

BACKGROUND

SECTORAL LEVEL INITIATIVE AS IN MPB

- Centralized and co-ordinate efforts between relevant agencies to ensure proper utilization of initiatives and programs
- Raise the awareness of available incentives to ensure proper utilization and adoption of ICT

The study is to address the  initiatives

OBJECTIVES

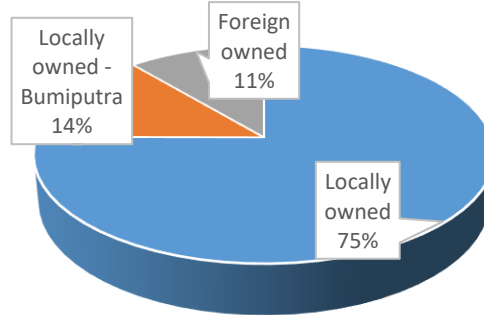
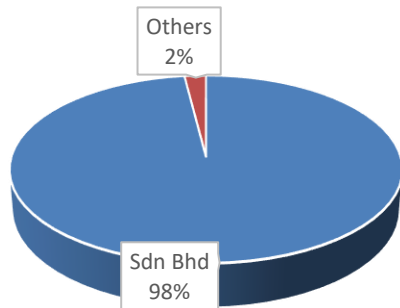
To determine and recommend strategic implementation of :

- Raising the awareness of establishments pertaining to initiatives & incentives by government agencies
- Improving the adoption of ICT by the establishments for increasing of productivity within their own business operation.

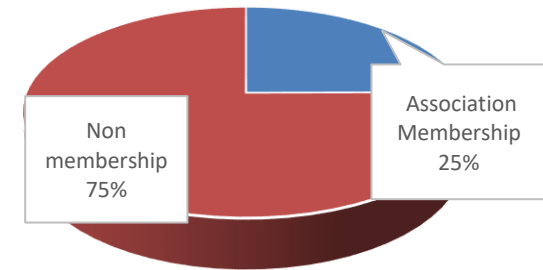
METHODOLOGY

- ✓ Telephone interviews with 300 ICT players
- ✓ Randomly selected
- ✓ Listing was selected for associations directories :
 - The National ICT Association of Malaysia (PIKOM)
 - Malaysian Data Centre Alliance
 - Contact Centre Associations of Malaysia (CCAM)
 - Global Entrepreneurship Movement (GEM)
 - Malaysian Association of Bumiputera ICT Industry and Entrepreneurs (NEF)
 - Malaysia National Computer Confederation (MNCC)

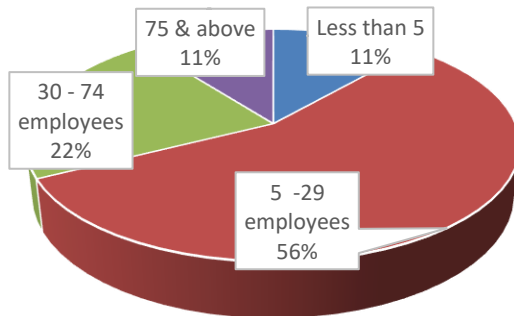
PROFILE (Sample : 305 Enterprise)



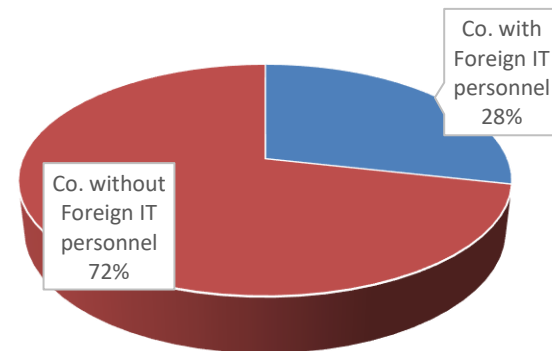
Association Membership



No of Employees



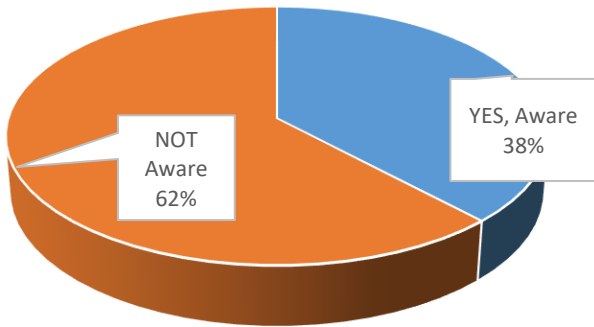
IT Personnel



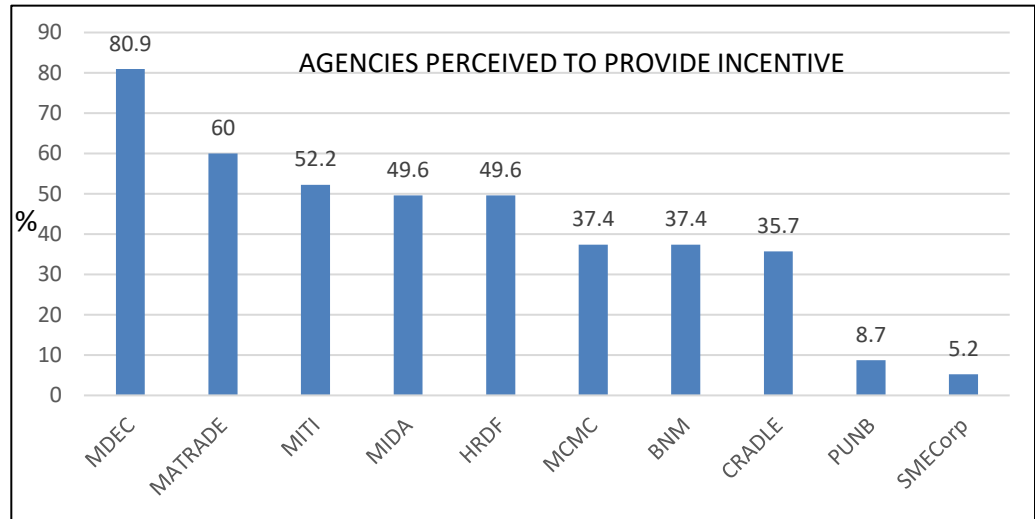
- A good representation of enterprises were interviewed – with 98% Sendirian Berhad and 2% consisting of Sole Proprietorship & partnership.
- 89% of participants are SMEs .
- 72% do not employ any foreign IT personnel => reflect that industry is moving away from dependency of foreign talent

Awareness of Incentive for ICT adoption

Findings



Base : 305 Enterprise



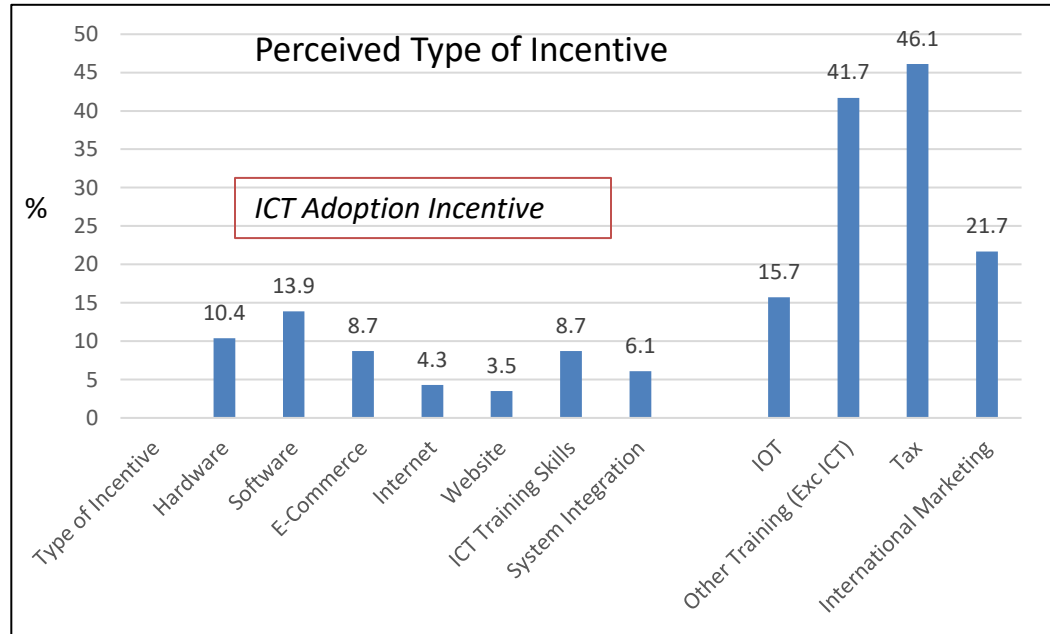
Awareness of incentives for ICT adoption is low – 38% only aware, 62% unaware.

Of those who are aware, 81% aware of MDEC as agency providing the incentives, followed by MATRADE, MITI, MIDA & HRDF

Low recall of other agencies.

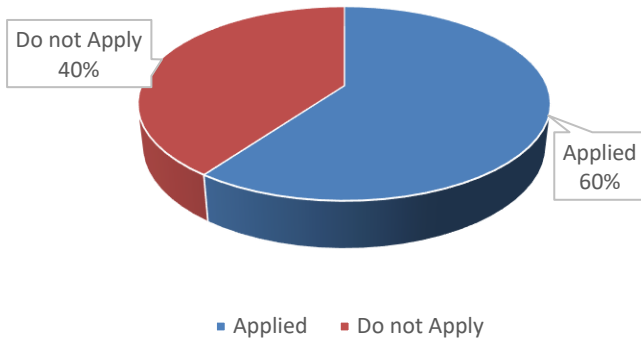
Type of incentives aware – skewed towards Tax & Other Training.

ICT Adoption incentives – awareness rate – below 15%

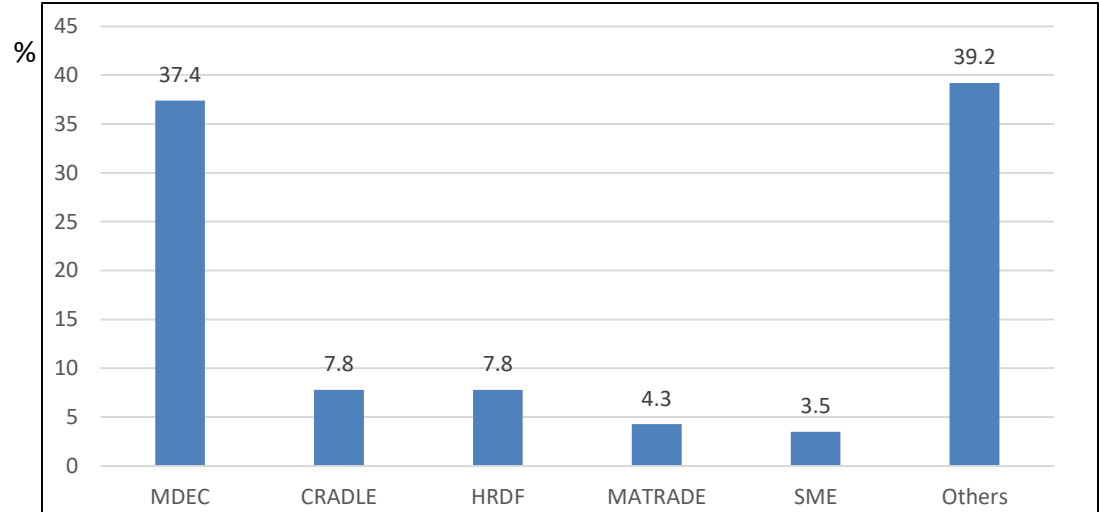


Application Status

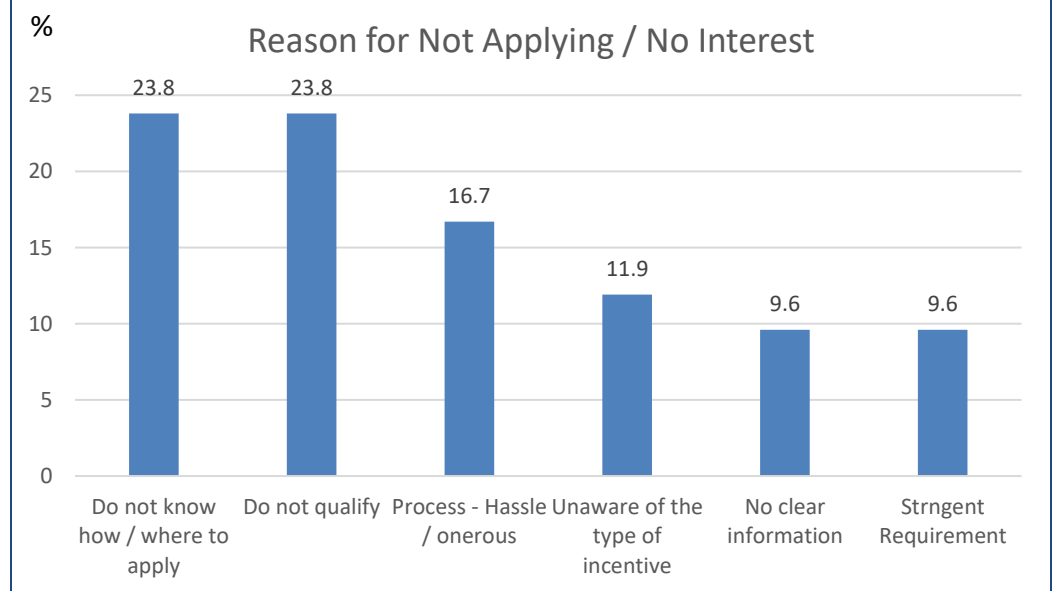
Findings



Base : 115 Enterprise who are aware

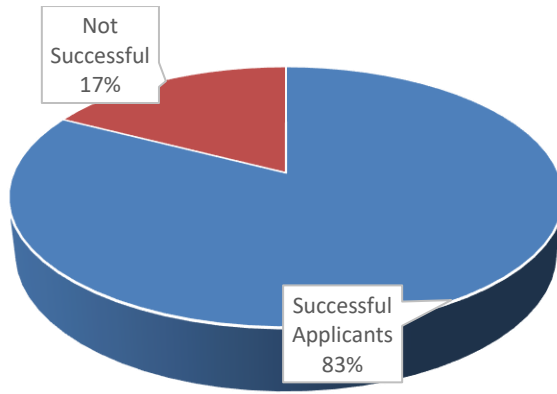


Among those who are aware, 60% of them applied for the incentives. 40% do not apply. Main reasons cited were : Do not know how & where to apply , They do not qualify, Process is onerous/ hassle

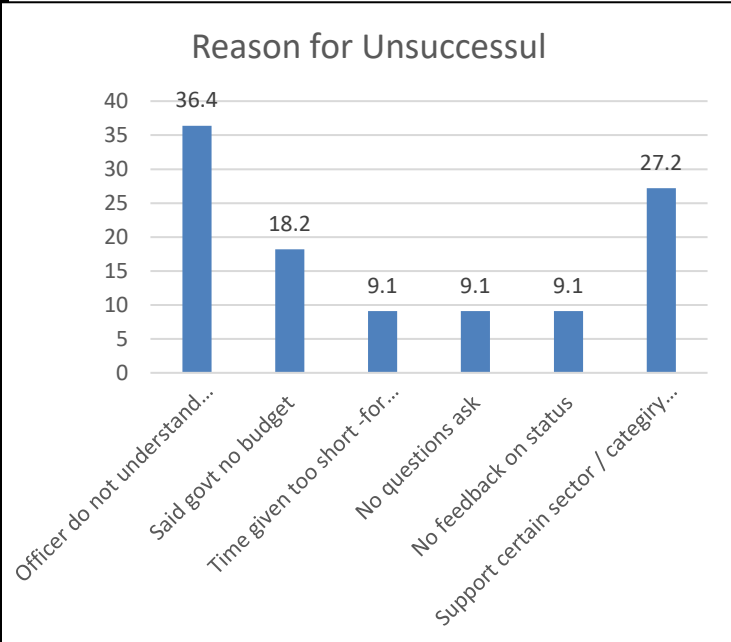
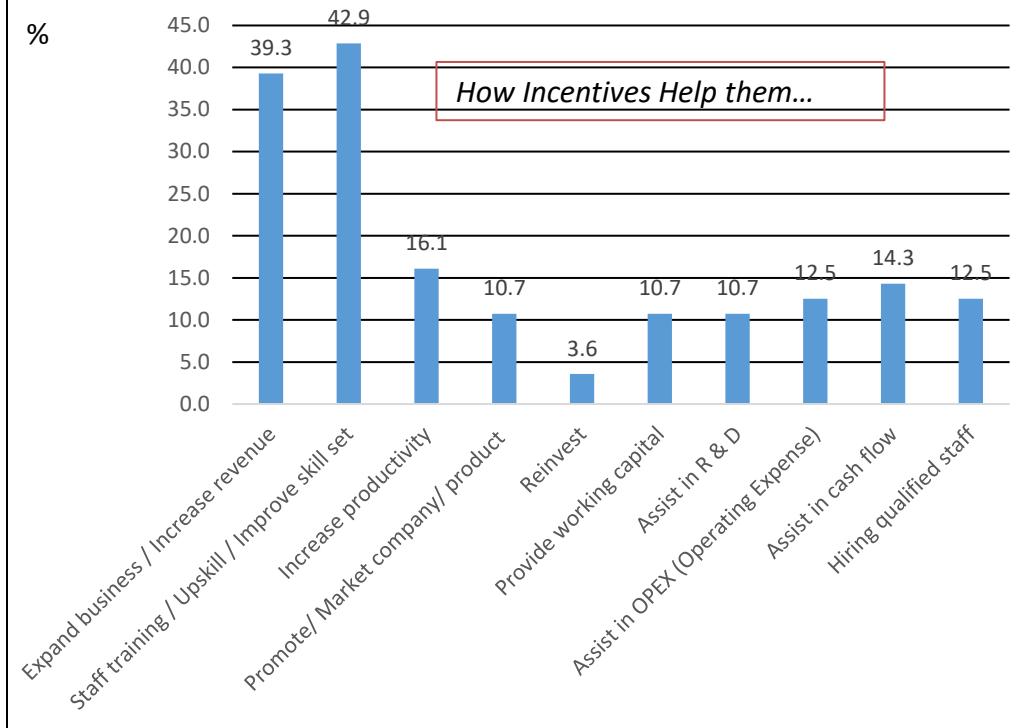


SUCCESS RATE

Findings



Base : 69 Enterprise who are applied



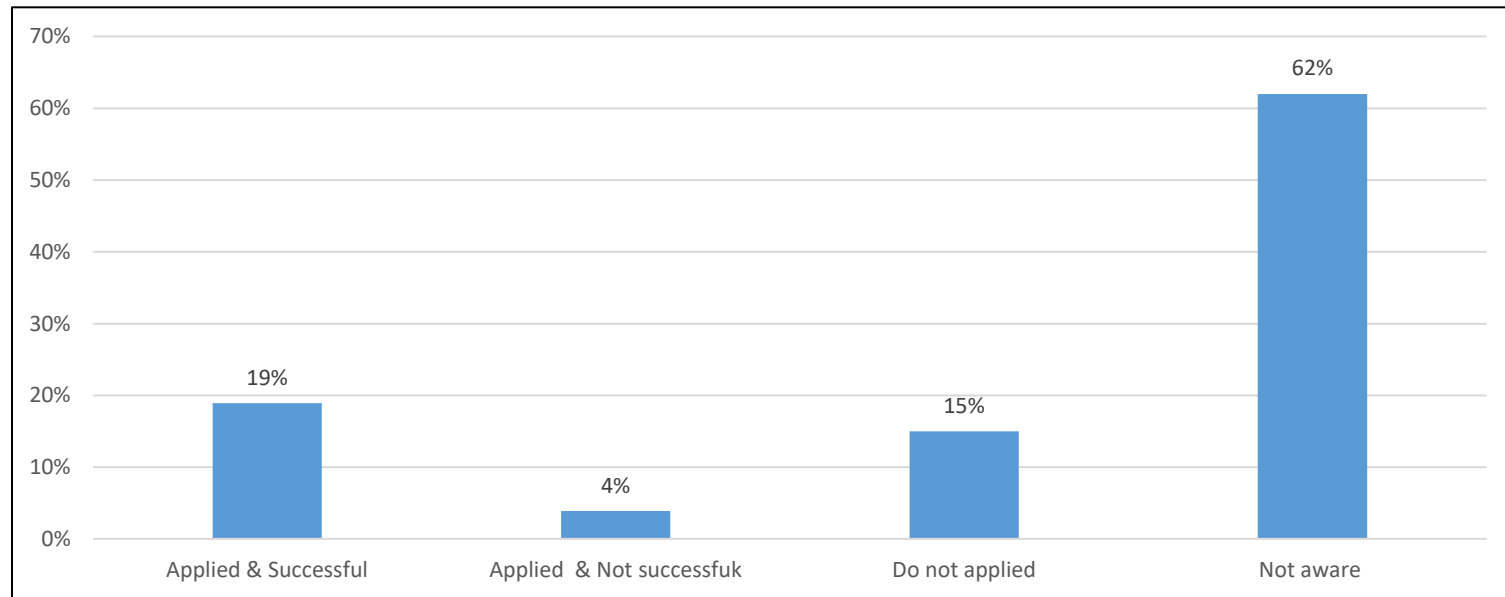
Out of the 305 enterprise who was interviewed only 69 applied for the incentive for ICT adoption (22.6%) of the total survey participants.

83% of those who applied were successful. The success rate for those who applied are HIGH @83%

Business expansion & Improve staff skillset were mentioned as top 2 benefits from the incentives that were received

INCIDENCE & SUCCESS RATE

Findings



Base : 305 Enterprise

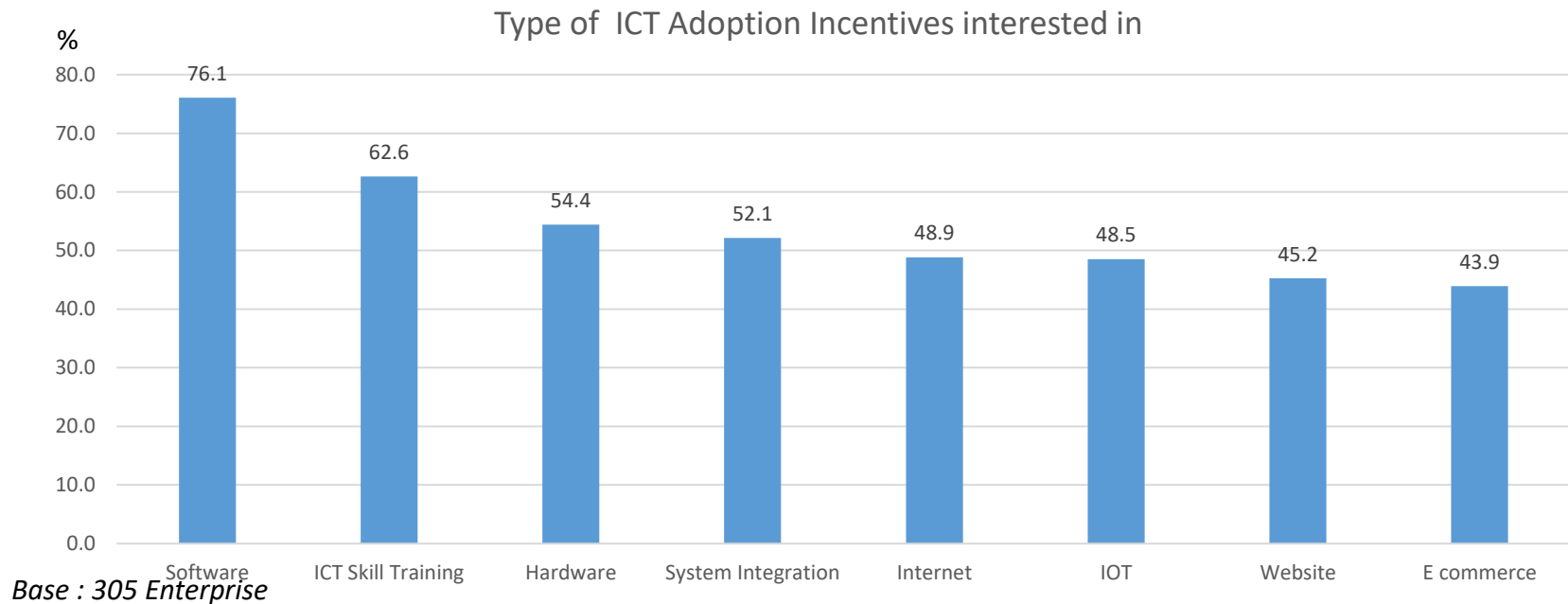
Base on the total sample interviewed 305 enterprises, the results were :

- 62% unaware
- 19% successful
- 4% unsuccessful
- 15% do not apply
- High unawareness, the challenge is to improve the awareness and improve application → High Success Rate (83%)



INTEREST TO APPLY / PARTICIPATE

Findings



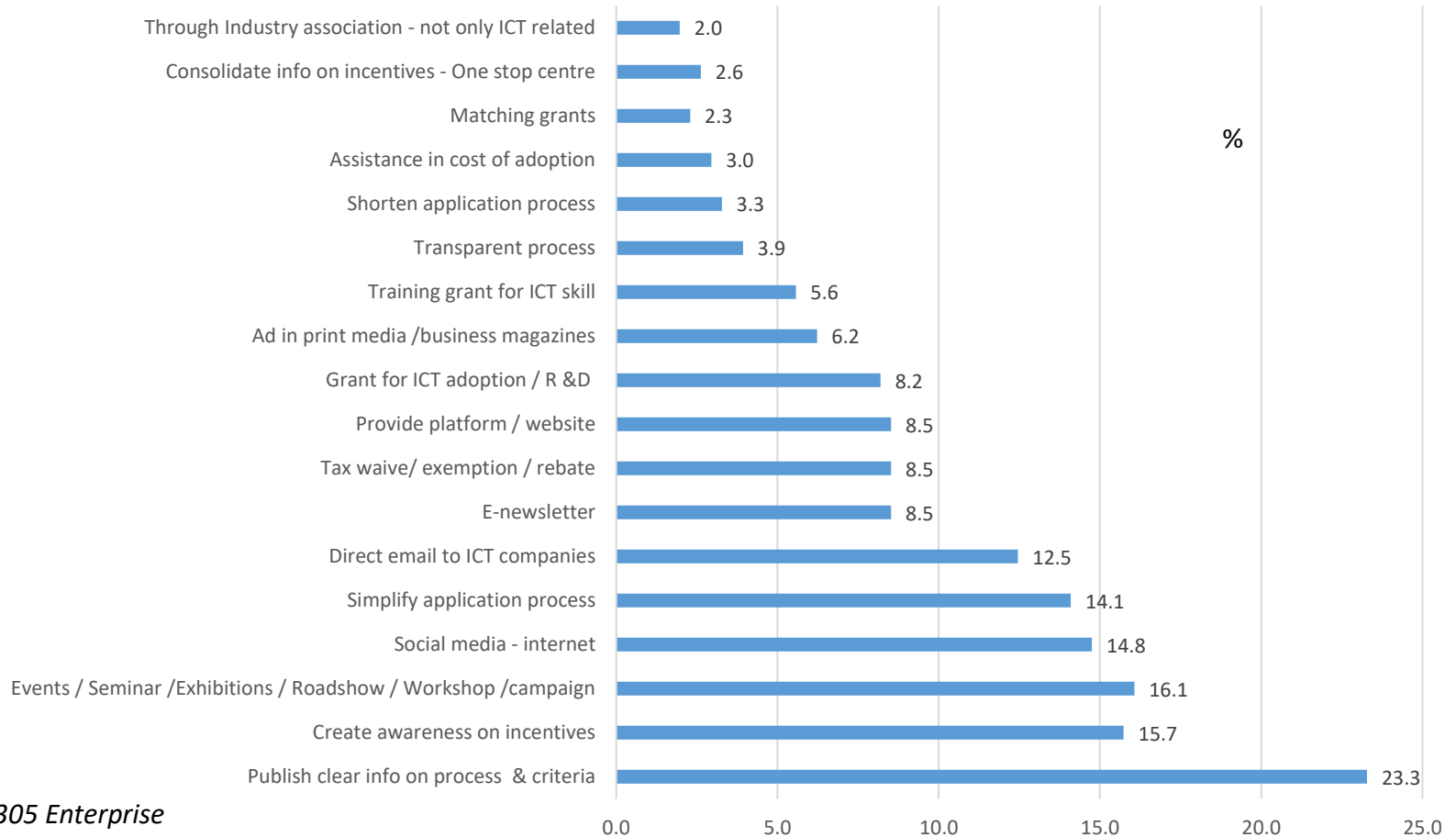
The above chart s showed the type of ICT adoption incentives that were of interest to the industry.

Incentives related to Software was mentioned by 76% of the enterprise. Software development and usage are costly and enterprise believe it would improve their ICT adoption if incentives are given for software usage.

Second is incentive for ICT Training as technology is fast moving and in order to be competitive, enterprises need to constantly train and improve the skill set of their staff

POSSIBLE SOLUTIONS

Findings



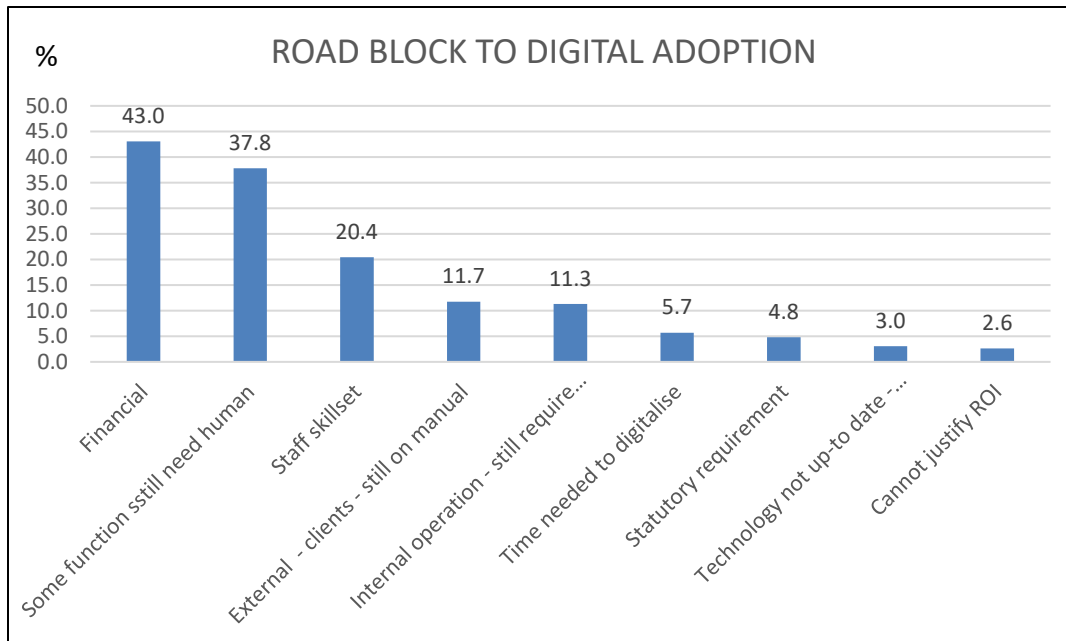
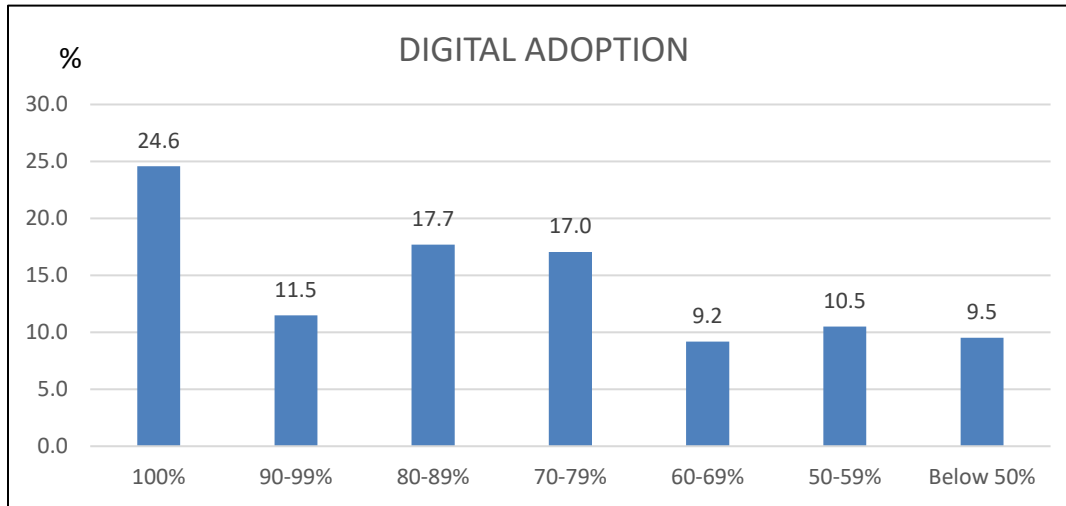
Base : 305 Enterprise

Clear information on the incentives, the processes are the top solution recommended by the enterprise to increase the awareness, followed by engagements in terms of events, seminar, workshop, roadshows etc



DIGITAL ADOPTION

Findings

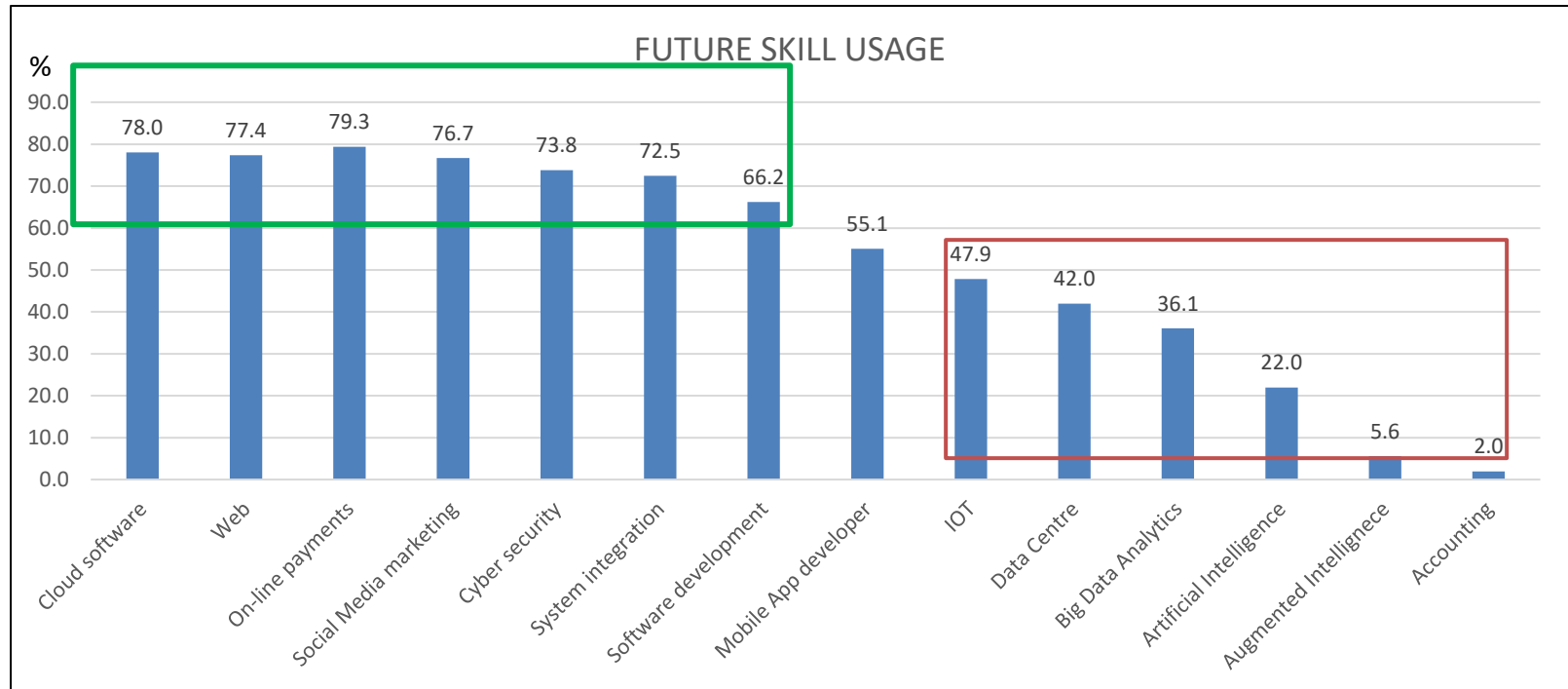


29% of the respondents claimed that they are less than 70% digital. Considering that the enterprise are in the ICT industry – it is not surprising. With 70% of the players adopting digitalization, these could translate to services that could also be offered to other industry. The high digital adoption reflect the ICT sub-sector readiness to be enabler for Industry4ward.

Top Roadblock for FULL digitalization is FINANCIAL – followed by Human aspect – still needed in operations

FUTURE SKILL USAGE

Findings



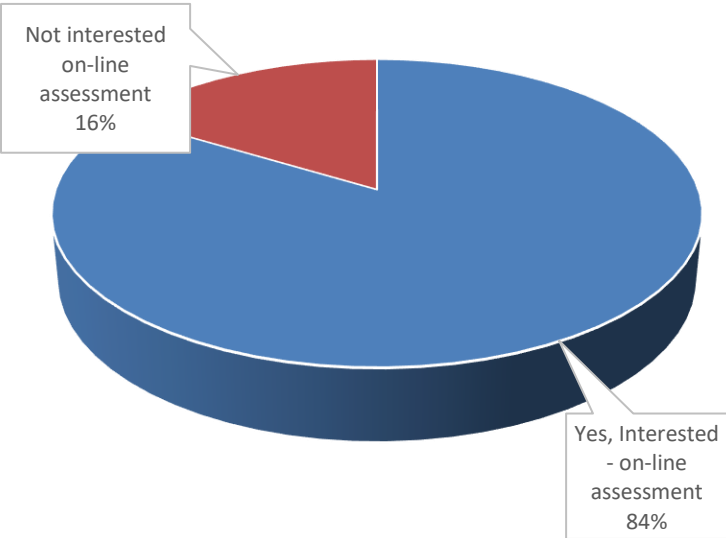
Base : 305 Enterprise

The use of Future Skills is below 50% among the ICT players interviewed. To be competitive and be in the fore front of technology, enterprise need to focus on future tech and future (as in the Red Box). Upskilling and staff training should also be concentrated on these future skills

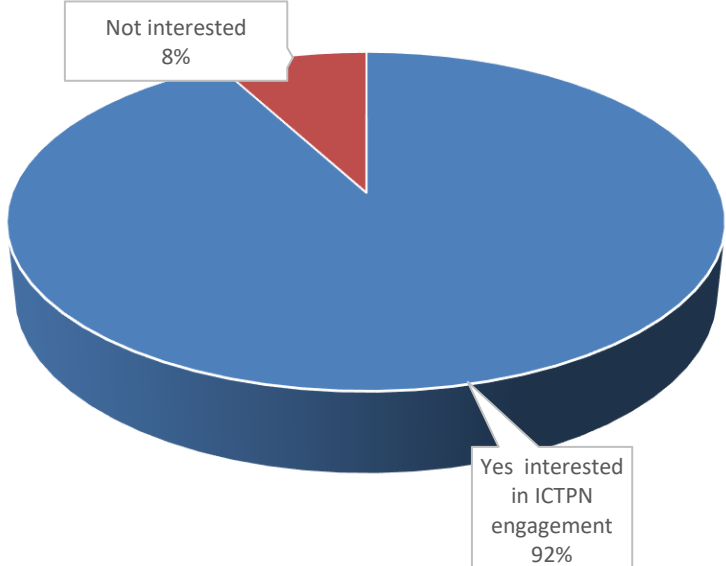


WAY FORWARD - RECOMENDATIONS

INTEREST IN ON-LINE ASESSMENT



INTEREST IN MPC ENGAGEMENT



In line with the lack of information, enterprise are very –keen to participate and be informed of what the government is able to offer. 92% would like to be contacted for engagements and information dissemination

WAY FORWARD... RECOMMENDATION

- ✓ To increase awareness level of incentive for ICT adoption by...
 - Direct engagement via events/ workshop
 - Publish information via social media, e-newsletter,
 - One –stop-platform
 - Direct email to enterprise => the need to have database for information dissemination
- ✓ Information - Criteria, process, requirements provided – to be clear and concise.
- ✓ To increase TAKE UP rate – need to show that application process is easy and transparent. Process must be reasonable in terms of time frame. Not excessively long

NEXT STEP ENGAGEMENT WITH ENTERPRISE
➔ INVITATION TO EVENTS & WORKSHOP