.