

Tech-fin pioneer ICT Zone redefines IT services in Asia

Malaysian HP Amplify partner transforms the market by integrating HP Services into its unique DaaS 360 offering including financing, service and expertise



INDUSTRY:
Business IT Services



COUNTRY:
Malaysia

Objectives

- Become a trusted supplier and technology partner
- Develop a broader model in both technology and finance
- Strengthen the corporate and government client base

Approach

- Build a portfolio of high-quality HP hardware and services
- Maximise hardware value and sustainability
- Introduce Device as a Service (DaaS) offering
- Leverage Proactive Insights to boost client engagement

Business Outcomes

- Detailed reporting and services take business to new levels
- Performance, hardware and software managed proactively
- Customers benefit from unique value offering and experience



\$5.3m

annual sales



ICT Zone DaaS 360:



Managed PS Services



Lifecycle Services

Objectives

Innovator, visionary, challenger

Over its 22-year history, ICT Zone has built a reputation as an innovator, visionary and challenger of traditional models in Malaysia's IT sector.

Launched as an audio-visual supplier, ICT Zone moved into technology retail and short-term rentals. Crucially, in 2006, it registered with Malaysia's central bank to develop a unique model as both a technology and finance (tech-fin) business.

"Renting and leasing are common in Malaysia," explains Tommy Lim, Managing Director, ICT Zone. "We saw the tech-fin combination as the best way to build and offer a broader solution."

As a 'tech-fin' operator, ICT Zone quickly became a trusted supplier, financier and technology partner for corporate and government clients. Its success is based on a strong ecosystem of strategic service and technology partners, at the heart of which is HP.

A transformational opportunity

When ICT Zone became an HP partner in 2009, Lim saw that the two businesses had compatible visions. ICT Zone's leasing operation would offer a broad range of hardware that reflected the business's commitment to high quality, and would have a long working life to maximise value and sustainability. HP was an obvious choice.

The relationship deepened in 2017 with the introduction of Device as a Service (DaaS), which quickly became a cornerstone of ICT Zone's client offering. Through the ICT Zone DaaS 360 service, the business now manages business fleets ranging between less than 100 HP devices to well over 3,000 – primarily notebooks and desktop PCs. Asset management is offered as part of DaaS 360 for asset collection and device repurposing at the end of life.

"DaaS now forms the majority of our market proposition," notes Lim. "It's a transformational opportunity to build a model that goes beyond traditional frameworks."



"With services from HP like Proactive Insights, we can bring new value, extra mileage and a unique experience to our customers. It's central to our positioning as a tech-fin company."

Tommy Lim,
Managing Director, ICT Zone



ICT Zone



“Proactively managing devices and taking all appropriate update actions on schedule helps our customers in reducing security risk, which is vitally important.”

Tommy Lim,
Managing Director, ICT Zone

Approach

Maximising the value of insight

Adding more value to ICT Zone's service mix is Proactive Insights powered by the HP TechPulse analytics platform, which enables ICT Zone teams to remotely manage clients' assets, assess usage and performance and offer expert advice where needed.

They also view dashboard data to identify and prevent critical incidents before they happen, and strengthen security by tracking system settings, latest status and updates.

Based on the information through Proactive Insights with TechPulse, ICT Zone produces regular, comprehensive and highly-informative client reports. Device utilisation information supports proactive device management. Reporting identifies the state of BIOS settings, battery health, software status and warranty expirations and remediations are recommended.

In one customer example, ICT Zone reporting outlined the total number of assets and the number of devices ready for deployment. Device performance data indicated that more than half of the fleet was normal for memory utilisation and the remainder was under-utilised. Hardware and software error totals were clearly listed. Report alerts also indicated that more than 60 percent of the fleet required critical BIOS updates, whilst details around available driver updates were provided so actions could be taken for optimal security protection.

“Proactively managing devices and taking all appropriate update actions on schedule helps our customers in reducing security risk, which is vitally important,” Lim explains.



HP Services

Proactive Insights with HP TechPulse analytics

Amplify HP Partner programme

- Power Services Partner

- Service Delivery Authorized Partner

- Specialisation in Managed Services and PC Lifecycle Services



HP Amplify Power Services is designated for partners that offer qualified services and delivery capabilities and aim to satisfy their end customer with the highest level of service. Together, HP and ICT Zone provide richer customer outcomes.

Business Outcomes

A unique model and experience

Lim is particularly proud of the detailed reporting and services his team can provide and how it ties in seamlessly with ICT Zone's goals and experience. The company continually works to take its services to levels far beyond those of other providers. "We can know the utilisation of every user, and their capacity requirements," he says. "Leveraging data from Proactive Insights reporting helps us advise customers on device allocations, making sure the right staff have the right equipment. That's very important."

ICT Zone is proactively managing device performance, hardware and software inventory, device security and ultimately, the end user experience for its customers. "When we deal with the whole ecosystem, it's not just about products and services – it's the entire customer experience. This kind of end-to-end solution spans PCs and printing in a way that simplifies IT and delivers results," Lim says.

ICT Zone now aims to increase market awareness of the DaaS 360 concept across Malaysia and build on its success. "Not many tech companies also offer financing and the as-a-service element, but you need both," he explains. "We want to help customers manage the total cost of ownership."

"With services from HP like Proactive Insights, we can bring new value, extra mileage and a unique experience to our customers," says Lim. "It's central to our positioning as a tech-fin company."

Learn more at hp.com/hp-services

Learn about the **Amplify HP Partner Program**

Learn about **ICT Zone**

HP Services are governed by the applicable HP terms and conditions of service provided or indicated to Customer at the time of purchase. Customer may have additional statutory rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service or the HP Limited Warranty provided with your HP Product.