Corporate Citizenship in Malaysia

Transforming business, technology and society

IBM’s longstanding, global commitment to corporate responsibility is a demonstration of our values and the priorities that guide them. By integrating corporate responsibility with business strategy, we contribute to the communities in which we do business while engaging our clients, partners and employees. IBM’s technology and talent have the power to help transform governments, institutions, communities and the quality of life for people around the world. Whether it’s improving education, revitalizing cities, protecting the environment or driving economic growth, IBM and IBMers contribute innovative solutions to the world’s toughest societal challenges.

“IBM strives to be an essential company, not only to our clients, shareholders and employees, but also to the world at large — by engaging the communities where we do business and by providing the leadership and tools to build a Smarter Planet. Corporate citizenship is central to this vision, both worldwide and in the local examples I am proud to share in this report,” says IBM Malaysia Managing Director Chong Chye Neo.

**Education**

To help students prepare for the services-led economy of the 21st century, IBM actively works with the local IT industry and universities in Malaysia to develop the most current and relevant curricula around Service Science, Management and Engineering (SSME) and integrating IBM technology within academic initiatives. As part of the worldwide program to promote SSME, IBM Malaysia is collaborating with higher education institutes including Universiti Sains Malaysia, Taylor’s University, University of Malaya, University Tunku Abdul Rahman and KBU International College to develop and offer the program.

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**Highlights**

- IBM started business in Malaysia in 1961.
- In 2011, IBM invested RM1 billion (US$285.7 million) to set up the IBM Global Delivery Centre as part of Malaysia’s Economic Transformation Program, creating 3,000 jobs.
- IBM has established 12 international shared services hubs in Malaysia and is a leading shared services player in the country.
- IBM employees in Malaysia have donated over 8,300 hours of volunteer service.
- In 2014, IBM donated more than US$50,000 through gifts and grants in cash, technology and services in Malaysia.
Problem solving
IBM’s Corporate Service Corps (CSC) brings together teams of high-potential IBMers from around the world for month-long projects on economic development, environmental issues and other challenges in developing countries. Since the first CSC team visited Malaysia in 2009, more than 80 employees have worked on high-impact projects to empower nonprofit organizations in addressing business challenges. Eight teams have been deployed to Penang, Johor, Kota Kinabalu, Sarawak, Pahang, and Malacca on projects including the delivery of social services, establishing the best research practices for local universities, and sharing business management skills with small and mid-sized enterprises. The resources invested for this initiative in Malaysia total an estimated US$2.4 million. Additionally, 23 IBM Malaysia employees have been selected to contribute their expertise and skills to CSC assignments in other countries.

The Smarter Cities Challenge (SCC) deploys IBM experts to help cities around the world address their most critical challenges, by delivering recommendations for making the city smarter and more effective. In Malaysia, SCC assigned IBM executives to help Negeri Sembilan be more effective, in an engagement valued at an estimated US$400,000.

IBM Impact Grants bring sophisticated capabilities to nonprofit organizations to help them serve their constituencies more effectively. In Malaysia, IBM has invested more than US$40,000 through the Impact Grant programme.

Employee engagement
Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service worldwide through On Demand Community.® In Malaysia, more than 650 IBMers have donated over 8,300 hours through the program. Additionally, their volunteer work has qualified Malaysian nonprofit organizations and schools to receive IBM Community Grants amounting to over US$13,000 in 2013 and 2014.

Disaster relief
Integrating advanced technologies with the expertise of IBMers, IBM delivers essential components of what it takes for affected areas and individuals to regroup, rebuild and recover. Joining the global fight against Ebola and responding to the devastation of Hurricane Haiyan in the Philippines, with both immediate and long-term solutions, were just two examples of IBM’s agile and sustained 2014 disaster relief efforts.

Awards & recognition
• 2015 ComputerWorld Readers Choice Awards: Software as a Service Provider and High-End Enterprise Servers
• 2015 Life at Work Awards by Talent Corporation Malaysia & Towers Watson for Best International Organization
• 2014 ComputerWorld Readers Choice Awards: Infrastructure as a Service Provider, Software as a Service Provider, System Management Software, Consulting and Integration, and Enterprise Disk System awards
• HR Employer for ICT & Multimedia Award in Malaysia’s 100 Leading Graduate Employers 2014 Survey
• Malaysia Prime Minister's Corporate Social Responsibility Award (2012)

For more information
For more information on IBM corporate citizenship programs, policies, strategies and achievements worldwide, and to read or download our current IBM Corporate Responsibility report, visit ibm.com/responsibility.

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