*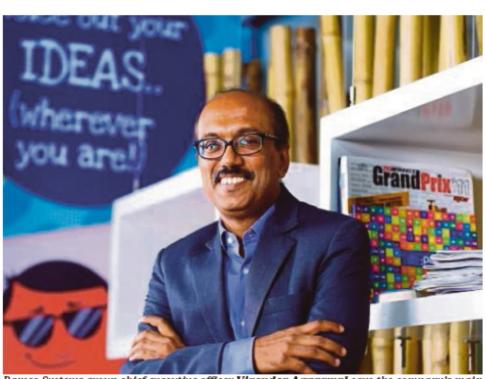Ramco Systems group chief executive officer **Virender Aggarwal** says the company's main growth will be in Malaysia as it is a very competitive market*

Ramco Systems to shift focus to Malaysia

GROWING DEMAND: Cloud enterprise software firm aims to double operational strength

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CLOUD enterprise software company Ramco Systems will shift its focus from Singapore to Malaysia within the next two years to cater to the growing market in the Asean region.

Ramco Systems group chief executive officer Virender Aggarwal said the company aims to double its operational strength here due to the bigger demand in Asean.

"Our main growth will be in Malaysia as it is a very competitive market, especially from the cost aspect. The Multimedia Super Corridor policies have helped us in getting the specific expertise required.

"We also have significant local employees and we are adding more to the local strength in addition to having a capable multicultural and multilingual workforce," he said, here, last week.

"Malaysia is attractive as it has many attributes that fit our criteria as a growing systems and solutions entity.

"Among the attractive criteria is the educated and English-speaking employees, friendly policies to get the expertise we need and low cost of doing business and lower living expenses compared to Hong Kong and Singapore.

"It is a big market for us and our business is growing rapidly. Our pipeline is promising with the recent orders from Valiram, Schneider, IJM and Plus," Aggarwal added.

Having dominated the chip manufacturing and semiconductor markets, Ramco Systems aims to penetrate the retail market.

"We are encouraged by the recent order bookings by Valiram and we aim to expand our reach there as well.

"From April 1 to September 30, we clinched about RM9.5 million in revenue at a 81 per cent growth, compared with the previous years.

"We have also recorded a 300 per cent growth in order bookings from last year," Aggrawal said.

Ramco Systems is a cloud enterprise software firm that focuses on providing multitenanted enterprise software to corporates' human capital management and payroll, enterprise resource planning as well as maintenance and engineering and maintenance, repair and overhaul for defence and civil aviation, with "Mobile first" philosophy and in-memory-based planning and optimisation engine.

It has more than 200,000 users from more than 1,000 customer organisations globally. Headquartered in Chennai (India), the company has 20 offices spread across India, the United States, Canada, Europe, Australia, the Middle East, South Africa and Asia Pacific.

Ramco Systems is part of the Ramco Group. Started as a research and development division of Ramco Industries Limited in 1992, it was later established as an independent company in 1999.

The company also plans to expand its healthy workplace ideas, such as the cubicle-free office to promote the next-generation vivacity, "coffee with the CEO" sessions to break hierarchy as well as to maintain an open culture and spaces.