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ON DEMAND-IBM

IBM SPECIALIST: WORLD SEEING INCREASE IN "ON DEMAND" BUSINESS

PETALING JAYA, Sept 17 (Bernama) -- The world is seeing an increasing demand for "on demand" service and companies have to transform themselves to meet this new business requirement, said Dr Michael Loh, a specialist from IBM Singapore.

By having "on demand" capability, companies would be able to optimise their operations, productivity and serve customers better.

They can also reduce risks and improve their speed and agility in the marketplace, he told a press conference in conjunction with the Business Solutions Symposium 2003 here today.

Dr Loh, who specialises on e-business, said by having "on demand" capability, companies can also respond to market changes rapidly and deliver customised products and services in real-time.

"From my observation, even Small Business Industries (SMIs) in Malaysia are gearing themselves to become "on demand " business in efforts to become more profitable within the globalised economy," he said.

"More and more Malaysian SMIs are embracing e-business more dynamically through using the latest technologies into the nature of their business models," he said.

Dr Loh said IBM's "On Demand" agenda was also in line with the Malaysian government's strategy of enhancing the nation's competitiveness recently unveiled in the 2004 Budget by Prime Minister Datuk Seri Dr Mahathir Mohamad.

"We have always stressed that Malaysian companies should pro-actively make the transition to becoming `on demand' ready to enhance their competitive edge in global marketplace," he added. -- BERNAMA

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