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## **MDeC to Accelerate Next Wave of Cloud Adoption through MSC Malaysia Cloud Conference 2013**

*Conference to drive local business adoption of cloud computing, in line with  
the nation's efforts to become a world-class ICT hub*

**KUALA LUMPUR, 9 OCTOBER 2013** - In light of the increasingly pervasive use of cloud computing in businesses on a global level, MSC Malaysia hosted the 2013 Cloud Computing Conference today. Themed 'Cloud Computing: Soar Above the Competition', the conference attracted more than 300 attendees, with the aim of driving the local business adoption, increasing awareness of the cloud computing roadmap of top global players, and highlighting the latest industry developments.

The current cloud computing adoption rate has been on an accelerated trend in the Asia Pacific region for the past two years. According to Gartner, while the focus initially was on the implementation of software-as-a-service (SaaS), future rollouts will include infrastructure-as-a-service (IaaS) and platform-as-a-service (PaaS). Similarly, the EMC Transforming IT Study report shows that 30% of Malaysians are private cloud adopters and 12% have adopted hybrid cloud services while also strongly leading by 25% in adopting a public cloud service. This bodes well for Malaysian businesses as these services have long been driven through MDeC's Cloud Computing Enablement Initiative which was introduced in 2011.

Speaking at the opening address of the MSC Malaysia Cloud Computing Conference, Datuk Badlisham Ghazali, Chief Executive Officer of MDeC said, "While cloud adoption by Malaysian businesses is on the upward trend, countries such as Singapore and South Korea are still ahead of us. Thus, it is important for us to step up our efforts. This is the fundamental goal of the MSC Malaysia Cloud Conference. MSC Malaysia and our key partners are deeply committed to providing an avenue for both enterprises and local SMEs to seek the right type of cloud services that are suited to their needs. By getting more Malaysian businesses to turn to the cloud for their needs, we are one step closer to becoming a developed economy to be reckoned with."



[www.digitalmalaysia.my](http://www.digitalmalaysia.my)

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MSC Malaysia's Cloud Computing Enablement Initiative (MMCCI) introduced in 2011 drove the development of a cloud computing ecosystem in Malaysia as a strategic initiative to promote MSC Malaysia software and services both locally and abroad, as well as equip companies, especially SMEs, with the cloud capabilities to accelerate the nation's development into a fully innovative digital economy.

To date, the programme has been instrumental in the creation of 115 Independent Software Vendors (ISV) and 20 types of cloud applications by local IT players. The MMCCI initiative comprises two programmes—the ISV Cloud Computing Programme and the SME Cloud Computing Adoption Programme. Under the ISV Cloud Computing Programme, MDeC works with six appointed technology partners to offer customised packages of cloud hosting subscription, training and go-to-market incentives worth RM30,000 or more.

The SME Cloud Computing Adoption Programme on the other hand is designed to provide SMEs with a rapid entry into cloud computing Software-as-a-Service (SaaS) solutions, which will enhance the responsiveness and progressiveness of SMEs in an increasingly globalised marketplace.

At the keynote speech in the conference, Darryl Carlton, the Research Director at Gartner said, "With the public cloud services market expected to reach \$US131 billion this year, Malaysia is in the perfect position to take advantage of this key strategic trend. Local companies, especially SMEs need to realise the full potential of utilising the cloud. Cloud computing allows businesses to access their information virtually, creating a flexible and global way of accessing data any place, any time. As a result, businesses can achieve economies of scale, reduce technology infrastructure costs, and globalise their workforce".

Microsoft Malaysia, which previously announced a partnership worth RM1.1 million with MDeC in the MSC Malaysia Cloud On-Boarding Program in the form of The Azure Power Programme, concurs. Its Director for Developer and Platform Evangelism, Dinesh Nair, said, "The Cloud is an important lever in transforming Malaysia together - it allows businesses to focus their resources where it matters: on driving and growing their business, rather than worry about managing IT issues. However, a paradigm shift has to occur if we are to see a thriving local software economy with flourishing Malaysian ISVs as another major step towards a technologically advanced, globally competitive, developed Malaysia by the year 2020. All of us at Microsoft are certainly committed to that." Windows Azure, which is used by 50% of the world's Fortune 500, allows developers to build applications using various programming languages that they are already familiar with, like Microsoft's .Net and Visual Studio as well as Python, Ruby, Eclipse, Java, and PHP.

Dylan Swa, Enterprise Country Head of Google Malaysia, Singapore and Indonesia, delivered the final keynote speech, and stressed the importance of using the cloud to "work the way you live". "The true value of cloud computing is its ability to optimise business functions in ways that can maximise its growth and value, and achieving this with minimal end-user

effort. Google's Cloud Platform, for example, can host app and website infrastructure, store and manage large amounts of data, as well as analyse Big Data, all within a few clicks. These are complete business tools and functions that are already available to businesses".

The MSC Malaysia Cloud Computing Conference is a full-day event aimed at providing awareness to key decisions makers and industry players on the new emerging cloud computing solutions that can take businesses to the next level. MDeC hopes that more industry players and cloud service providers will come on board to enhance the cloud computing ecosystem in Malaysia. This will ensure that local entrepreneurs and businesses can take advantage of available cloud infrastructure and also cloud-based services that are geared towards transforming their working landscape.

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**About Multimedia Development Corporation (MDeC), MSC Malaysia and Digital Malaysia**

The Multimedia Development Corporation (MDeC) was incorporated in 1996 to strategically drive the Malaysian Government on legislation, policies and standards for ICT and multimedia operations as well as to oversee the development of the Malaysian Multimedia Super Corridor (now MSC Malaysia), the platform to nurture the growth of Malaysian Small and Medium Enterprises (SMEs) in the IT industry whilst attracting participation from global ICT companies to invest in and develop cutting edge digital and creative solutions in Malaysia.

In 2011, MDeC's mandate was broadened by the Prime Minister to include driving Malaysia's transition towards a developed digital economy by 2020 through Digital Malaysia. In 2012, Digital Malaysia was official unveiled as the nation's transformational programme to achieve this aim. Founded on three strategic thrusts, Digital Malaysia will create an ecosystem that promotes the pervasive use of ICT in all aspects of the economy, connect communities

globally and enable them to interact in real time, to increase the country's Gross National Income, enhance business productivity and improve standards of living.

For more information, please visit [www.mdec.my](http://www.mdec.my) , [www.mscomalaysia.my](http://www.mscomalaysia.my) and [www.digitalmalaysia.my](http://www.digitalmalaysia.my)