

Felda Prodata and Sinergi Perdana to embark on the full power of SAP S/4HANA in a partner managed cloud environment

Felda Prodata Sdn Bhd and Sinergi Perdana Sdn Bhd today announced a five-year collaboration to enable Sinergi Perdana to embark on a full private cloud software, "ProTruz Cloud", which is powered by SAP's digital core platform SAP S/4HANA and provided by Felda Prodata.

Prodata Felda is wholly owned subsidiary of Felda Global Ventures Holdings Berhad (FGV).

Driven by the need to transform its operations digitally, this implementation is the faster and easier way for Sinergi Perdana to access mission critical applications such as Finance, Logistics and Human Capital Management delivered in the cloud as managed services.

Through this collaboration, Sinergi Perdana expects to strategically increase its agility in addressing changing business requirements. Financially, it foresees the optimisation of cash flow due to the conversion of CAPEX to OPEX.

Felda Prodata, one of Malaysia's ICT based system integrators and a SAP Certified Partner, will be the solutions provider for Sinergi Perdana, a consortium formed by three Malaysia's biggest plantation agencies, namely The Federal Land Development Authority (FELDA), Felcra Berhad and The Rubber Industry Smallholders Development Authority (RISDA). A brainchild of Prime Minister of Malaysia, Y.A.B. Dato' Sri

Najib Tun Razak, Sinergi Perdana's mission was for the three agencies to coordinate their plans and strategies in exploring various business ventures especially in fertiliser and agrochemical business.

"The benefit of this initiative is the ability to leverage on a leading ERP solution system via SAP S/4HANA optimised infrastructure as well as tailored professional services, without worrying on big investment of asset, which will lead to high Total Cost of Ownership depreciation cost

"We can focus more on our operation with peace of mind through this integrated support model provided by Felda Prodata. We believe that Felda Prodata has the most knowledgeable resources especially in the plantation industry, to provide us a full support from infrastructure to applications," said Bashir Muhammad, Group Chief Financial Officer of Sinergi Perdana.

CEO of Felda Prodata Azly Sham Kamaruddin, said: "This private cloud deployment of SAP S/4HANA for Sinergi Perdana marks an exciting chapter for us. It has a direct impact on both our business and talent development strategy. Our infrastructure, ProTruz Cloud is ready, and as SAP certified partner, Felda Prodata is fully committed to provide onsite and offsite support, system implementation, as well as support of SAP S/4HANA for five years.

SAP Malaysia Managing Director Terrence Yong said: "The digital economy is having a profound impact on enterprises today and organisations in Malaysia are ready to embrace the wave of digitalisation. As a company, SAP's mission is to empower our customers to succeed in the new digital economy by helping them re-imagine their business using the SAP digital business framework.

"Through this collaboration with Felda Prodata, we are confident that Sinergi Perdana will be supported from adopting

a digital core and embarking on its cloud journey to transform its operations and meet the demands of the digital future. We applaud Felda Prodata for signing its first Partner Managed Cloud (PMC) on SAP S/4HANA agreement in Malaysia with Sinergi Perdana and look forward to a fruitful on-going partnership with them," added Yong.

This Private Managed Cloud implementation is the first of its kind in Malaysia and is expected to also help other agencies or Small Medium Enterprises both in the Malaysian, and regional markets. It gives a good option to customers who are looking to move from a capital expense to an operating expense model with a worry-free high performing infrastructure.