

## HOST COMPANY'S VERIFICATION STATEMENT

I hereby declared that, Chuah Chen Leng (IC No: 880421-07-5085) student of University Sains Malaysia(USM) is undergoing her Industrial Training from 10<sup>th</sup> May 2010 till 31<sup>nd</sup> July 2010 at ea Consulting Asia Pacific Sdn. Bhd. supervised by Nadiah Hanim bt Fairuz.

This report is prepared by the above mentioned student as a partial fulfilment of this training. All information given in this report is true and doesn't contain any confidential information or classified data that might in a way or another abuse the company's policies.

Approved by:

.....

(Nadiah Hanim bt Fairuz)

Name : Nadiah Hanim bt Fairuz

Designation : Supervisor

Host Company's Name: ea Consulting Asia Pacific Sdn Bhd

## **ABSTRACT**

Industrial training is optional course in School of Mathematical Sciences, Universiti Sains Malaysia. I am choosing having Industrial training because I would like have working experience so that I can apply in coming 3<sup>rd</sup> year study. It is meaning that I done my industrial training at ea Consulting Asia Pacific Sdn Bhd from 10<sup>th</sup> May until 31<sup>st</sup> July 2010 (7 weeks).

In my Industrial training, I have learnt many researching skills. At first, I don't even know how the market operated for certain utility companies. After the internship, I do realized how this company to operate in a profitable way. The research skills is simple but the when coming to collect all the date about certain companies, the problem is coming. We find some interesting information like the company try not to disclose certain unprofitable things like court case or lose in certain area.

## **ACKNOWLEDGEMENTS**

First of all, I would like to express my appreciation to the Human Resource Management Department for giving me the chance to undergo my industrial training in EA Consulting Asia Pacific SDN BHD which was held from 10<sup>th</sup> of May 2010 until 31<sup>st</sup> of July 2010.

Special thanks to general manager, Datin Mazlifah Mohd, Deputy Directors, Managers, Senior Executives and all other staffs for their ceaseless support and help throughout my training in the department.

I would also like to express my deepest gratitude to the Ms. Nadiah, for his supervision during the entire internship period and attachment in the section. His kindness and generosity in giving help, guidance, information and advice have further motivated me to prepare myself to assimilate into the working environment.

In addition, I would like to thank the financial department manager, Mdm Lydia Su, and One pay view department supervisor, Nadiah Hanim Binti Fairuz who were willing to share their knowledge and answer all my queries in detail. Not to forget the Admin Staff Manager, Mr. Yusof who provided me the necessary information of the department in this report. Thanks for their friendliness and open-arms despite working under time and quality pressure.

Finally, a warm to friends who were having internship and my family who gave support morally throughout the training period.

# TABLE OF CONTENTS

<b>1. INTRODUCTION</b>	<b>Pages</b>
1.1 Objectives Of The Industrial Training.....	6 – 7
1.1.1 To expose students to work culture and industrial practice	
1.1.2 To integrate theory learned with practice	
1.1.3 To give opportunity for students to work with industrial practitioners	
1.1.4 To enable students to use their own initiatives to learn from their observation and to participate in real work.	
1.1.5 To allow students the opportunity to gain new knowledge and skills offered by the training companies.	
1.2 Scope Of The Industrial Training.....	8
1.3 Duration.....	8
1.4 Important Of The Industrial Training Program.....	8
<b>2. THE TRAINING ORGANIZATION</b>	
2.1 Introduction to ea Consulting Asia Pacific Sdn Bhd.....	9
2.2 The Area of Professional Services.....	12
2.3 ea Consulting Asia Pacific Sdn Bhd Organization Chart.....	13
<b>3. FORMAL TRAINING AND PROGRAMME.....</b>	<b>16</b>

<b>4. CONCLUSION</b> .....	19
<b>5. REFERENCE</b> .....	21

# **1. INTRODUCTION**

## **1.1 OBJECTIVE OF THE INDUSTRIAL TRAINING**

The objective of industrial training is to expose students the working life before hand so that they are well prepared and to equip themselves with all the necessary tools to strive for excellence in achieving their goals and careers upon graduation.

Other main objectives of Industrial Training are:

### **1.1.1 To expose students to work culture and industrial practice**

One of the industrial training programme objectives is to let students to experience the actual working culture in their host company. Students will have the opportunities to work in any company regardless of their major. Therefore, students can experience the working culture, which serves as a preparation for students to choose their own preferable industrial field. Students need to adapt to the real working life, which will boost their skills in research for case studies as well as problem solving in industrial practice.

### **1.1.2 To integrate theory learned with practice**

Being one with practical applications in the industry. We learned the theoretical knowledge through subjects taught in university and this makes it difficult for students to understand the actual things happen in real world. For example, we may not be able to experience the real-time processes in manufacturing industry, to distinguish high technology devices and equipments used in the industry as well as to understand the working ethical implies. Therefore, we can always integrate the theory learned with industrial internship practice. During the industrial internship period, we can practice the knowledge in our studies such as Thinking Skills and Professional Communication Skill when brainstorming or having meeting in the host company.

### **1.1.3 To give opportunity for students to work with industrial practitioners**

In this industrial training program, students will have a great opportunity to work and communicate with industrial practitioners. These people will have their own tasks and working techniques, which are very useful for students. We will be able to learn on how to work and deal with these people.

### **1.1.4 To enable students to use their own initiatives to learn from their observation and to participate in real work.**

During industrial training, students will be exposed to a lot of assignments and have the chances to take responsibilities in their works. They can learn a lot of skills under the guidance of their supervisor and also sharing from their experienced colleague.

### **1.1.5 To allow students have the opportunity to gain new knowledge and skills offered by the training companies.**

Students are also having the chance to undergo the training provided by the company during their industrial training. New skills and knowledge can be obtained from these training provided by the company. These training programmes allow students learn the communication and interpersonal skills which are not taught in the university.

## **1.2 SCOPE OF THE INDUSTRIAL TRAINING PROGRAM**

This industrial training is introducing students to work culture and industrial practice, to work with industrial practitioners and open up job opportunity to future graduates.

## **1.3 DURATION**

The training is optional and its duration is approximately two months, covering April to July during the Semester 2 break of each Academic Session. Students undergoing training are expected to be given proper tasks that are related to their field of studies, such as data analysis and interpretation, forecasting, computer modelling and programming. The training company should provide adequate resources for students to complete the given tasks.

## **1.4 IMPORTANCE OF THE INDUSTRIAL TRAINING PROGRAM**

Industrial training is to picture students the working life before hand so that they are well prepared and to equip themselves with all the necessary tools to strive for excellence in achieving their goals and careers upon graduation.



## **2. THE TRAINING ORGANIZATION**

### **About EA Consulting Asia Pacific SDN BHD**

EA consulting, Inc. (EA) was founded in 1990 with a corporate office in Folsom, California, and a Utilities Center of Excellence in Malaysia. EA is a strategic IT solutions and services partner to Fortune 1000 clients, across corporate and public sectors.

EA's vision is strives to be the Leading Provider of Technology Solution. EA's mission includes the delivery of leading-edge technology solutions that consistently improve business efficiency, service excellence and higher Return-on-Investments (ROI) through proven best practices, highest quality standards, professionalism and innovation.

EA is a certified Application and Product in Data Processing System (SAP) Services Partner with extensive vertical industry knowledge and experience, focusing on the Utilities and Public Sector's best practices. EA has a well-established presence with historical success in managing global IT services since 1990, including Enterprise Resource Planning (ERP) implementation, infrastructure management, upgrades and application outsourcing. Microsoft, IBM and other IT strategic providers have partnered with EA to deliver complete suite of ERP solutions and support services.

EA has built an impressive customer base by successfully saving their clients' management costs. They do this by employing round-the-clock workforce and capabilities to support their clients manage their mission critical applications so that they can focus on their core business, improve their efficiency on non-core activities, reduce costs and speed up time-to-market. Their enterprise clients have utilized their consulting, upgrade and implementation services to optimize their organization's business processes. Some of their clients have been able to increase their revenue through improvements EA brought to their IT operations.

What differentiates EA from their counterparts are their capabilities through rational deployment of solutions that are backed by our proven global delivery model, with CMMi® Level-5 quality and maturity standards, the ISO9001:2000 assessments and policies, technical training, skills enhancement, staff development, quality frameworks, documentation.

EA's primary focus is to create value relationships and effective engagement management such that organizations realize benefits beyond cost arbitrage. Ea helps clients to accelerate results, achieve a faster time-to-market, share risks which all contribute to cost reductions.

Ea capable human capital brings to the table a wide pool of talent, experience and education that is continuously deployed to enable business transformation, and continuous value creation. Ea emphasis on treating our customers as partners has resulted in customer retention and enhanced partnerships. Ea continues to maintain this by investing in Intellectual Property (IP) and human capital.

Ea has been twice listed on the 500 as one of the fastest growing companies in the country. Ea has also been listed consecutively on the Global Services (GS) 100 Index 2006-2009, as one of the World's Top 100 Most Innovative Service Providers and recognized as one of the top 50 Technology Companies in the SARTA Tech Index 2005-2009.

## **About System Application and Product in Data Processing (SAP)**

SAP was established in 1972 and is the world's leading provider of business software solutions. In 1973, SAP completed its first financial accounting software application. It formed the basis for the continuous development of other software components in what later came to be known as the SAP® R/1® system. In 2008, SAP acquired Business Objects, an SAP company Together, they offer the industry's most comprehensive portfolio of business performance and optimization solutions for organizations of all sizes. Besides that, SAP introduces SAP® Enterprise Support to meet the evolving needs of customers. The ongoing growth of SAP's product offerings and mass adoption of service-oriented architecture (SOA) have challenged traditional support models. SAP Enterprise Support provides companies with a holistic offering that helps to reduce the risk and maximize the value that customers receive from their IT investments.

Today, more than 47,800 customers in over 120 countries run SAP software—from distinct solutions addressing the needs of small and midsize businesses to enterprise scale suite solutions for global organizations. Powered by the SAP NetWeaver® platform to drive innovation and enable business change, SAP® software helps enterprises of all sizes around the world improve customer relationships, enhance partner collaboration, and create efficiencies across their supply chains and business operations. SAP® solution portfolios support the unique business processes of more than 25 industries, including high tech, retail, financial services, public sector and utilities.

SAP provides a system that continuously evolves with new technology and will have the capability to implement new industry developments without programming or development being done by the client. EA Consulting provides staff at reasonable costs that are trained in both industry requirements and SAP software. SAP Utility Software supports more customers worldwide than other systems.

## 2.3 The Area of Professional Services

### **Enterprise Applications**

- SAP Application Maintenance & Support (ASM)
- SAP Upgrades & Enhancements

### **Infrastructure Management Services**

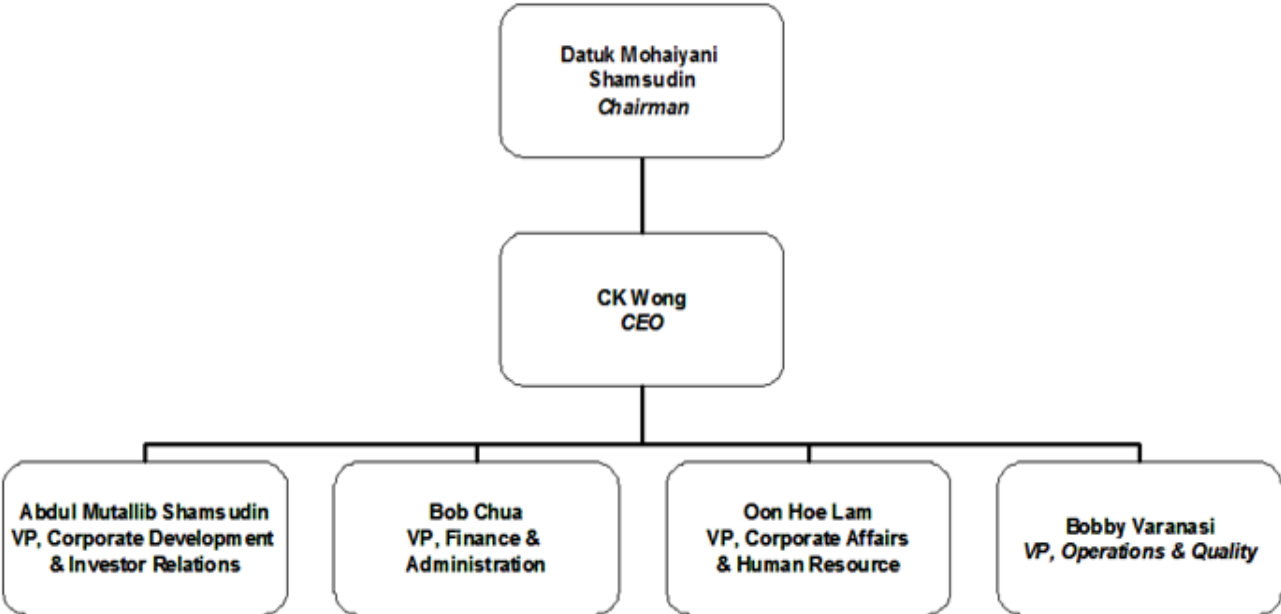
- Remote Managed Services
- Data Center and Remote NOC Services
- Application Hosting
- 24\*7 Customer Care

### **Business Intelligence**

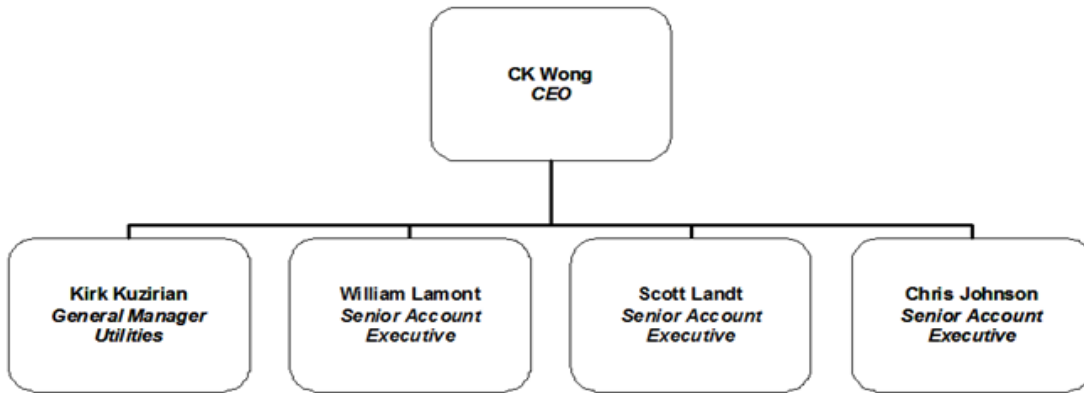
- SAS

Organization Chart

**Senior Management**



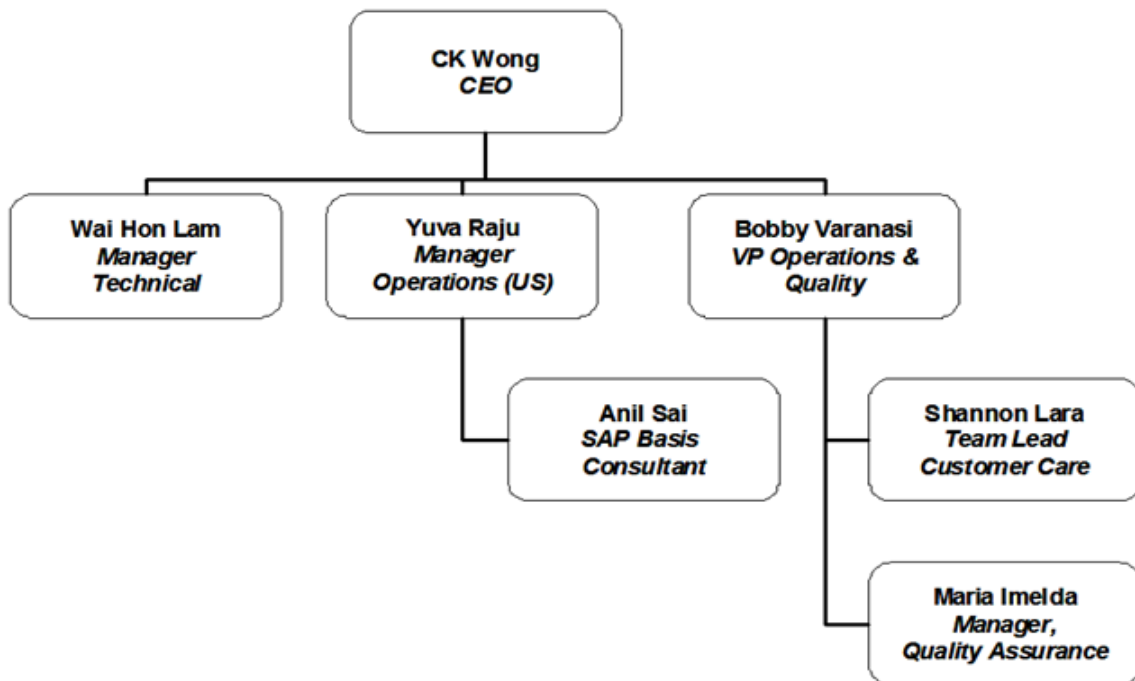
# Sales



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1

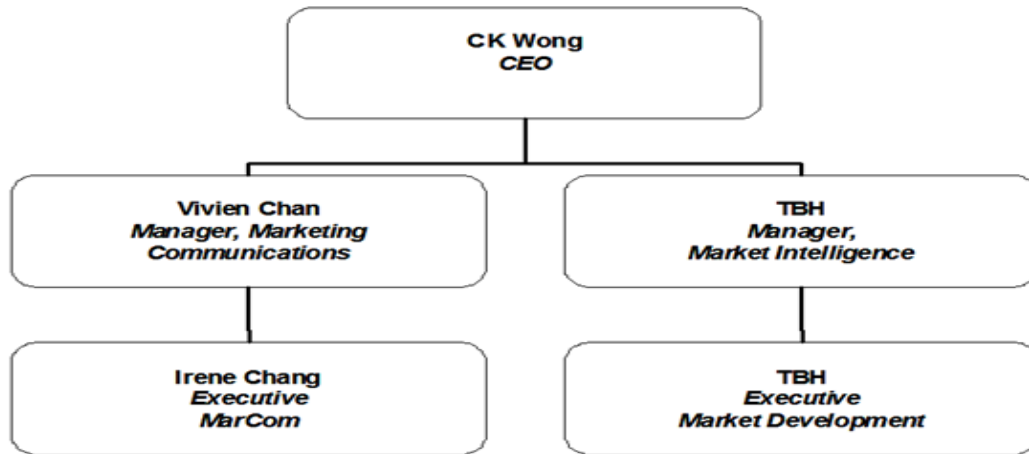
# Client Delivery



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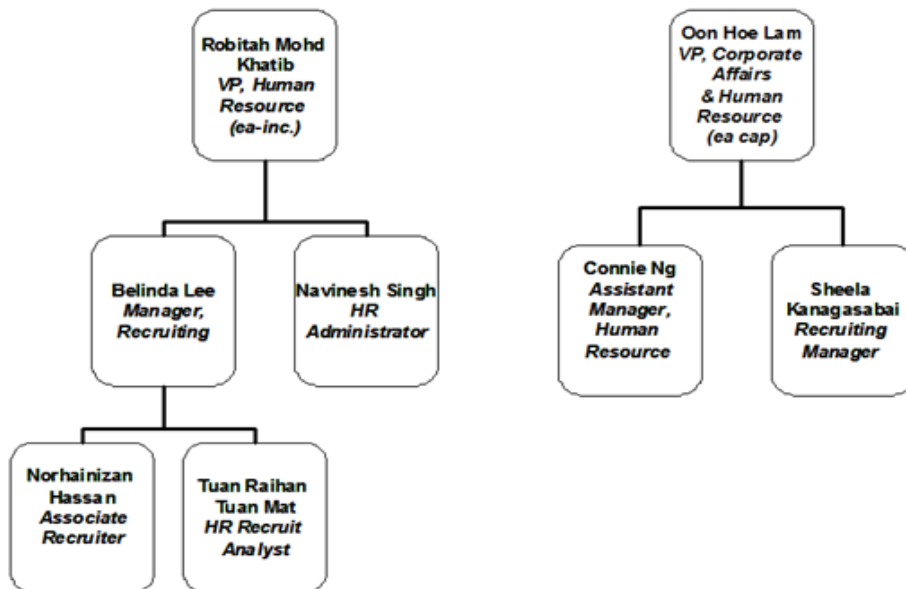
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## Marketing



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## Human Resource



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### **3. FORMAL TRAINING AND PROGRAMME**

During the 10 weeks of my industrial training, I was trained in One Pay View of Finance department in EA Consulting. Within these two months, I learned a lot of things that is very useful for my future career.

I was required to read the EA's Proposals to Martin Country, IREA and Cowlitz published by EA Consulting in order to gain some basic understanding on the breakdown items in EA Consulting, which were not introduced in the lecture in university before. The reports and bulletins publications provide a thorough and comprehensive coverage and analysis of the SAP as a solution for the utility industries.

In these six proposals, I have to understand the EA's product, SAP, and also about EA Consulting. Besides that, I also have to understand utility industries based on the proposals to Martin Country, IREA and Cowlitz. These three proposals mentioned about the utility industries and how the government issues bills for utilities such as water, electric, gas and sewerage. On the other hand, some states cannot afford the huge cost, so the government will let private companies run the utility bills. Therefore, in order to increase the efficiency of the implementation, the utility industries need the products to upgrade the implementation system. However, another two proposals are about the competitor, System and Software and Cogsdale. Cogsdale provides similar services and uses Microsoft Dynamics <sup>TM</sup> as product while System and Software uses enQuesta.

However, the six proposals have to spend a lot of time to finish reading them and there are many terminologies that I do not understand. As a solution, I used the Google Translate to translate these words that I do not understand. After reading the EA's Proposal to Martin Country, IREA, Cowlitz and the Competitor's Proposal Report (System and Software, Cogsdale), I have to prepare a report that about what I Understand about the EA Consulting, SAP, and the background of the three utilities country such as IREA, MCU and CPUD, besides that, I have to give some suggestion about how to improve EA Consulting competitiveness.

In the second week, my financial department manager, Lydia Su gave me a briefing about how to understand the Resource data and Report, the US census Data and also the Aims training.



After that, she also gave me some guidelines saved in a document file such as “AIMS Standard Naming Guidelines and Procedures”, “Government Finance and Employment Classification Manual” and “Research Steps to Provide Suspects for the Sales Team in US”. “AIMS Standard Naming Guidelines” provides some standard guidelines for data cleansing and general data entry in AIMS. The user must have the requisite editing access to AIMS in order to make the basic changes to the data. Admin level access is required for more complex tasks such as company name change, record type conversion, merging and deletion of records.

Moreover, “Government Finance and Employment Classification Manual” provides the details about how to differentiate the Types of Government Entities, and also the [Government Organization Function Codes](#). “Research Steps to Provide Suspects for the Sales Team in US” also provides the guidelines about define the objective/goal/direction of our research, how to get a list of companies so we can start doing our research and Update the research result into AIMS, and make sure we use the correct campaign code for both company and contact. I have been given two days to read these guidelines and have to understand it.

At the third week, I had given a link that will direct links to the Aims Gas & Electric Research on Teamsap, which is a database that encompasses the US states, countries and companies. My supervisor also sent me an Excel file that listed out the name of the utility countries that I have to find their data information. In order to complete the empty database, I have to use Google as a searching tool to get the data information, I have to search the data to fill the company details, such as contact details, phone and address, research & campaign, organization data such as population, revenue, meter of services, function codes, FIPS, NAICS and SIC code.

The US census data mostly can be found in Wikipedia website or the countries and city’s official website, from the official website, I am able to identify if utilities in the country or city are run by the government or private companies.

To get the revenue and the number of employees of the utilities company or utilities country, I have to search the financial reports, after this, I have to upload the financial reports in the FRU database, and link the document link to the Aims Gas & Electric Research database. Furthermore, I have also been given an excel file with an attachment that about the format of daily report and weekly report. The data that I found were then typed in an Excel spreadsheet

according to the EA Consulting reporting requirements. Every day before I go back, I have to complete the daily report and send to my supervisor about how many records have been updated with some comment and research status. Every Friday, I have to submit the weekly report to my supervisor. The weekly report dictate the total number of the utilities country that I completed based on the various research status.

In order to increase my efficiency to search the data information, I used several searching tools besides Google, such as manta and faceoxy. In searching the data information, I faced some problems obtaining financial reports which are not available at the city and country official websites. To get the financial reports, I have to search in the government audit department website. Another problem is some of the official websites provide very limited information, I have to use creative ways to get the data in the website, such as using the synonym of the word or type the main key word to the Google search.

After two weeks, I began the AIMS. My information searching skill increased significantly, doubling from the week before. I have to double check the data and details that I got in different website to avoid the wrong information updated in the Aims database. Although the information I got is limited, but finally I can completed the task that given by my supervisor in the six weeks

## **4. CONCLUSION**

During 10 weeks training at EA Consulting, honestly, I have gained a lot of new experiences which is very useful for my life. During the time period of my training, I was exposed to a real working atmosphere which I could never learn in my studies. Through this industrial training, I was giving a chance to understand how will be the working situation in the future. In other words, this training gave us an earlier preparation to work in future. I realized that there are a lot of things we have to do on our own. I had trained to be self independent in the workplace. Besides that, I also learnt how to interact with people nicely and create harmony workplace.

From an early expectation to merely fulfilling the requirement of the course, the internship turns to be a golden opportunity for me to practically incorporate the knowledge acquired in faculty accordingly via the tasks assigned. However, after the internship, I realised that the knowledge acquired in the Bachelor of Degree level is still much lacking in order to be qualified to 'cooperate' and 'work' with the colleagues in their research and daily working chores. This is because the terms and concepts application are more in depth and advanced.

On the other hand, from my point of view, two months of internship in EA Consulting is quite reasonable. It is sufficient to disclose the working life and environment to undergraduates so that they are aware of the demand and pressure from work and be better prepared before assimilating into the society. What is more crucial is that we are able to duplicate the processes and procedures that we learn from the organisation into our work in the future.

Nonetheless, a citation on the importance of English language must be given here. The international language has been a prerequisite for employees in their jobs and tasks assigned in the organisation because the daily communication, research and report writing, presentations and even rampant data and information available online are in English. Failing to master the language marks the failure to survive in the competitive market. As such, students should from time to time enrich themselves with the language as it is not a privilege to speak English anymore, but a must.

Through this training, it actually giving me a time to think about what career that I should join in future. This is because the placement of the industrial training is chosen by myself. Therefore, we may choose those companies or organizations that we may interest to join in the future. Understanding the company's benefits enable us to decide whether to join back or not after we graduated.

I believed that what we are studying now is not necessary related to our field of work in the future. Learning process in school or university is totally different from workplace.

Studying in university is just providing us a gateway to enter a better future life but it doesn't guarantee us to have a better future life. Maybe someone can perform very well in academic during university life, but it cannot make sure that they will also perform same well when they work if they do not have any working experience before.

As a conclusion, I strongly support that students should do industrial training during their university life which will definitely improve us in both academic and career. At the bottom of my heart, I really appreciate our faculty for giving us a chance to involve ourselves in industrial training.

As a recommendation for future internship at EA Consulting, a rotation for trainees from one department to another should be considered so that they could understand better on various sectors in the economy rather than just to focus on one particular field throughout the training.

My next recommendation is to lengthen the period of industrial training. This is because eight weeks is insufficient for students to learn many things from a certain organization. When students learnt something new, they have no chance to practise it profoundly because period of industrial training is too short. Thus I propose to extend the period of industrial training from two months to six months so that students possess opportunity to learn fresh material and practical. Proposal of extending the period of industrial training also fulfil the willingness from many organizations to take students for internship programme because extension of period enable students to play more roles in organization.

Further, I suggest that faculty or CITRA should introduce more organization so that students possess more options when making application for organization. Faculty and CITRA should cooperate with organization by encouraging organization carrying out an interview section at University of Malaya and have a talk to give information to students about those organizations which offers industrial training to students.

Meanwhile, I suggest that faculty or CITRA should give students not only workshops or advices about what to do during industrial training but also provide some incentives to students. This is because during the internship programme, usually organizations only provide a little allowance for students and some even do not provide any allowance. As a result, students have to spend a lot during their industrial training and this may become a burden to those students with poor family background. As a suggestion, I hope that faculty can support students by giving some incentives.

In short, internship at EA Consulting has been eye-opening, interesting, informative and challenging. It is nonetheless one of the best choices for practical training for FEA students due

to its inherent crucial roles in the economics of the country and thus provides a clear overview for students whereby the theories and concepts learned previously could be applied.

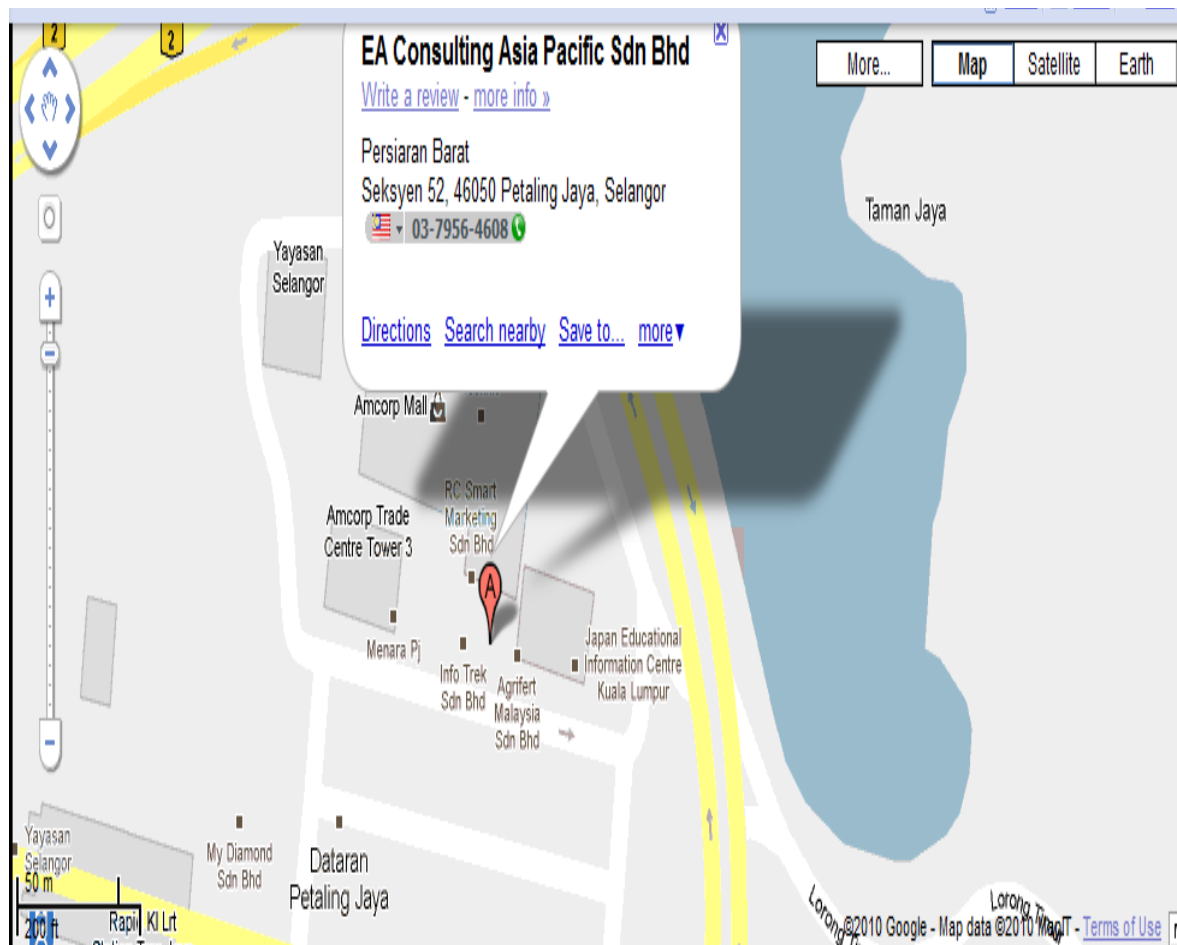
## **5. REFERENCES**

1.0 EA Consulting Asia Pacific Sdn Bhd website, <http://www.eacap.com/> (Accessed 12 July 2010)

## **6.0 APPENDICES**

### **List of Figures**

#### **Location of EA Consulting Asia Pacific Sdn Bhd:**





All my noon shift colleagues with me



Front view of the company