APICTA • ASOCIO • 2009
Asia Pacific Digital Innovation Summit
Melbourne Australia 14 - 17 December 2009
Innovation, collaboration & trade for a digital future

MELBOURNE

Kenji Ogawa
IPA
(Japan)

INFORMATION-TECHNOLOGY PROMOTION AGENCY, JAPAN

ASOCIO
Workforce, Skills & Education
Japan

December, 2009

Kenji, Ogawa

VP of IT Human Resource Development HQ

Information-Technology Promotion Agency, Japan

Information Technology Promotion Agency, Japan

IPA

Establishment

January 5 1970

Independent Administrative Agency sponsored by Ministry of Economy, Trade and Industry (METI)

Our Mission

Contributes to the growth and advancement of Japan's economy by providing the strategic technological and human resource

IT Security Ctr

Software Engineering Ctr

Open Software Ctr

IT Human Resource Development HQ

- IT Engineers Examination (ITEE)
- Skill Standards (ITSS･ETSS)
- Asian countries Support

IT Engineers Examination in Japan(ITEE)

First exams : Nov. 17, 1969: 2 categories

42,022 took the exams (original estimate = 5,000)

Current exams:

12 Exams (4 levels)

Largest National Examination from 1970.

600,000/Year apply for the examination.

The total number of applicants:15million

Certified:1.6 million till fall 2009.

The certification : Minister of Economy, Trade and Industry

Chart of the examination system

Common Career/Skill Framework	Inform System / Embedded System	
	Vender Side / User Side	Independent
Level 4	Advanced professional examinations Information Technology Strategist Examination (ST) Systems Architect Examination (SA) Project Manager Examination (PM) Network Specialist Examination (NW) Database Specialist Examination (DB) Embedded Systems Specialist Examination (ES) Information Security Specialist Examination (SC) Information Technology Service Manager Examination (SM)	Systems Auditor Examination (SA)
Level 3	Applied Information Technology Engineer Examination (AP)	
Level 2	Fundamental Information Technology Engineer Examination (FE)	
Level 1	Information Technology Passport Examination (IP)	

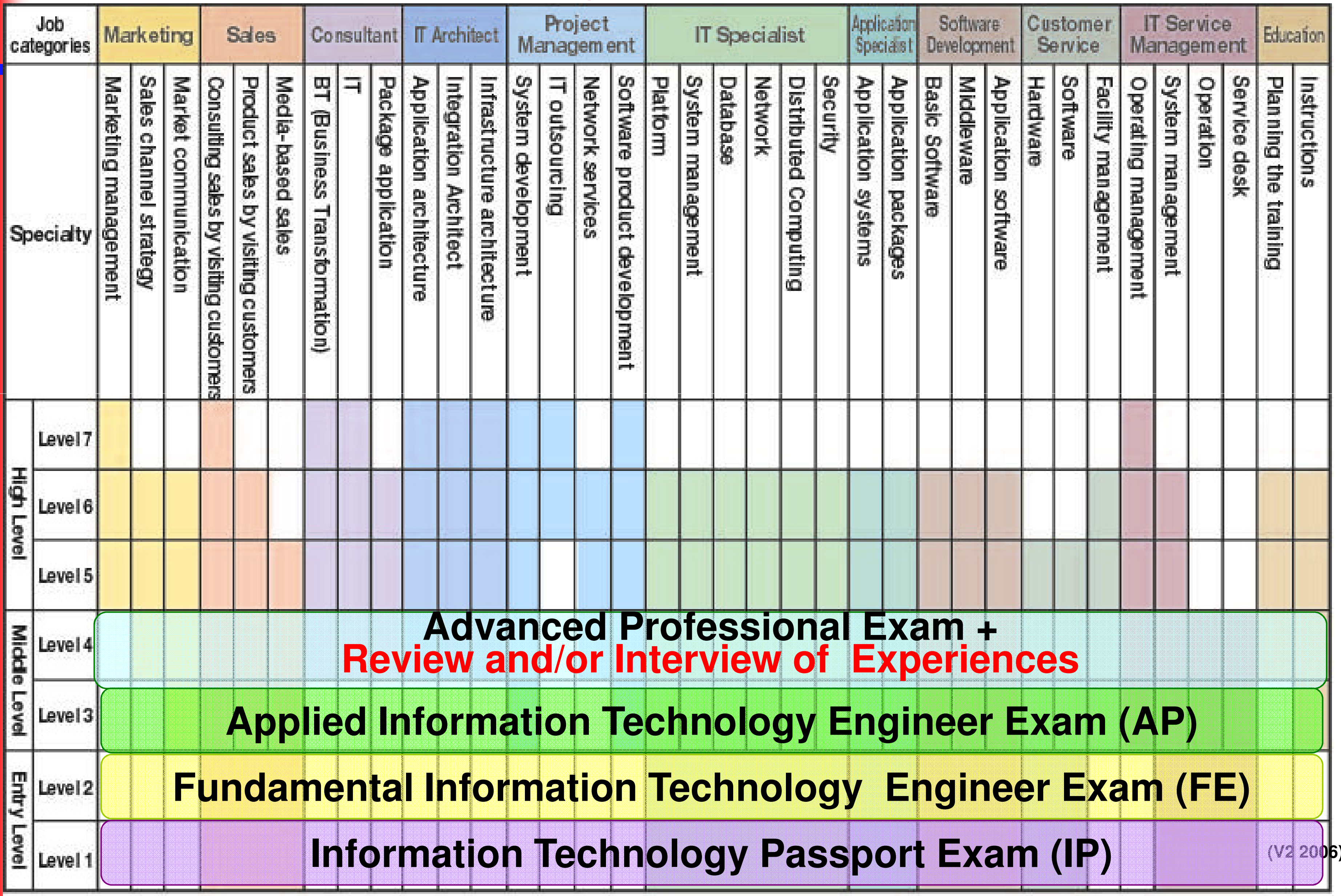
Embedded Technology Skill Standards(ETSS)

For the industrial sector.

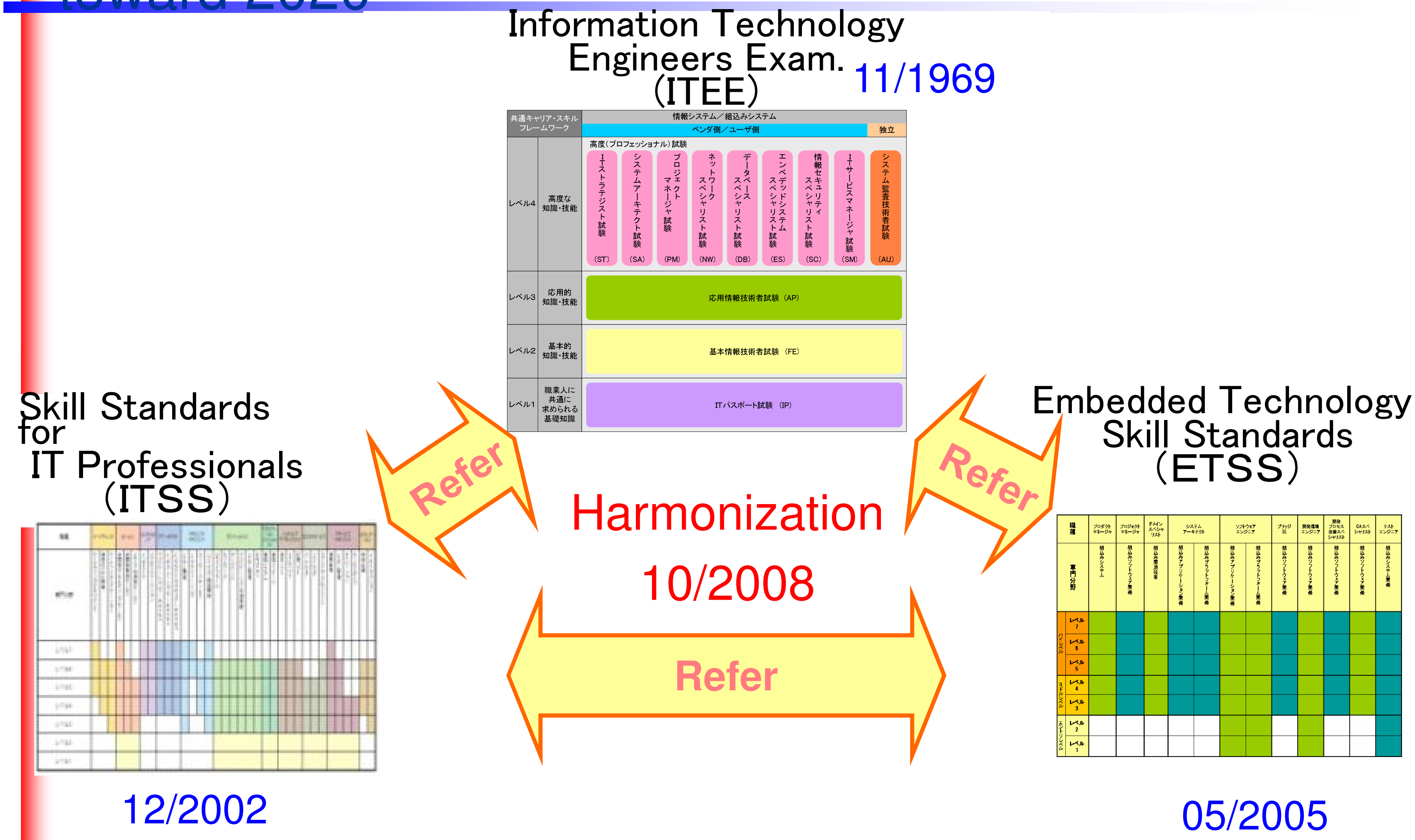
Career Type		Product Manager	Project Manager	Domain Specialist	System Architect		Software Engineer		Bridge SE	Process Improv. Specialist	Dev. Env. Engineer	QA Specialist	Test Engineer
Specialty		Embedded Systems	Embedded Software Development	Embedded-Related Technology	Embedded Applications	Embedded Platforms	Embedded Applications	Embedded Platforms	Embedded Systems Development	Embedded Software Development	Embedded Software Development	Embedded Software Development	Embedded Systems Development
Senior Level	Level 7												
	Level 6												
	Level 5												
Middle Level	Level 4												
	Level 3												
Junior Level	Level 2												
	Level 1												

Positioning of Skill Standards and IT Examinations

For the IT service Industry



Harmonization of Skill Standards & IT Examinations toward 2020



IT Professionals Examination Council

ITPEC: IT Professionals Examination Council

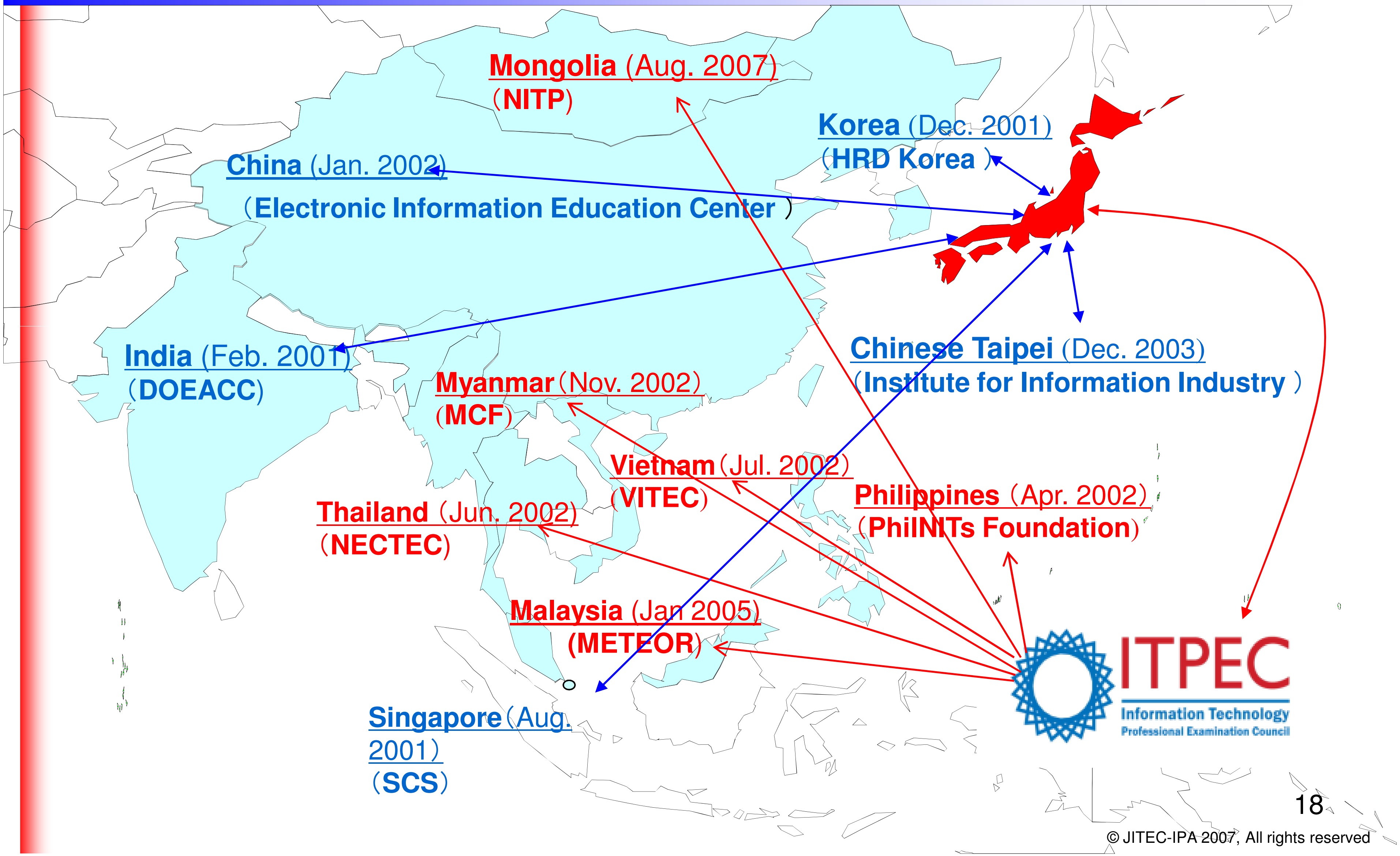
Formed to coordinate the exams using the same questions, on the same time, same date, starting April 2006

Current Members:

Philippines, Thailand, Vietnam, Myanmar, Malaysia and Mongolia.

No of Applicants of ITPEC Examination till 10/2009 : 15,747

Go toward Asian and International Standard



Prof. Sung-Soo Lim
Kookmin University

(Korea)

Standardizing Skill Set Evaluation for Software Engineers

Sung-Soo Lim
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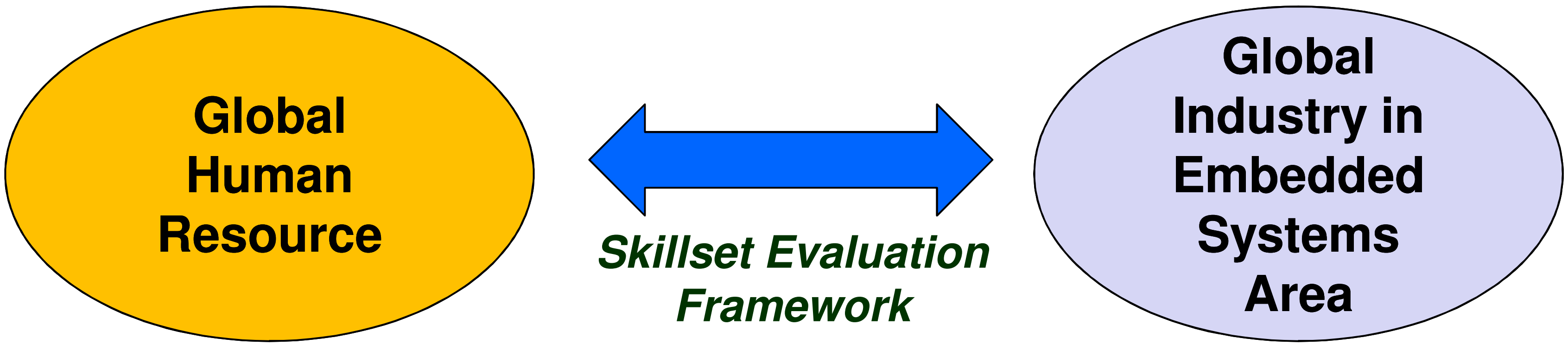
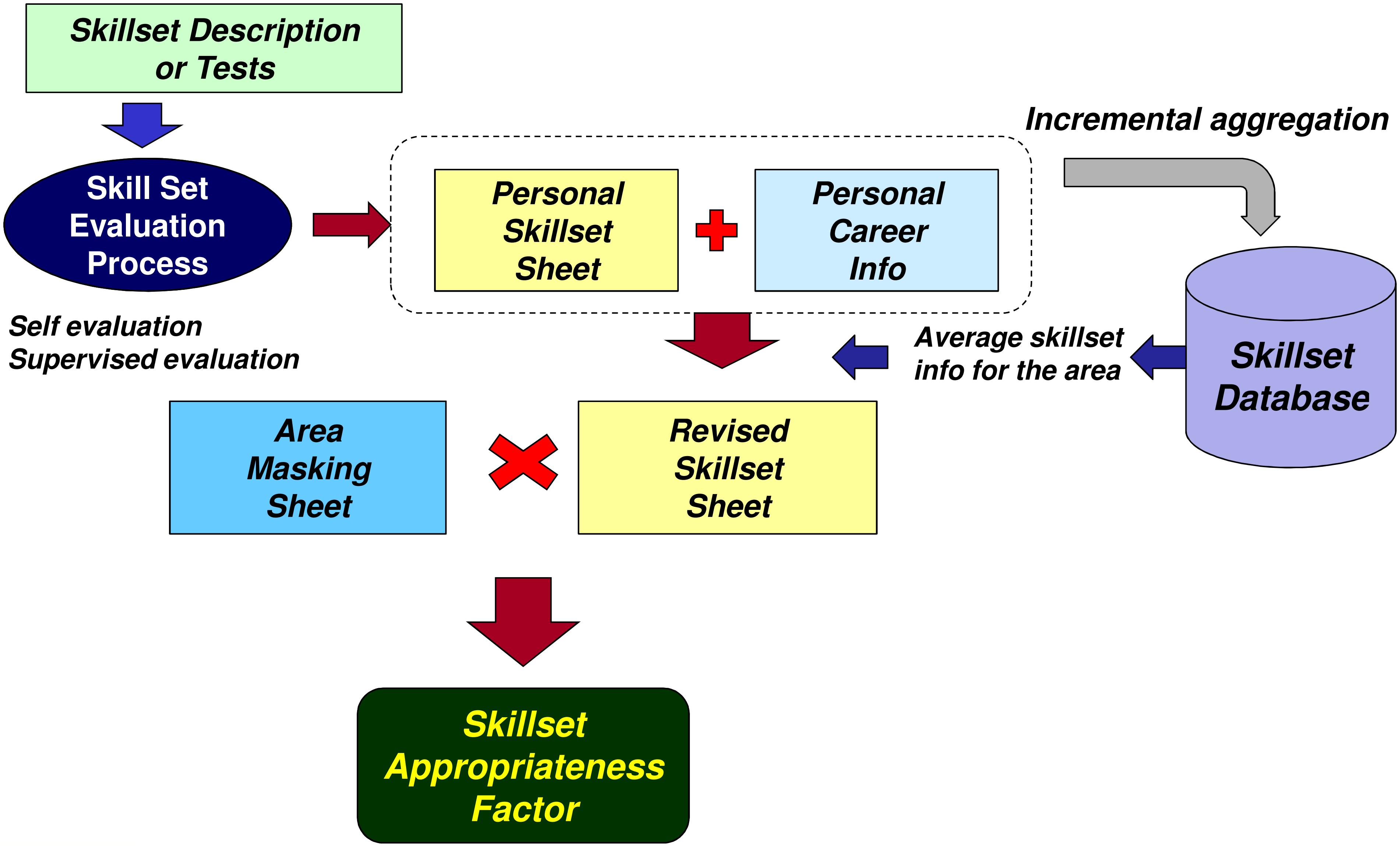
Kookmin University, Korea
FKII

Objectives

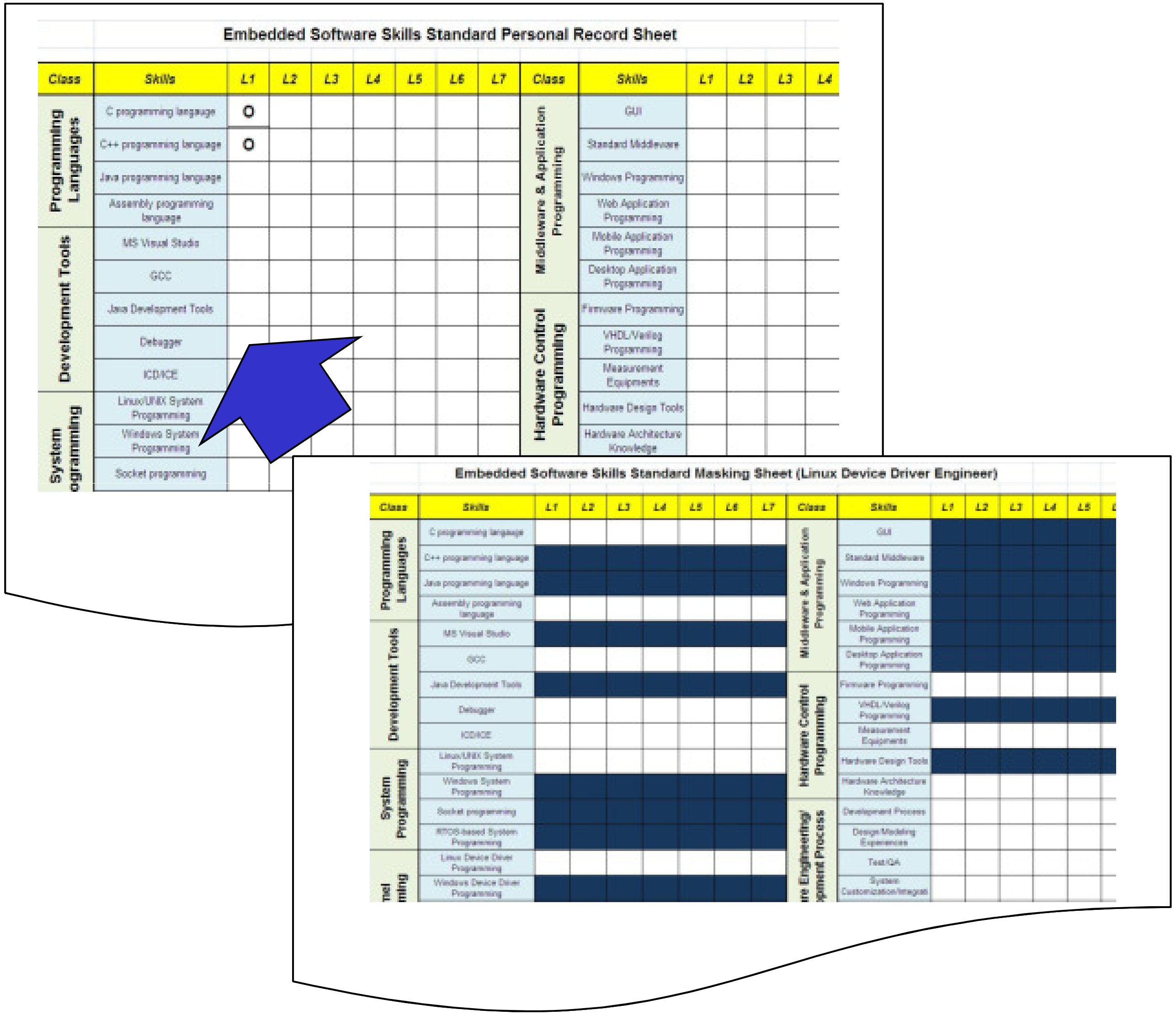
- **To provide**
  - Consistent and systematic evaluation framework
    - with industry-academia cooperation
    - with global cooperation
    - incremental update and continuous evolution
  - Guideline for area specific required skill set
    - reflecting industry specific skill set requirement survey
    - incremental update and extension
  - Guideline for educating students reflecting industry requirements



Framework Outline



Personal Skill Set Record with Industry Skill Set Requirements



Area Appropriateness Factor

85

Current Activities

- **Standardization**
  - Established a standardization project funded by TTA
    - Skill set test methods
      - Self evaluation or written tests
  - TF members
    - FKII
    - Industry members
      - Samsung Electronics, LG Electronics, Samsung SDS, LG CNS, BIT Computer, MDS Technology, Infraware, NeoMTel, Celrun
    - University members
- **Test evaluation**
  - For university students at senior level or graduate level
    - Test results show that skill set levels for system software area do not match the required levels from industly
- **Towards online (From Jan. 2009)**
  - Online personal skillset sheet generation and DB aggregation
  - Online industry masking sheet generation by industry members
  - Trying to integrate with Hanium site (online industry-university education cooperation site funded by MKE)

Ameet Nivsarkar
NASSCOM

(India)

NASSCOM®

The BPO Industry

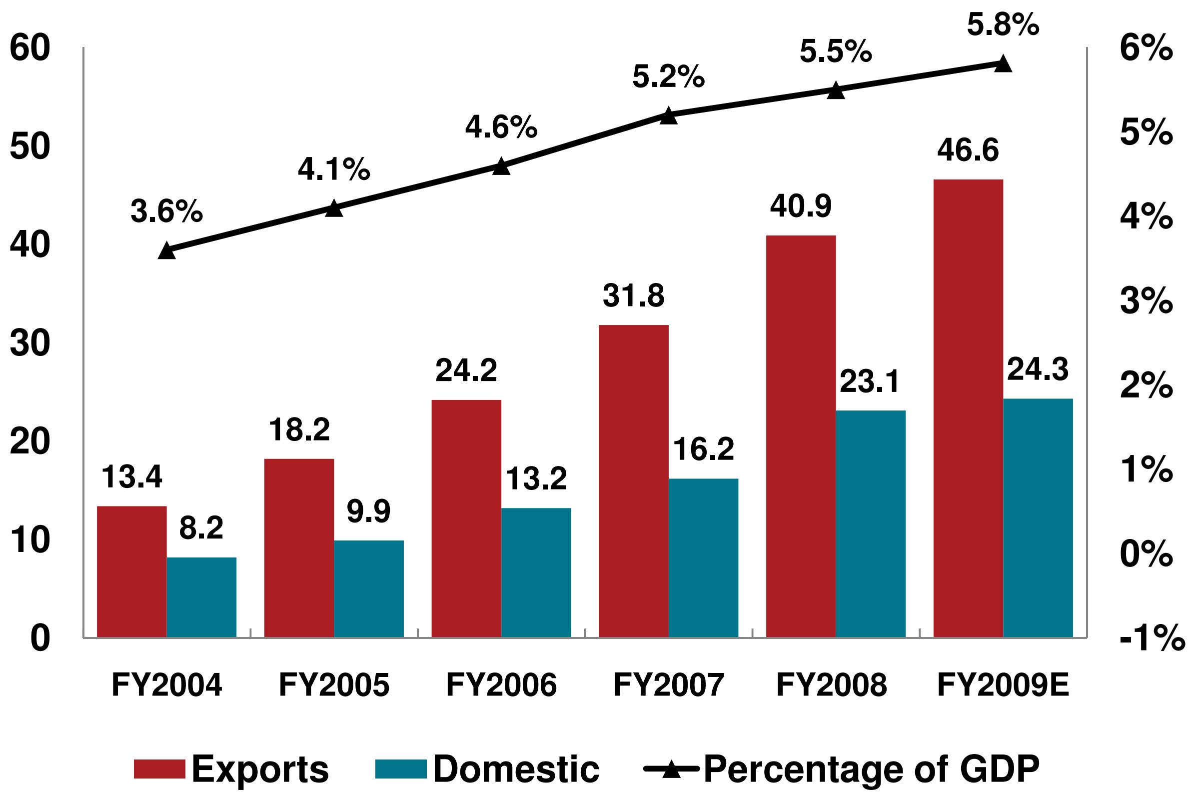
December 16, 2009

The Indian IT- BPO industry reached USD 71 billion in revenue in FY09

NASSCOM®

Indian IT-BPO Sector: Revenue Aggregate and Share of GDP

(USD billion)



Source: NASSCOM

- Software and services revenues aggregated to about USD 60 billion; export growth of 16 – 17%
- In the current fiscal demand for ITO and BPO services has been weak due to declining discretionary spending, delayed decision making and vendor consolidation
- Growth levels have moderated - considering the global events which have unfolded in 2008, this growth is a significant achievement
- The slowdown is expected to accelerate the transformation of the industry, which would manifest itself in terms of cost savings, productivity enhancement, enhanced utilisation levels and greater customer interaction
- Domestic Market – healthy growth of 20% in IT Services above 40% in BPO

BPO fastest growing segment reaching approx USD 13 billion export revenues in FY 09

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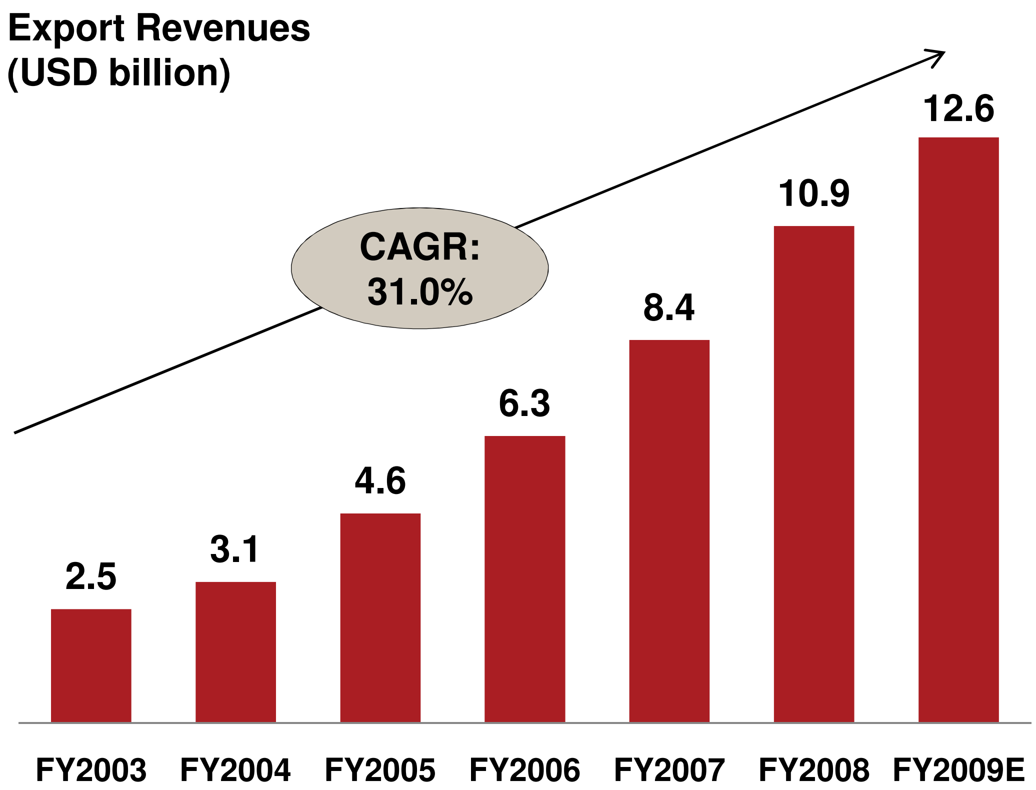

- BPO industry employees increase to 790,000
- Growth opportunities – Procurement BPO, Knowledge Services
- Trend towards captive monetization, though best-in class captives expand
- Diversification into tier 2/3 cities.

Source: NASSCOM

The Indian BPO industry has matured significantly along four key dimensions

NASSCOM®

Dimension of maturity	Key market insights
1 *WHAT* services are offered?	Horizontal BPO services, which contribute over 70% to the Indian BPO industry, remain key service areas and are increasingly offered in a full-service fashion
	Providers are increasingly developing vertical /domain specialization to capture greater value; buyers in most verticals now have multiple credible provider options
	Vertical-specific characteristics influence the nature of services offered as well as the extent of vertical specialization
2 *WHO* is served?	Industry has begun diversifying its client geography base to non-U S geographies
3 *HOW* are services delivered?	Multiple sourcing models (especially captives and third-party vendors) have evolved, which provide differing value propositions to buyers
	Significant investments are being made in technology, which has emerged as a key enabler for delivering continuous innovation and improvement in BPO services
	Proactive investments are being made in developing standards, acquiring industry certifications and adhering to best practices in data and information security
	The Indian BPO industry is betting big on inorganic growth and M&A activity has stepped up
4 *WHERE* are services delivered from?	Providers are building global delivery models to meet buyer needs; the "India BPO" delivery footprint now extends to over 25 countries across the globe
	While the bulk of the BPO activity is concentrated in the large Indian cities, smaller cities are increasingly finding favor with the providers

Future opportunities are driven by industry size and offshorability of each vertical

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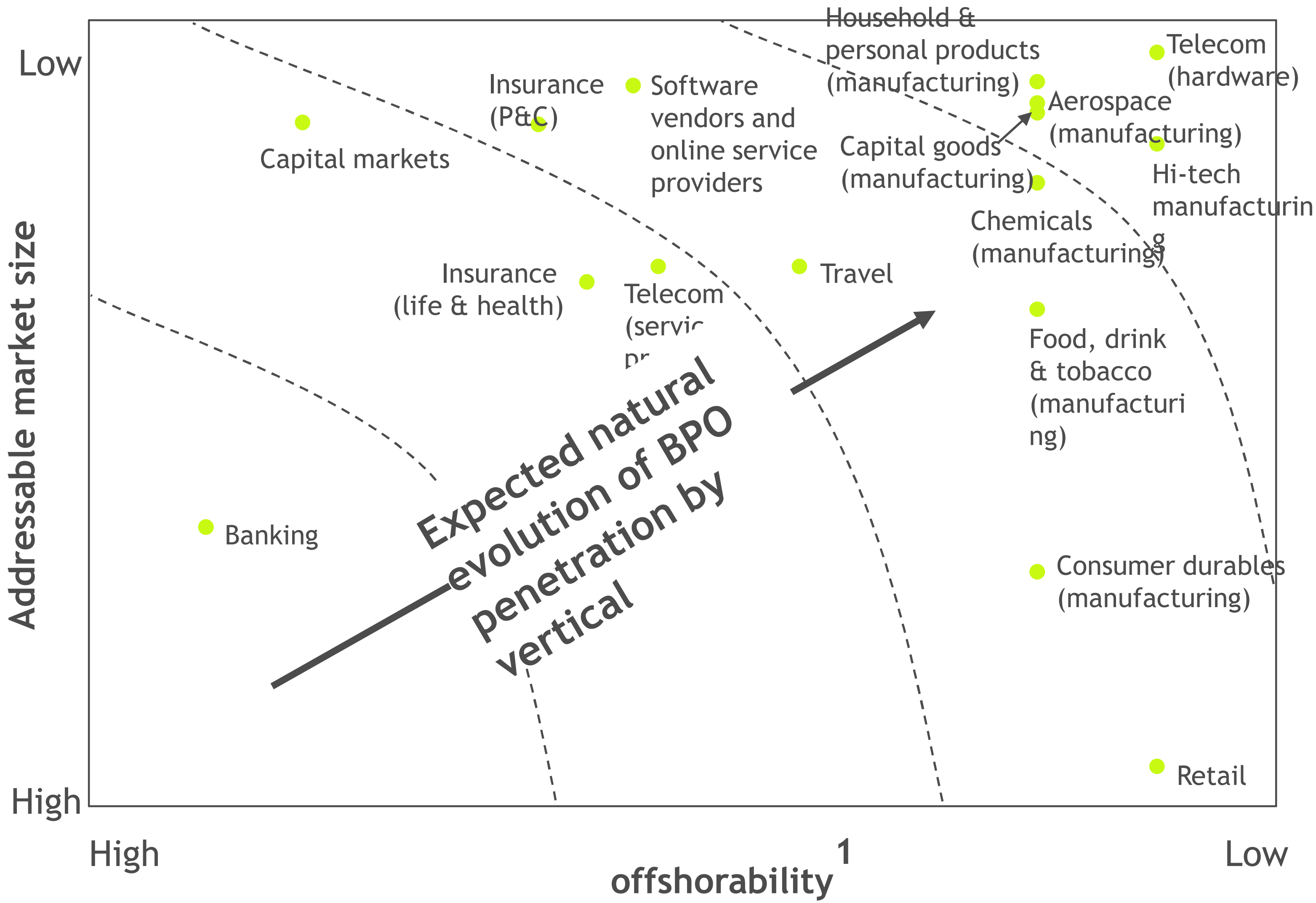
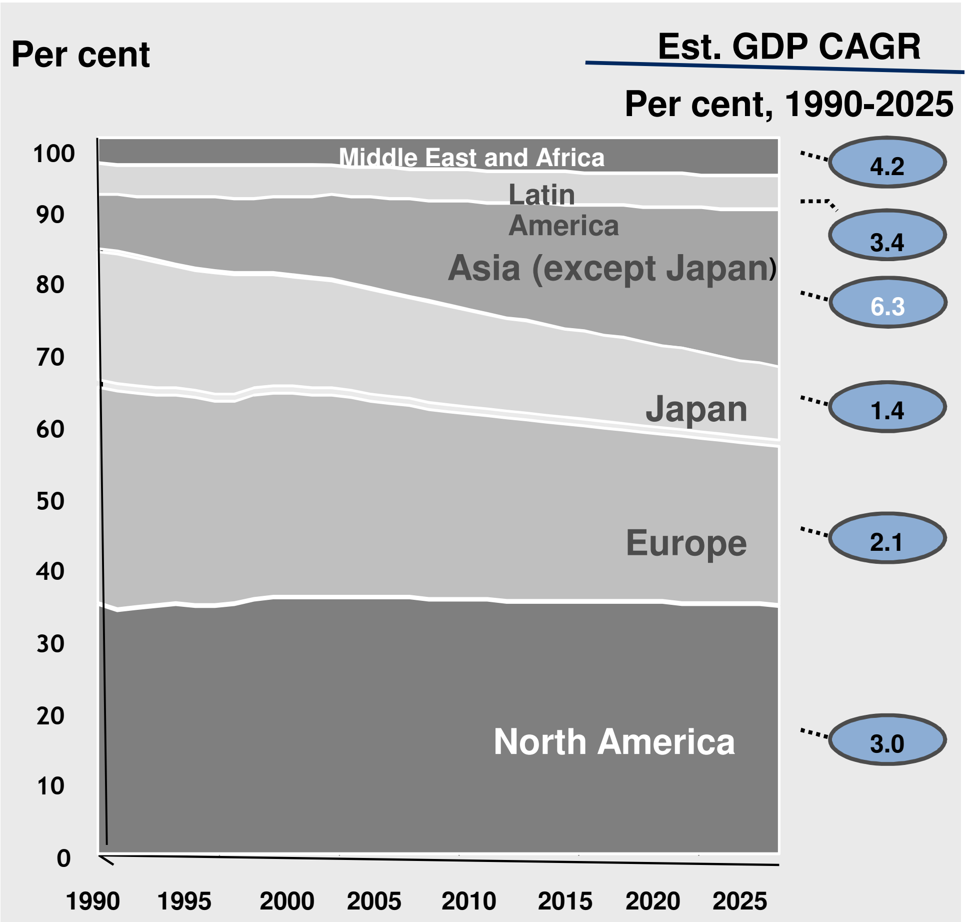
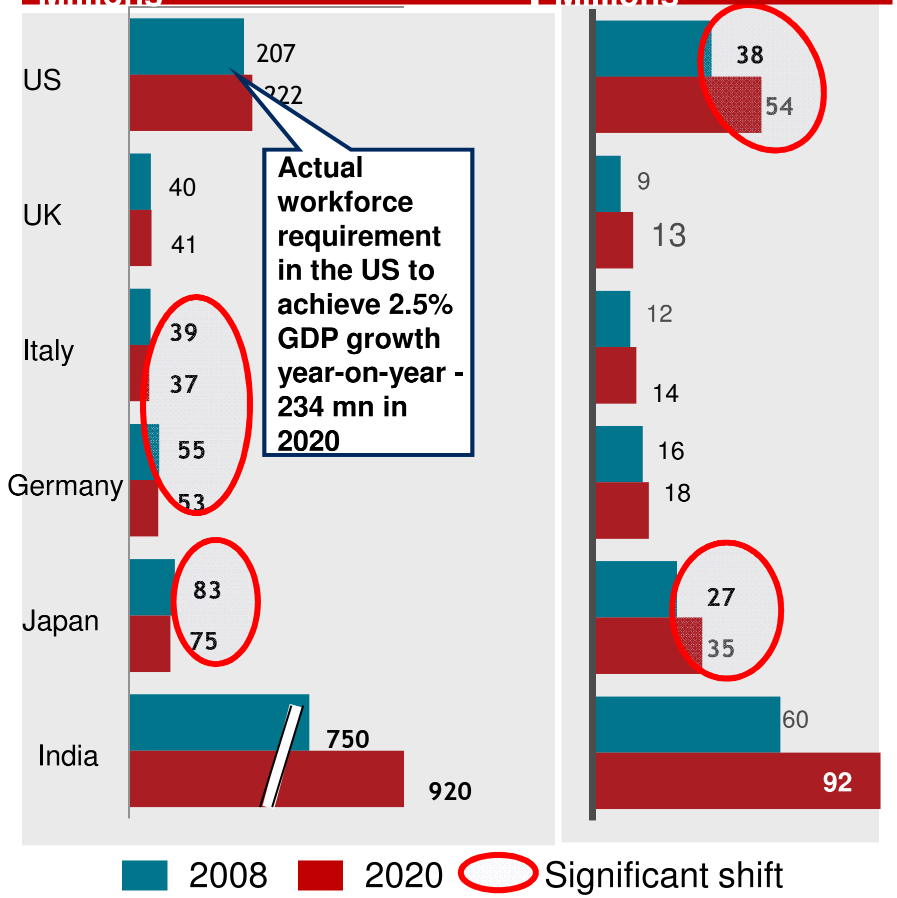


Economic and demographic shifts will lead to acute talent shortage

Regional share of global GDP



Comparison of population shifts



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Thank You

MELBOURNE

Oscar Sanez
Business Processing Association of the Philippines (BPA/P)

(Philippines)

Experience Excellence:
The Philippine Advantage

Oscar Sañez
President and CEO

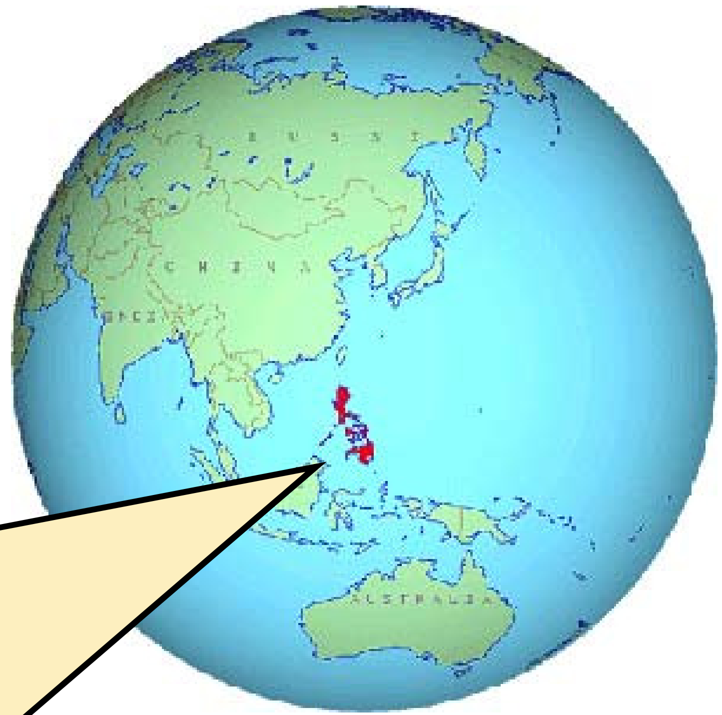
Business Processing Association Philippines

The Philippines in Global BPO and IT-ES space

Global #2 BPO destination after India
Over $6 billion in export revenues growing at 36% annually
Employing ~400,000 workers, end 2008

Drivers for success

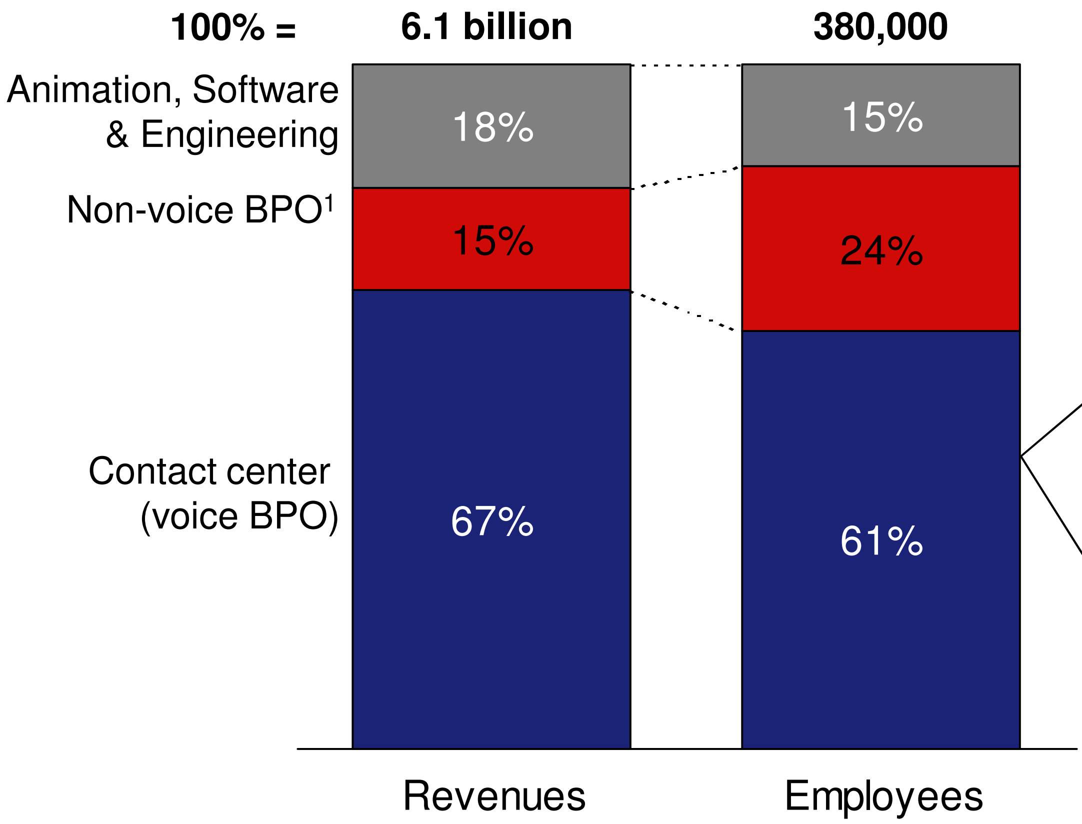
- **90 million people; 36 million workforce; over 450,000 College graduates annually**
- **Large pool of highly educated, English-speaking talent with strong cultural affinity to N America**
- **Highly reliable infrastructure**
- **Competitive cost structure**
- **Diverse choices of suitable locations in-country**
- **Strong government support**



Offshoring Destination of the Year (2007 and 2009)

The Philippines very quickly established strength in the voice-BPO sector

Philippines Outsourcing & Offshoring market size
2008; Percentage



NOT EXHAUSTIVE

MNC Captives

AIG, Dell, citibank, HSBC, daksh, JPMorgan

Global/India-centric suppliers

Convergys, Sitel, Sykes, ICT Group, Sutherland Global Services, TeleTech, Transcom (Our people make the difference), Genpact

Local Filipino suppliers

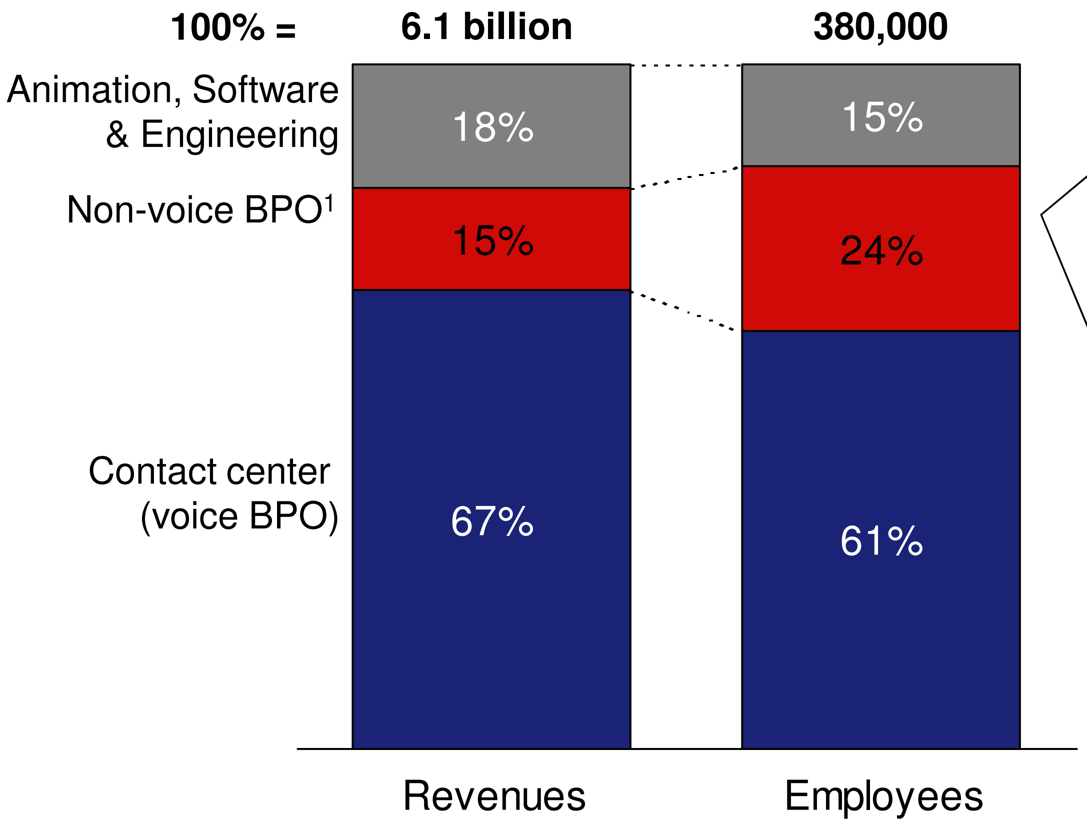
eTelecare Global Solutions, ePLDT (enabling infrastructure)

1 Includes Back office and Transcription
Sources: Joint BPAP/BOI/PEZA/CICT Task Force (2008)

. . .and now establishing in-roads into the non-voice BPO market as well as IT and ESO

Philippines Outsourcing & Offshoring market size
2008; Percentage

NOT EXHAUSTIVE



Non-voice BPO revenues to double in 2 years!

MNC Captives

Chevron, HSBC, citibank, Manulife, Baker & McKenzie, Deutsche Bank, P&G

Global/India-centric suppliers

accenture (High performance. Delivered.), ACS, IBM, Infosys, APAC, Integreon, SIEMENS

Local Filipino suppliers

SPi, eData Services, American Data Exchange Corporation, Pointwest Technologies, people, sencor, Imperium

1 Includes Back office and Transcription
Sources: Joint BPAP/BOI/PEZA/CICT Task Force (2008)

Philippines has become COE for BPO due to depth of talent available in this sector

Expertise in diverse BPO and KPO functions: Finance/HR/Publishing/Supply Chain/Legal/Medical

- Accounting and bookkeeping
- Account maintenance
- Accounts receivable collection
- Accounts payable processing
-Fund adm/reconciliation
- Payroll processing
- Retail banking support
- Asset management
- Financial analysis and auditing
- Inventory control and purchasing
- Expense and revenue reporting
- Financial reporting
- Human resources administration
- Customer Management
- Credit card administration
- Factoring and stock brokering
- Revenue management
- Transaction processing
- Business data processing
- Database management
- Supply chain management

- Legal Transcription
- Litigation Support
- Content Development
-Contract Summarization
- Editing, Sub-titling, Translation
- Publishing
- Health Services revenue cycle
- Travel Services Back Office
- Credit/Loan processing
- Health Insurance
- General Insurance
- Sales and marketing
- Tax reporting
- Financial leasing
- Transaction management
- Sourcing and Procurement
- Logistics
- Disaster recovery
- Business Intelligence
- Network management
- Warehouse and inventory Mgmt

- Market Research and Analysis
- Intellectual Property Management
- Account Risk Management
-Equities/Portfolio research & analysis

And , IT software dev/application continuing to establish a strong niche in global ITO space – 35,300 IT professionals; $600million revenues

And creative sector showing potential – 7,000 animators; $120million revenues

Roadmap 2010 launched in June 2007 to ensure growth of the industry is sustained

BPAP Roadmap 2010

Suitable and abundant talent	• Need to recruit over one m… the industry to reach 10% market share • High percent of top tale… und to other markets (e.g., nurses, engineering, accountan… • Mismatch in location density b… ers and labor. Smaller labor pools not tapped
Operati… perform…	…rating growth and lack of transparency on wages …ers (e.g., India) and emerging players (e.g., …g rates, creating imperatives for operational …e services
Quality infrastr…	…68% of revenu… …built only on commitm… …time-to-market …Business District
Conducive business environment	…continues to sustain competitiveness • Most locators concentrated in NCR; other cities may not be O&O-ready • Under resourced industry… • Good investor support i… tential to improve in execution phase
Risk management	• Persistent issues around critical risk factors that affect outsourcing decision (e.g., IP protection, data privacy)

Talent

Next wave cities

Business environment

Source: BPAP Team analysis

David Wong
Outsourcing Malaysia / SnT Global

(Malaysia)

ITES/BPO
ASOCIO Summit 2009

Melbourne

16 December 2009

DAVID WONG
Chairman, Outsourcing Malaysia
Immediate Past Chairman,PIKOM
Group CEO, SnT Global

Outsourcing Malaysia – Your Gateway to Outsourcing in Malaysia

- **A Malaysian Outsourcing Industry Consortium led and managed by Senior Industry Leaders**
- **Collaborative Government-Industry Approach**
  - PIKOM – The National ICT Association
  - MDeC - Multimedia Development Corporation
- **Currently 100 member companies**

OM Mission

To Promote and Develop Malaysia's Outsourcing Services Industry as A Global Hub for High-Value Sourcing Activities





OM Capabilities

Data Center, Disaster Recovery & Business Continuity

Contact Center Operations & Services

Oil & Gas Services & Solutions

Integrated Logistics & Supply Chain Management

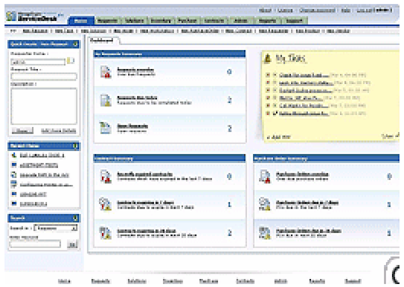
Technical Helpdesk & After-Market Services

HR and F&A Outsourcing

Transaction Processing Services

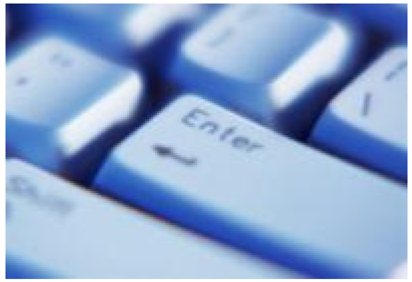
Financial Analytics

Remote Infrastructure Management



Application Management Services

Enterprise Resource Management



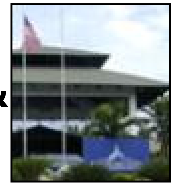
Technology Consulting & Services

Malaysia's strengths for Sourcing activities

outsourcing malaysia

1 Low Political Risk

2 MSC Initiative – concept of tax haven & silicon valley



3 Quality & Availability of Manpower

4 Quality & Availability of Infrastructure

5 Located in the heart of Asia Pacific Region

6 Strong multi-lingual demographics

7 Aggressive technology adoption and high outsourcing happening from the US/Europe

MALAYSIA - A TOP GLOBAL SOURCING LOCATION

outsourcing malaysia

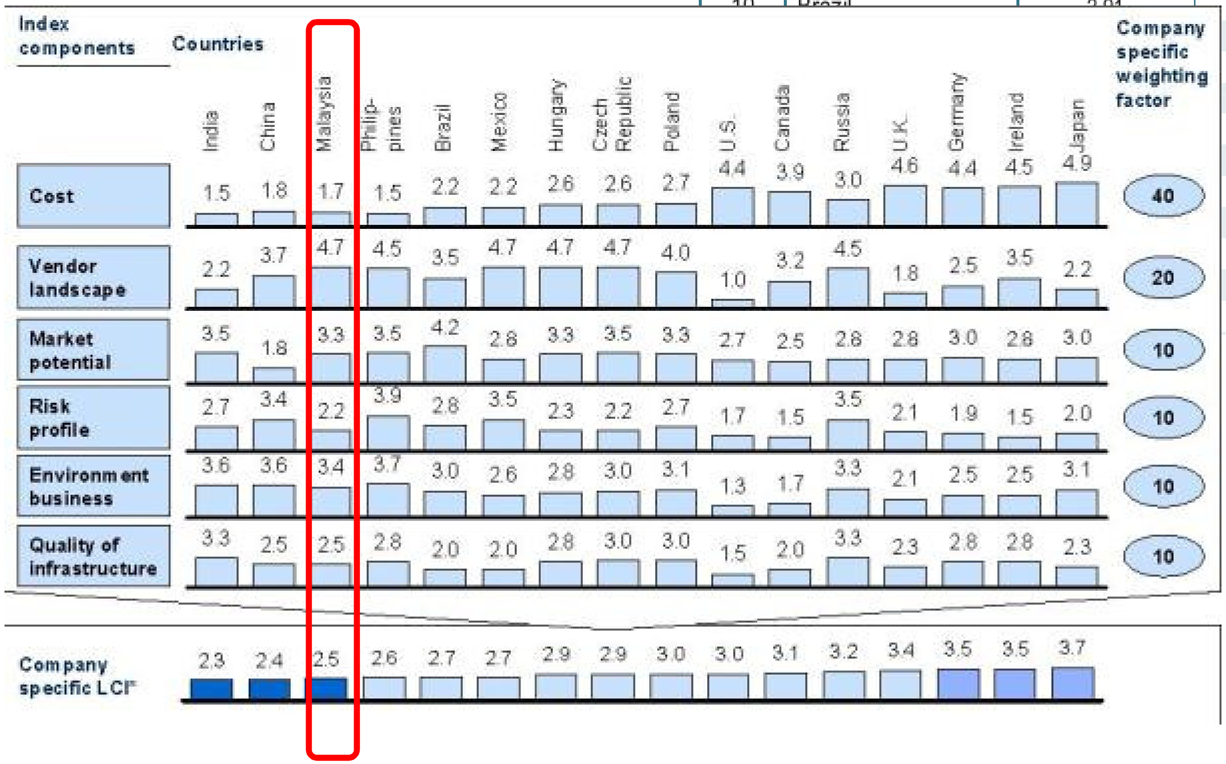
Verticals where Malaysia ranked in top 5*

- **Energy (# 2)**
- **Finance (# 4)**
- **Transportation and Logistics (# 3)**

Source: Frost & Sullivan

Rank	Country	Financial structure	People and skills availability	Business environment	Total score
1	India	3.47	2.14	1.26	**6.87**
2	China	3.21	1.76	1.17	**6.14**
3	Malaysia	2.95	1.12	2.00	**6.07**
4	Philippines	3.58	1.16	1.05	**5.78**
5	Singapore	1.62	1.44	2.67	**5.73**
6	Thailand	3.27	0.94	1.51	**5.72**
7	Czech Republic	2.57	1.12	1.90	**5.58**
8	Chile	2.73	0.97	1.87	**5.58**
9	Canada	1.10	2.03	2.40	**5.52**
10	Brazil	2.01	1.36	1.23	**5.50**
			2.74	2.22	**5.49**
			0.95	0.98	**5.47**
			1.06	0.89	**5.47**
			0.91	1.43	**5.35**
			0.86	1.11	**5.27**
			0.96	1.55	**5.24**
			1.16	1.19	**5.22**
			1.06	1.44	**5.16**
			0.88	1.63	**5.13**
			0.61	1.85	**5.12**

Source: AT Kearney



Source: McKinsey & Company

Outsourcing Trends in Asia

- Growing Industry
- Shift from Cost to Value Arbitrage, eg KPO
- Multi-location Strategy, eg Centre of Excellence
- Finishing School
- Increasing Govt Support, eg Customised Incentives
- Improved & Cost Competitive Infrastructure, eg Broadband

THANK YOU

PIKOM

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Wilson Tan

Singapore Post

(Singapore)

CONVERGENCE

Wilson Tan
ASOCIO
Dec 17, 2009

Despite all the computer printouts, cluster diagrams, and mathematical models and matrices that futurist researches use, our attempt to peer into tomorrow – or even to make sense of today – remain, as they must, more an art than a science.

A Toffler, The Third Wave (1980)

From The Past…

DATA

TELEVISION

VOICE

Image source: istockphoto

...Into NOW!

CELLULAR

Image source: istockphoto

Convergence Overlaps

Access - Fixed, Wireless, Mobile, NGN

Data, Voice, Video

Devices – Consumer Electronics…

Telecom & Broadcast – Media, Content

Realities of Convergence

Economics – Revenue Models, Industry Structures, Delivery Strategies

Technology – Interoperability and Standards

Social Dynamics – Society, Political

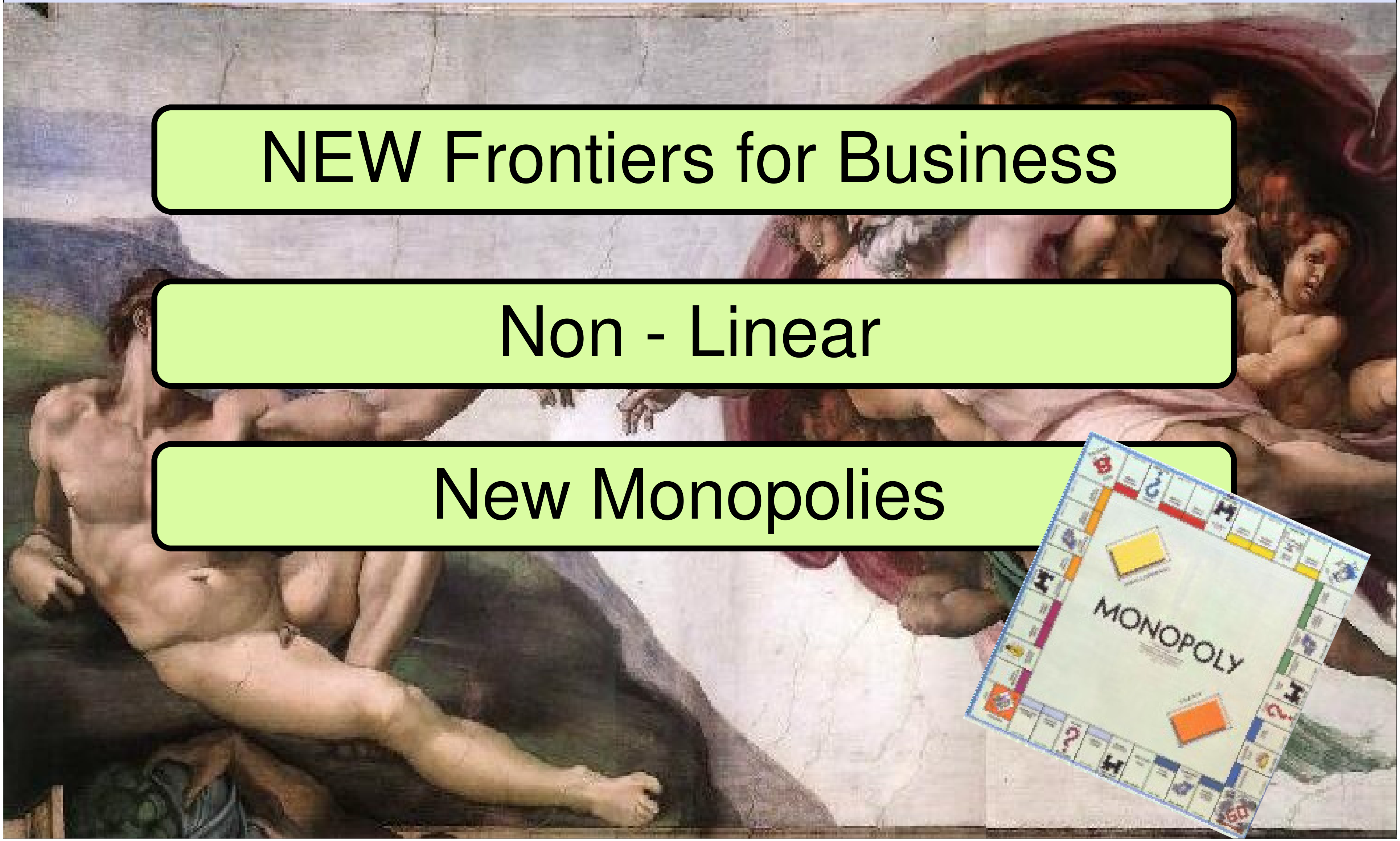
Policy – Legal and Regulatory

Convergence…*a Renaissance (?)*

NEW Frontiers for Business

Non - Linear

New Monopolies



Thank  You