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## Message from CIO Malaysia & CEO, Scope International Malaysia

Ahead of us is a brand new decade of fresh and exciting opportunities.

The first stroke of midnight in 2010 heralded a new era for the company. IT-365 has been successfully migrated into Scope International Malaysia. Together, we are now ONE Hub : a strong single entity. With over 3,200 staff pushing forward together, we have the capability to take the company to greater heights than we have ever been.

2009 was a very good year for us. We were acknowledged by the Malaysian Government and Industry for our excellent initiatives and won several awards. Our 2009 costs are expected to finish within budget, while revenue is expected to exceed target. Here are some of our Divisions' top achievements : in terms of Technology, we played a key role in Consumer Bank's transformation journey especially in successfully rolling out Remote Banking and Sales & Service capabilities to enhance overall customer experience. For Wholesale Bank, the Magellan global trade platform was delivered to 90% of the target countries and a Global Pricing Fee Billing Platform has been implemented in 5 markets. We established the ability to provide 24X7 Application Level 1 support through IPSS and contributed to greater system stability through the reduction of and swifter response to incidents. We also delivered to the Group a brand new version of the RMS system.

In terms of Wholesale Banking Operations, 50% load balancing between GSSC Chennai and GSSC Malaysia was achieved for the Cross Border project. Matrices between the GSSCs are now fully synchronized. We introduced a fraud cheque detection system which is now being adapted by the Group for use in other countries. For Consumer Banking Operations, 2009 was a very dynamic year under Project Cheese. The consolidation and migration process was carried out smoothly and achieved rapid growth despite tight deadlines. The Contact Centre is poised for tremendous growth and great strides have been made to prepare the Hub to support the Bank regionally.

In terms of People Development, the great talent, esprit de corps and high energy displayed by our staff are evidence of the success of our programmes. We have established even stronger ties with the Malaysian government especially through MDeC and Khazanah and are in collaboration with 20 universities to nurture talent for the Malaysian banking industry.

I am especially proud of the Sustainability projects we have organized to benefit local community groups under "Protecting the Environment", "Living with HIV/AIDS" and "Seeing Is Believing", as well as the contributions we have made to homes for the underprivileged.

I am sure you will agree with me that leveraging on our successes from last year, 2010 promises to be an even greater year. I thank you for the tremendous effort you have put in for 2009 and look forward to your contribution in the year to come.

I wish everyone at Scope International Malaysia, a fantastic 2010!



Arif Siddiqui



## GSSC Malaysia Learning Week

GSSC Malaysia's Learning Week (1st – 4th Dec 2009) emphasized the need for "Work-Life Balance". Organized by Human Resources, it was launched in the circular lobby of GSSC Malaysia's Corporate Office. A stilt-walker, two unicyclists and a juggler entertained staff before the Week was officially launched by Arif Siddiqui. More than 400 staff participated in the learning seminars and activities provided throughout the week.

The seminars were lively and engaging. "Men vs Women" helped staff to understanding gender differences especially pertaining to workplace behaviour. "Managing Time" aimed to teach individuals how to juggle their daily tasks and BAU effectively. "Learning To Invest Your Money" was a highly informative session delivered by an external guest, Apex Trading.

Fun activities were also organized. Jim Carey, Head, ITSC East whipped up a delicious pan-seared seabass with thyme, tomatoes and mustard seed during the "Easy Cooking for Men" demonstration. "Home Spa Remedies" featured women's health and beauty tips and "Personal Grooming" shared useful lessons for corporate imaging.

[Click Here to view the Video Highlights of Learning Week](#)



# Santa Workshops & Winter Wonderlands

In conjunction with Christmas, a Department Decorating Competition was organized across GSSC KL. Whole departments were transformed by the creative magic of GSSC KL staff : some into Santa Workshops, some into Winter Wonderlands.

The judging started at TPM and continued at Menara LYL & Crystal Plaza in Petaling Jaya. The judges were enthralled with amazing performances by the staff such as caroling, dances, magic shows, sketches and other musical performances including one with an electric guitar. The judges had a magnificent time and applauded the teams that show amazing team spirit and creativity during the competition.

The judges were Albert Lim Lip Khen, Unit Head of Remote Channels, Shyamal Padmanabhan, Head, Financial Markets Operations, Choy, Shok Hung, Senior Manager, Tools and Tech Info Mgt and Kevin Christopher Kanawadi, Senior Manager Contact Centre Training. A total of 36 teams participated in the competition. The winners of the competition were:



<b>1st Prize</b>
WB Ops: Securities Services
<b>2nd Prize</b>
WB Ops: Trade PJ Cluster (5&6)
<b>3rd Prize</b>
CB Ops: CB Cards
<b>Consolation</b>
WB Ops: CRC/LPU
ISCM: Branch Technology Operations
Corporate Office



## Goodbye '00s !

Various year-end celebrations and events were held by GSSC Malaysia Divisions to bid goodbye to the old decade and welcome the new.

### Corporate Office Christmas Potluck Party

Staff from Corporate Office (CEO's Office, HR, Risk & Compliance, Admin & Office Services, Finance and Corporate Affairs) organized a Christmas Potluck Party on 3 December 2009. It was a fabulous celebration with Christmas Carols, Gift Exchanges, Games and provided good opportunity for staff to show off their culinary skills to their colleagues.

### ITSC Year-End Bash

ITSC Malaysia held a year-end dinner at the Zouk Club in KL on 5th Dec to celebrate its successes in 2009. The theme was "People in Uniform", and the staff came in all sorts of creative outfits, as French maids and school girls to very serious looking doctors, pilots and firemen. Games and lucky draws were held, and entertainment was provided by ITSC's very own staff band comprising Jude, Faizal, Kang and Jim. There was also a surprise treat when Dhaniah Rosle, from the Incident Management Team, joined the guys on-stage to belt out numbers from Taylor Swift ("Love Story") and Katy Perry ("Hot and Cold"). That night ITSC saw a star in the making! The 2009 ITSC Year-End Bash will remain a particularly memorable one as it was their final celebration as IT-365 (M) Sdn Bhd. Effective 1 January 2010, ITSC joined the 'Scope International' family!

### Contact Center Welcomes 2010 at the Luna Bar

Each year as the Malaysia Hub Contact Center gets bigger, the party gets better. The much awaited party of the year was held at the Luna Bar in Kuala Lumpur. Two dazzling Christmas Elves greeted the party-goers at the entrance! What a great start it was to the party! The Luna Bar was decked with stunning Christmas decorations, party balloons and colorful lights against a spectacular backdrop of the Petronas Twin Towers! It set the perfect ambiance for the bash. Everyone was treated to a lavish buffet spread and a free flow of beverages. There was even a chocolate fountain! Nirasha De Silva, Head Hub Malaysia Contact Center and the Senior Management team were also there at the celebration which included performances and a lucky draw. It was definitely a night to be remembered for the Contact Centre, as the Division was also migrated into Scope International on 1 January 2010.

### ISCM Year-End Movie Bash

ISCMers have always been fond of Movie Nites. To celebrate ISCM's successes in 2009, the iEVENTs Committee organized a Year End Movie Bash at 1 Utama on 3 December 2009. The event started with a pre-movie dinner at the Shogun Japanese Restaurant followed by the screening of "Ninja Assassin" at the TGV Cinema. Early Bird Gifts were also given out to the first 20 staff to arrive. There were also games and a lucky draw during dinner. Everyone had a splendid time indulging in the Japanese buffet dinner and the highly entertaining movie.



Corporate Office Christmas Potluck Party

# Goodbye '00s ! *cont'd*

ITSC Year-End Bash



Contact Centre Welcomes 2010 at the Luna Bar



ISCM Year-End Movie Bash



## Enabling SMS Banking for the Group

Toiling round the clock to beat highly-challenging deadlines, the Remote Channel team successfully rolled-out SMS Banking for the United Arab Emirates (UAE) and India.

For UAE, the team had to transfer the SMS banking applications previously hosted in the UAE to the Bank's global datacenter in Hong Kong. The migration from the UAE service provider, Etisalat, to Hong Kong-based Sybase365 was completed seamlessly. More than 200,000 customers were then enrolled in UAE's SMS banking service and during the cut over, not a single problem were reported by the customers.

Further to this, many other applications were enabled such as Wholesale Bank's usage of Consumer Bank's SMS infrastructure, html-based email alerts for SMS banking-enabled countries as well as account opening SMS alerts for UAE, Malaysia, Singapore and India. In 2010, the Remote Channel team will roll out SMS banking capability to Thailand, Vietnam, Philippine, Bangladesh and Hong Kong, bringing the total number of SMS Banking-enabled countries to 13.

Throughout the year, other services were also successfully enabled such as the utilization of CB SMS HK infra for WB, SMS service for S2B, HTML based email alerts in existing SMS countries, account opening SMS for Standard Account Opening in UAE, Malaysia and India. In 2009, SMS Banking was launched to customers in Thailand, Vietnam, Philippine, Bangladesh and Hong Kong, increasing the tally to 13.

The achievements resulted from combined efforts by the SMS Banking, Remote Banking, eBBS, CCMS, Hogan, ISIS, ICBS, CARD400 and Country Implementation teams in collaboration with the countries' business and technology teams. SMS Banking & alert services will place banking services at the fingertips of the customers, and thus enhance customer experience for the Standard Chartered Bank.



# New One-Stop-Shop Rolled Out Globally

The new One-Stop-Shop, developed by ITSC, was successfully rolled out to the United Kingdom, United States and Jersey on 29 Nov 2009. With this roll out, the OSS has now been made available to all Standard Chartered markets. Major improvements to the more user-friendly OSS include a wider website screen layout, more visible and easier-to-access Incident Dashboard pages, the merging of all news items under one section and a new advertisement column to share new services or products with users. The ITSC Service Quality and Tools team is also looking to introduce Self Service features to their OSS content management system in Phase II of their project.

The screenshot displays the ITSC One Stop Shop website. At the top, the header features the 'ITSC ONE STOP SHOP' logo on the left and the 'Standard Chartered' logo on the right. Navigation links include HOME, ABOUT US, ITSC HOTLINE, YOUR FEEDBACK, and SITE MAP. The main content area is divided into several sections:

- Left Sidebar:** Contains buttons for 'Log an Incident', 'Track Incident Status', 'RMS', 'RPT - Self Service', 'Desktop Tools', 'Technology Tools', 'Useful Links', and 'Advance Search'. Below these is an 'On-line Reference' search box and an 'Admin Page' button.
- Main Content Area:** Titled 'What's New', it includes tabs for 'Incident by Value Centre', 'Incident by Country', and 'Search by Severity'. The content includes:
  - A news item about the 'New Mind Align ( MA ) tool called Channel Discovery BOT' installed to monitor MA group channel usage.
  - A note stating that the Channel Discovery BOT tool does not collect or monitor interaction data.
  - A link to a 'Cisco VPN ( Virtual Private Network ) Soft & Hard token user guide' in the on-line reference database.
  - An announcement about 'RMS ( Request Management System ) improvement update' and a new link in the RMS user interface.
  - Information about the 'Management of Incident Role & Responsibilities - high severity' and a link to download the R&R matrix.
- Right Sidebar:** Contains several promotional and utility boxes:
  - 'Green Tips Read about it' with a 'Swipe to Read the latest update' button.
  - 'Incident Dashboard by Value Centre & Country view' with a grid icon.
  - 'Sponsors' featuring the Standard Chartered logo and Liverpool Football Club crest.
  - 'How do you find the new OSS look & feel ?' with a question mark icon.

At the bottom of the page, a footer note states: 'This site is optimised for IE 6.0 and is best viewed with screen resolution 1024 x 768. Copyright © 2008 Standard Chartered Bank'.

## ITSC Launches 2 New Web Tools

ITSC Malaysia's Technology Information Management team recently launched two new online web tools.

The first web tool is the "SCB Country Holiday Table". This consolidated table provides up-to-date information on holidays in all countries where Standard Chartered operates. The information is managed by the respective country technology management teams via a self-service feature within the web tool itself. It is expected that incidents related to incorrect system holiday table setup will be reduced through the usage of this tool. The table can be accessed through ITSC's One Stop Shop (OSS) under "Useful Links".

The second web tool is the "Data Collection Automation System" or DCAS. DCAS is a web-based application, targeted to replace the existing traditional excel data templates which are being used in Remedy data collection activities by ITSC. This new tool interfaces with ITSC's existing systems, RMS (Request Management System) and OSIS (Online Service Integration System), to ensure seamless data collection activities for users, and at the same time improves data quality, reliability and availability. Moving forward, all data collection activities to setup / update the ITSC Remedy system via ITSC's Service Integration Process and RMS requests will be managed using the DCAS tool.

For further queries or to share feedback, please email "ITSC Data Admin".



## Continuous Professional Upskilling for ITSC

ITSC Service Desk (SD) started training programs for new and existing staff in 2006 to create in-depth understanding about SD and develop tool skills, soft skills, desktop skills and security user administration skills. This is to increase the SD team's inclination to provide effective IT services to SCB users specifically with regards to desktop and security user administration domains. The scope of the training has improved tremendously over the years since it started. Various sessions were held for new joiners as well as Desktop Specialists as part of their upskilling programme.

Trainers were identified internally based on their experience and expertise. The trainers also were sent for various professional certification courses such as MCSE, CCNA, Call Center management courses and other management courses from well known authorized training centers.

Training content produced was oriented chiefly around business requirements and the on-going changes in SCB technology. It was developed internally by SD managers and Technical Specialists. The course content underwent a systematic review process conducted by managers, team members and content experts. Besides creating and reviewing the content; quizzes were also produced to test the understanding of the participants.

The top scorer in the New Joiner Quiz will be enrolled into the Desktop Specialist Profile (DSP) programme, whereas the top scorer in the DSP programme will be shortlisted to join the Technical Support Escalation (TSE) team.



## CB Ops Staff Rewarded

The top performing staff in Q4, 2009 from Consumer Banking Operations were recognized and presented with Awards during a pre-Christmas luncheon on 15 December at the Crystal Plaza. Staff from both Technology Park Malaysia and Petaling Jaya participated in the celebration. Besides the award presentation, a choir of talented staff from the Wealth Management Department performed, accompanied with a guitar and bongo drums.

In his speech, Kelson Ng, Head, Consumer Banking Operations, thanked everyone for their hard work and good performance in 2009, and encouraged the staff to keep a steady pace to face new challenges in 2010. He then presented the Awards to 13 recipients :

Norsham Azila – IPC  
 Celia Chong – Recon Team  
 Seng Yen Chee – Recon Team  
 Mohd Zaidi Bin Musa – IPC  
 Lim Sim Yee – Ops Risk Mgmt  
 Malini Ramachandram – IPC  
 Thayalan Thiyagarajan – IPC  
 Noraini Hussin – Disbursement  
 Ho Li Kim – APU & Documentation Team  
 Amiruddin – Disbursement  
 Priya Mohana – Wealth Operations  
 Kelly Ang – Wealth Operations  
 Shirley Chia – Wealth Operations



The award presentation was followed by lunch and a lucky draw. The lucky draw prizes were given out by the CB Ops Heads – Gani (IPC), Wee Cher (Mortgage), Tanappal (AMO), and Clara (Wealth).



## World Aids Day 2009

World AIDS Day (WAD), which falls on December 1 every year, is a global event where groups of the world over join forces to publicly highlight the HIV/AIDS endemic.

In conjunction with this day, GSSC Malaysia initiated a fund raising activity by selling merchandise provided by the Malaysian AIDS Council (MAC). Staff 'Living-with-HIV' Champions managed to raise RM5095 from the sales, which were handed over to the Malaysian AIDS Council (MAC) for HIV/AIDS awareness campaigning purposes.

During the week before WAD the committee organized a quiz on HIV & AIDS for all GSSC Malaysia staff. The top five winners were given attractive prizes. On the World AIDS Day; the HIV committee distributed handmade red ribbons to all staff. This was followed with staff pledges to help end the prejudice.



## Saving the Lake at the National Zoo

On 12 December 2009, more than 150 Go Green volunteers from GSSC Malaysia and Standard Chartered Bank Malaysia and their family & friends toiled for 8 hours at the National Zoo to make 25,000 Effective Micro-organism (EM) mud balls.

Developed by Japanese horticulturist Teruo Higa, 'Effective Micro-organisms' (EM) are a potent combination of different types of micro-organisms which can positively affect decomposing material derived from the settling of organic matter such as leaves, algae, pollen, seeds etc. Besides being used in agriculture, animal husbandry, compost and waste management, EM has been found effective in improving the water quality of rivers and lakes.

Under the project, a total of 39,000 mudballs which are packed with EM, will be made and thrown into the National Zoo's lake on 6 March 2010 to improve its water quality, thus benefiting aquatic life, birds, plants and other animals depending on the lake for their survival. The lake will see increased levels of oxygen in the water and reduced sludge and turbidity.

The job of mixing soil, rice bran and EM liquid by a total of 17 teams throughout the day proved to be an "extreme workout" for most, but all were proud and happy to have contributed to the start of an important process that will create cleaner and healthier conditions in and around the lake. Purification of the lake water is only one aspect of the program; the other is creating awareness and educating people on the dangers of water pollution which threatens all life. It is hoped that the experience and the message from the program will lead to positive attitudes toward conservation and preservation of one of the world's most important natural resource, Water.

The near term goal is to have a beautiful, clearer and cleaner lake for both the animals and visitors. Best practices gained from this programme can be then shared with other communities, organizations; locally and globally to inspire and encourage similar sustainability activities that will make a difference for future generations.



## Saving the Lake at the National Zoo



## Visit to Rumah Titian Kaseh

On 19 December 2009, 25 staff from the Trade Department in Petaling Jaya visited Rumah Titian Kaseh, a shelter home for underprivileged children and adults. The day started at the office, where staff volunteers gathered to pack breakfast meals for the orphans before they left for the Home located at Taman Titiwangsa.

Donations were made in the form of food, textbooks, exercise books, etc. In addition, the volunteers painted, laid a new rubber floor mat and decorated a bedroom which belonged to the children. It was very heartbreaking to learn that such a small room was lived in by over 15 children.

While the “interior designers” were busy at work, the rest entertained the children with some light games and a mini aerobics class. Everyone had fun. Trade PJ was happy to have been able to make a contribution to the orphanage.

