



COMPANY PROFILE

SOFTAGE SDN BHD

Agenda



About SOFTAGE

Our Company
Mission
Products and Services
Certificates



Our People

Management Team
Operational Team



2016 - 2022 Projects

Key Project Updates

About SOFTAGE



- Our Company
- Mission
- Products and Services
- Certificates

About **SOFTAGE**



OUR STORY

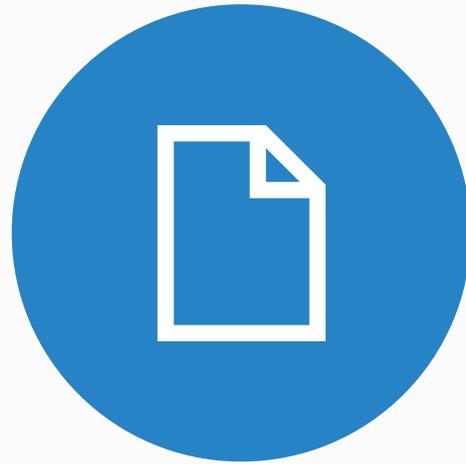


MISSION



PRODUCTS AND
SERVICES

About **SOFTAGE**



CERTIFICATES



Our Company

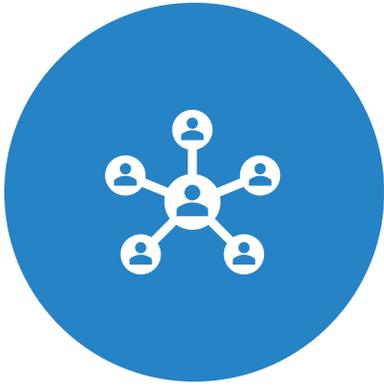
- ❑ Bumiputera company that established in 2007 and we have more than 14 years experienced
- ❑ Our business expertise including:-
 - Highway related equipment and systems
 - Intelligent Traffic System (ITS)
 - Telecommunication System and Infrastructure
 - Networking and Structured Cabling System
- ❑ We are Authorized Partner for:-
 - CISCO
 - BOSCH
 - CTC UNION
 - MITEL

Our Mission

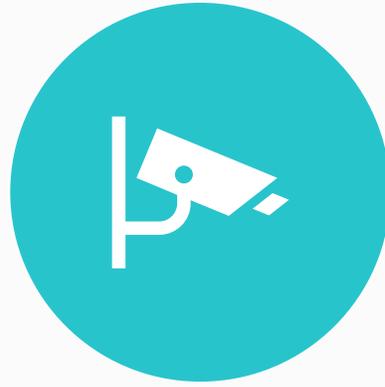
- ❑ Our commitment is customer's satisfaction through professional services geared towards the client best interests
- ❑ Our company policy to offer to our customers cost effective and reliable products and systems and provide only the highest quality products and system solution



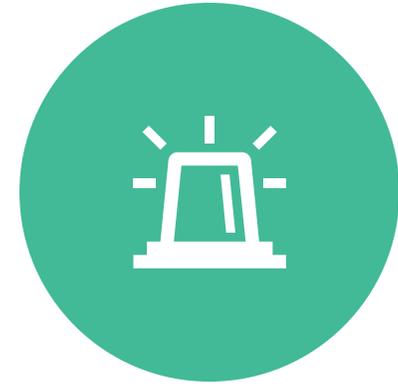
Our Products and Services



NETWORK SOLUTION

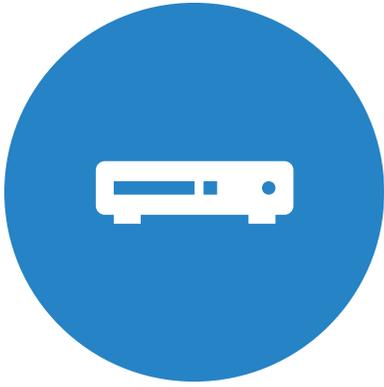


CCTV CAMERA



ALARM SYSTEM

Our Products and Services



TELECOMMUNICATION
EQUIPMENT



COMMUNICATION
SYSTEM



SUPPORT &
MAINTENANCE

Company Certificates

NO.	CERTIFICATE	REGISTRATION NO.	FIELD CODE
1	Suruhanjaya Syarikat Malaysia (SSM)	200701013087 (771092-T)	Private Limited Company
2	Kementerian Kewangan Ministry Of Finance (MOF)	357-02088396	020101, 060501, 090201, 130101, 130202, 130401, 130402, 140301, 140302, 210101, 210102, 210103, 210104, 210105, 210106, 210107, 210108, 210109, 210201, 220402, 120502 Bumiputra Contractor Status
3	Lembaga Pembangunan Industri Pembinaan Malaysia Construction Industry Development Board (CIDB)	0120070720-SL114417	G4 ME E02 E07 E08 E14 M15 Sijil Perolehan Kerja Kerajaan (SPKK) Sijil Taraf Bumiputera (STB)
4	PLUS Expressway Berhad	A1163	Registered Vendor

Company Certificates

NO.	CERTIFICATE	REGISTRATION NO.	FIELD CODE
5	UEM Edgenta Berhad	UEMED190066	Registered Vendor
6	Tenaga Nasional Berhad (TNB)	3037782	Registered Vendor & Service Contractor
7	Telekom Malaysia Berhad (TM)	1104083	TM Group Registered Supplier 26121517, 26121600, 26121606, 26121607, 26121608, 26121630, 39121452, 43191504, 43191505, 43191511, 43191512, 43191515, 43211600, 43221807, 43222500, 43222600, 43222628, 43222634, 43222636, 43222639, 43222805, 43222815, 43222900, 43230000, 43232900, 72151604, 72151605, 81111803, 83121604

2016 - 2022 Projects



KEY PROJECT UPDATES

2016 – Completed Projects

NO.	DESCRIPTION OF PROJECT	CLIENT	SCOPE
1	M&E Spare Part for Splicer Machine	Edgenta Propel Berhad	Equipment
2	The Design, Supply, Delivery to Site, Installation, Testing and Commissioning of 10GB Cisco Network Upgrade for Projek Lebuhraya Usahasama Berhad	Teras Teknologi Sdn Bhd	PLUS Telecommunication - CISCO
3	To Supply, Install, Testing and Commissioning of Toll Collection System, Traffic Control and Surveillance System and Telecommunication System at Alor Pongsu Interchange, PLUS	Teras Teknologi Sdn Bhd	PLUS Telecommunication - CISCO
4	The Design, Delivery to Site, Installation, Testing and Commissioning of UTP CAT6 Network and Power Supply Points for Additional Desktop Computers at Selected Toll Plaza in Central Region	Edgenta Propel Berhad	UTP CAT6

2017 – Completed Projects

NO.	DESCRIPTION OF PROJECT	CLIENT	SCOPE
1	Duta – Ulu Kelang Expressway (DUKE) Phase 2 Section 1 – Sri Damansara Link & Section 2 – Tun Razak Link – Supply and Install of Toll Collection System (TCS)	Teras Teknologi Sdn Bhd	TCS
2	Proposed Ampar Tenang Interchange and Toll Plaza at KM35, North-South Expressway Central Link (Elite) -Under Scope of Works, Supply and Install Transmission Equipment	Teras Teknologi Sdn Bhd	PLUS Telecommunication - CISCO
3	To Supply and Delivery for M&E Spare Parts	Edgenta Propel Berhad	Cisco Switch
4	To Supply, Install, Configuration Network and Extension PABX for POS and PLUS Ronda at Subang Toll Plaza	Portland Arena Sdn Bhd	Cisco Switch & PABX
5	Supply, Install, Testing and Commissioning for New RFID Equipment at New Pantai Expressway	Teras Teknologi Sdn Bhd	RFID
6	Proposed Supply, Install, Testing and Commissioning of CCTV at All Toll Plaza, ECE1	Anih Berhad	CCTV
7	Toll Collection System and Traffic Control Surveillance System (TCSS) for New Southville Interchange and Toll Plaza at KM294.13 Plus North-South Expressway	Teras Teknologi Sdn Bhd	PLUS Telecommunication – CISCO

2018 – Completed Projects

NO.	DESCRIPTION OF PROJECT	CLIENT	SCOPE
1	Proposed to Upgrade Existing Telecommunication Network to Cisco Catalyst 9300 24 Ports Along KL-Karak Highway and East Coast Expressway Phase 1	Anih Berhad	Cisco Switch
2	The Supply, Delivery to Site, Installation, Testing and Commissioning of Toll Equipment, Surveillance System and Related Works at Proposed New Entry Ramp from Seremban to Kuala Lumpur at Existing Seremban Interchange	Teras Teknologi Sdn Bhd	TCS & TCSS
3	Supply and Delivery of Industrial Managed Switch	Teras Teknologi Sdn Bhd	PLUS Network Redundancy – CTCU Switches
4	Comprehensive Maintenance of LILIN CCTV TMC, IP PABX BCM BKB, Bosch CCTV and Cisco Catalyst 2960 at DRC BKB PLUS Toll Plaza – Monthly Maintenance	Turbine Technique (M) Sdn Bhd	CCTV

2019 – Completed Projects

NO.	DESCRIPTION OF PROJECT	CLIENT	SCOPE
1	Proposed to Replace CCTV Camera Brand “Bosch PTZ Camera System” at Sri Jaya Toll Plaza, Kuantan Toll Plaza, Gambang Toll Plaza, Jabor Toll Plaza and Recording Server at Traffic Control Centre Kuantan, Ece-Phase1	Alloy Maintenance Engineering Sdn Bhd	CCTV
2	Comprehensive Maintenance of LILIN CCTV TMC, Bosch CCTV & Cisco Catalyst 2960 at DRC BKB PLUS Toll Plaza – Monthly Maintenance (January – September 2019)	Turbine Technique (M) Sdn Bhd	CCTV
3	Supply and Install, Testing and Commissioning of Toll Collection System (TCS), Traffic Control and Surveillance System (TCSS) and Telecommunication at Tanjung Dua Belas Interchange and Toll Plaza – Sub-Contract for Transmission System	Teras Teknologi Sdn Bhd	PLUS Telecommunication - CISCO
4	Proposed to Supply and Install Closed Circuit Television (CCTV) System at Gambang RSA EB & WB and Temerloh RSA EB & WB, Ece-Phase1	Alloy Maintenance Engineering Sdn Bhd	CCTV
5	Proposed to Supply and Install Closed Circuit Television (CCTV) System at Gombak Toll Plaza, KM21.60 EB, KM55.50 EB, KM58.00 EB, KM44.00 WB, KM75.00 EB and Data Centre, KL-Karak Highway	Alloy Maintenance Engineering Sdn Bhd	CCTV
6	To Supply And Deliver Industrial Managed Switch.	Teras Teknologi Sdn Bhd	PLUS Network Redundancy – CTCU Switches
7	Design, Supply, Delivery To Site, Configuration, Testing And Commissioning Of Closed-Circuit Television (CCTV) System At Selected Rest And Service Area (RSA) Along Plus North-South Expressway	Karisma System (M) Sdn Bhd	CISCO Switches

2020 – Completed Projects

NO.	DESCRIPTION OF PROJECT	CLIENT	SCOPE
1	Comprehensive Maintenance Of Lilin CCTV TMC, Bosch CCTV & Cisco Catalyst 2960 At DRC BKB PLUS Tol Plaza - Monthly Maintenance (January – March 2020)	Turbine Technique (M) Sdn Bhd	CCTV
2	To Supply and Deliver Ancillary Spare Part - Central Region	Edgenta Propel Berhad	Cisco Switch
3	To Supply and Deliver Ancillary Spare Part - Northern Region	Edgenta Propel Berhad	Cisco Switch
4	To Supply and Deliver Ancillary Spare Part - Southern Region	Edgenta Propel Berhad	Cisco Switch
5	Comprehensive Maintenance Of Lilin CCTV TMC, Bosch CCTV & Cisco Catalyst 2960 At DRC BKB PLUS Tol Plaza - Monthly Maintenance (April – June 2020)	Turbine Technique (M) Sdn Bhd	CCTV
6	Comprehensive Maintenance Of Lilin CCTV TMC, Bosch CCTV & Cisco Catalyst 2960 At DRC BKB PLUS Tol Plaza - Monthly Maintenance (July – December 2020)	Turbine Technique (M) Sdn Bhd	CCTV
7	Design, Supply, Delivery To Site, Installation. Testing And Commissioning Of Network Redundancy System For Toll Plaza JK2PP	Jabatan Kedua Sdn Bhd	Network Redundancy System
8	Routine Maintenance Works For CCTV Systems Along Kuala Lumpur – Karak Highway And East Coast Expressway (Phase 1)	Alloy Maintenance Engineering Sdn Bhd	CCTV

2021 – Completed Projects

NO.	DESCRIPTION OF PROJECT	CLIENT	SCOPE
1	To Supply, Delivery and Installation, Testing and commissioning IP Public Branch Exchange (IP PBX) For Plus Malaysia Berhad	Isolectra (M) Sdn Bhd	PLUS IP PBX
2	To Supply, Delivery To Site, Installation, Testing And Commissioning Of Toll System Network Infrastructure Redundancy For Lane	Isolectra (M) Sdn Bhd	PLUS Network Redundancy – CTCU Switches
3	Comprehensive Maintenance Of Lilin CCTV TMC, Bosch CCTV & Cisco Catalyst 2960 At DRC BKB PLUS Tol Plaza - Monthly Maintenance (January - February 2021)	Turbine Technique (M) Sdn Bhd	CCTV
4	To Supply and Deliver Spare Part Units for 2021 - Central Region	Edgenta Infrastructure Services Sdn Bhd	Cisco Switch
5	Proposed To Setting & Configure Cisco Catalyst 9300 From Gombak To Jabor (12 Sites) For LLM IP Phone	Anih Berhad	IP Phone
6	To Dismantle and Dispose Ericsson MD110 PABX, Nokia Multiplexer, Rectifier c/w Battery, Neumann Etoce and MF84, Naumann MDK and Sub MDK, Equipment 19” Rack Inclusive of Cables and Accessories and Make Good of The Equipment Area	Isolectra (M) Sdn Bhd	Dismantle & Dispose
7	Routine Maintenance Works For CCTV Systems Along Kuala Lumpur – Karak Highway And East Coast Expressway (Phase 1)	Alloy Maintenance Engineering	CCTV
8	To Supply And Deliver Of New Notebook, Dekstop, Monitor And Software.	Jambatan Kedua Sdn Bhd	Dekstop, Monitor & Software

2022 – Current Projects

NO.	DESCRIPTION OF PROJECT	CLIENT	SCOPE
1	Supply, Delivery, Installation, Testing, Commissioning And Maintenance Of Traffic Control And Surveillance System For Project Damansara - Shah Alam Elevated Expressway - Under Scope of Works, Supply, Delivery, Installation, Testing And Commissioning Of The Backbone Network, Network Management System And Firewall System	Turbine Technique	TCSS
2	To Supply And Deliver Industrial Fiber Media Converter - 2020	Turbine Technique	Industrial Fiber Media Converter
3	To Supply, Delivery, Installation, Setting and Configuration for NEC PABX SV9100 and Cisco Switches For IPBX Vlan IP	Turbine Technique	PABX
4	Supply, Install, Configure, Testing and Commissioning of Card Access System Upgrading at MERCU UEM	Teras Teknologi Sdn Bhd	Building Security System
5	Reconfiguration Works For RFID Lanes And Installation Of New RFID Multiclass Lanes For Closed System Toll Plaza (Team 3)	Teras Teknologi Sdn Bhd	RFID Lanes
6	To Supply, Delivery, Installation, Testing And Commissioning Of The Backbone Network, Network Management System And Firewall System	Turbine Technique	TCSS
7	To Supply And Deliver Industrial Fiber Media Converter - 2021	Turbine Technique	Industrial Fiber Media Converter
8	Installation Of Smart Tag Lane At Sungai Besi – Ulu Klang Elevated Expressway (SUKE)	Teras Teknologi Sdn Bhd	Smart Tag Lane

Our People



- Management Team
- Operational Team

Our People



MANAGEMENT TEAM

Khuzaimah Ashari



Managing Director
SOFTAGE SDN BHD

Education and Qualifications

- Diploma in Electrical (Communication)
- Certificate of EEM Advancement Centre Pte
- Nokia Digital Transmission Equipment

Background

- Khuzaimah is a Managing Director with Softage Sdn. Bhd. with over 27 years of working experience where he has had the opportunity to consult multiple clients in the region on vast number of varying areas

Professional and Industry Experience

Major experiences include:

- Involve in the designing & purposing of the Nokia Transmission System and Emergency Telephone System for PLUS, ELITE Highway, SPDH Highway and Second Link Highway
- Involve in the 2Mbps network link up for SDH using Alcatel and NEC equipment
- Involve in upgrading of the existing Nokia Transmission System from 34Mbps to 140Mbps for PLUS
- Expertise in designing and purposing Traffic Control and Surveillance System (TCSS) at GCE – Emergency Telephone System, Variable Message Sign, Surveillance Camera, Traffic Signal Control, Private Automatic Branch Exchange, Data Communication and Cabling Works

Industries Served

Telecommunications, Engineering, Information Technology

Ir. Ruslan Abdul Samad



Project Director
SOFTAGE SDN BHD

Education and Qualifications

- Professional Engineer and Member Board of Engineer Malaysia and Institute Engineer Malaysia
- Bachelor in Engineering (Majoring in Electrical Engineering)
- Diploma in Engineering (Majoring in Electrical Power)

Background

- Ir. Ruslan is a Project Director with Softage Sdn. Bhd. with over 38 years of working experience

Professional and Industry Experience

Major experiences include:

- Responsible in the maintenance and operation of Mechanical and Electrical System such as Building Automation System, Lighting and Power System, Fire Alarm System, Air-conditioning System, Lift and Escalators
- Involved in the operation and maintenance of Toll Collection System, Air-conditioning System and Electrical System along PLUS NSE and Telecommunication Network for TTDC
- Responsibilities to communicate all issues pertaining to Highway Maintenance to HQ level
- Responsible in the operation and maintenance of Mechanical and Electrical System installed along the highways such as PLUS, LINKEDUA, ELITE and BKE and building complex such as Century Square Cyberjaya & Kolej UEM, CIMB Tun Perak & Petaling Jaya, Wisma Time and Vista Commonwealth
- Responsible equipments under supervision are Toll Collection System, Telecommunication System, Power and Lighting System, Intelligent Traffic System, UPS and Air-Conditioning System

Industries Served

Telecommunications, Mechanical and Electrical Engineering, Consulting & Professional Services, Building & Construction

Wan Roslina Wan Seman



HR Director
SOFTAGE SDN BHD

Education and Qualifications

—Diploma in
Business Studies

Background

- Wan Roslina is a HR Director with Softage Sdn. Bhd. with over 27 years of working experience

Professional and Industry Experience

Major experiences include:

- Provide guides and manages the overall provision of Human Resources services, policies, and programs for the entire company
- Involve in organization development, change management initiatives and environment at work for employees
- Develop corporate plans for a variety of HR matters such as compensation, benefits, health and safety
- Success in people management, including attraction, hiring, development and performance management
- Proactively manage HR systems to maintain integrity of employee and organizational data

Industries Served

Telecommunications

Mohd Aidil Afizi Hamzah



**Business
Development
Manager**
SOFTAGE SDN BHD

Education and Qualifications

—Bachelor in
Information
Technology

Background

- Mohd Aidil is a Business Development Manager with Softage Sdn Bhd Sdn. Bhd. with over 17 years of working experience

Professional and Industry Experience

Major experiences include:

- Managing project implementation for toll system related for most of toll concession such as PLUS Expressway Berhad, NPE, GRANDSAGA, MTD Group, LITRAK & SPRINT
- Develop and expanding business opportunity in Payment Systems, Integrated Surveillance and Control Systems
- Preparing Policies and Procedure (P&P) and Work Instruction
- Project leader for IT related implementation
- Expanding business in highway market segment for TCSS solution by preparing for tender, design solution and enhance customer relationship
- Pursuing new segment market in government sector for IT solution such as IT & software product

Industries Served

Telecommunications, Information Technology, Construction, Highway & Road Infrastructure

Siti Aishah Suryani



Account Executive
SOFTAGE SDN BHD

Education and Qualifications

- Bachelor of Accountancy (Honours)
- Diploma in Accountancy
- Be a Star Secretary
- Integriti & Kod Etika Kontraktor Bil.1/2015
- Microsoft Excel Intermediate

Background

- Siti Aishah is an Account Executive with Softage Sdn. Bhd. with over 7 years of working experience

Professional and Industry Experience

Major experiences include:

- Guiding accounting clerical staff by coordinating activities and answering questions
- Managing existing client accounts by ensuring that existing clients remain satisfied with company products and services
- Developing and implementing effective account plans to retain existing clients
- Maintains all sales databases necessary to report sales activity and client information
- Assess financial operations and make best-practices recommendations to management
- Maintains clients confidence and protects operations by keeping financial information confidential
- Responsible in managing and maintain the company's tax database
- Involve in determine tax savings and recommend strategies to improve profits
- Offer support and guidance during audits
- Substantiates financial transactions by auditing documents

Industries Served

Retail, Construction, Telecommunications

Nurhanisah Ramlay



**Account & Admin
Assistant**
SOFTAGE SDN BHD

Education and Qualifications

- Bachelor of Science
(Honours) Actuarial
Science
- Foundation in Science
- Latihan Intensif
ePerolehan
- Microsoft Excel
Intermediate

Background

- Nurhanisah is an Account & Admin Assistant with Softage Sdn. Bhd. with over 2 years of working experience

Professional and Industry Experience

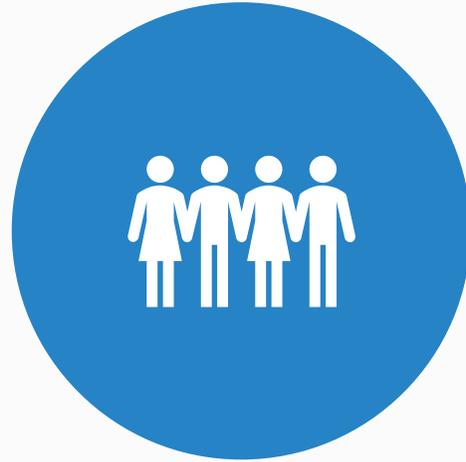
Major experiences include:

- Managing general filing and administrative matters
- Provide support to the Sales and Project Team on the project purchasing and billing
- Responsible in handling Accounts Receivable and report to management regularly
- To ensure proper maintenance of documentation and filing to support all accounting entries
- Assist the superior in co-ordinate year-end audit
- Responsible in preparing monthly employee claims
- Responsible in preparation of tender submission

Industries Served

Retail, Manufacturing, Telecommunications

Our People



OPERATIONAL TEAM

