

Tech A Break

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With

Pasti Nyalala

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Top 5 Reasons Why Your Company Should Go Digital

By: IZ

Visibility

If there is a way to level up market share between small and large companies it is through the internet. It is the most convenient way to compare products and to assist you in making decision. So, help your potential customers find you. Make your website, create an instagram, twitter and facebook account. You can also use the same system to proactively seek out new customers

Best practice

To be a leading company in your field you should be at the top of technological trend so your customer can see that you are using the best technology to provide solution for them. This will help you stand out among the competitors

Cost Saving

By doing marketing and promotion through emails, social medias and your own website you can save a lot on printing cost for leaflet and banners. Storing digital document will also save you a lot on storage and labor cost to manage the documents

Customer interaction

You know how it is easier to digest information visually than reading long sentences. Use this to your advantage, you can interact with your website visitors through links, videos and demo. It creates a better customer experience. Remember to implement sign up, download, share and buy button whenever you can

Get Organized

Modern advancement in personal assistant AI like Cortana and Siri can help manage your schedules, make calls, send messages, gather relevant data for you and keep track of them. You don't even need to look for files anymore, you can ask Cortana to pull up a file while you're typing your email

#FunFact1

On 1st April 2005, NASA pulled a prank telling the world that they had found water on Mars

#FunFact2

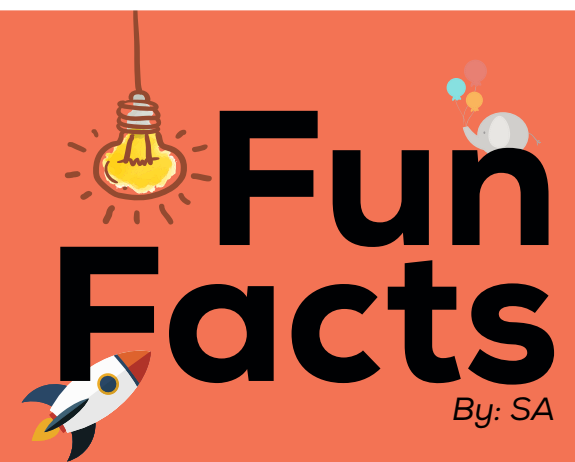
The word Ubuntu comes from an Africa word meaning "I am because of you"

#FunFact3

If you find a security bug in Facebook's code, they are willing to pay from \$500 for you to tell them about it

#FunFact4

PHP has a mascot and it is a big blue elephant named elePHPant!



You might have heard of the term IoT and all the fancy words that come along with it like smart city and big data. **As more and more devices are becoming a part of IoT, you could be wondering how it will affect your life.** Simply put IoT is connection of devices through internet.

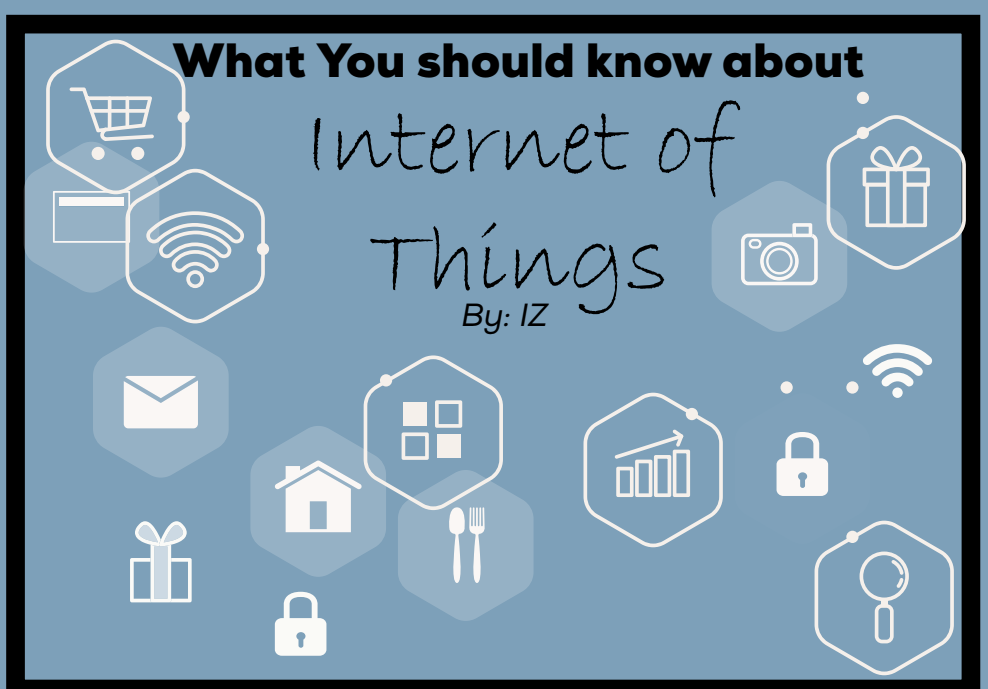
The word 'device' is so broad that it can be anything that can be connected to the internet including smartphones, headphones, refrigerator. Gartner, an analyst firm claimed that there will be **more than 26 billion connected devices by 2020.**

Now why would we want all these devices to be connected? The main reason is the potential ways that we can use the data collected by these devices.

Imagine getting up from bed and by turning off your alarm clock, your coffee machine knows when to start brewing and your toast will be ready by the time you're done getting dressed.

You then walk to your motorbike or car and it detects the best route to take for the day taking into account traffic condition and weather. You can sync it with your calendar to know the best time to go for service or wash.

This concept can be extended to a whole city, which is where the idea of smart city comes from. IoT can help in improving our quality of life. Data collected through transportation network for example can help improve traffic condition.



We can implement intelligent road lighting and air conditioning that can adapt to weather condition or optimising wastage management. It can even improve businesses by monitoring shopping behaviour in different areas to allow for better products and marketing strategy.

The possibilities can only be bound by your imagination. **This massive pool of data or big data can be manipulated to your advantage.** The question is what you want to find out and how do you massage them into something meaningful.

Spotlight On

By: Bae



Q1: What ignites the spark in you to start up Pasti Nyala? How did the idea come about?

I love to challenge myself. Before Pasti Nyala, I was tasked with very difficult assignments. So when the opportunity knocked, I took the challenge to run the operation by creating a new IT outfit.

Q2: What kind of hardship or obstacle that you face when trying to start up the company?

From a one-man show to a small team to a multi teams, the challenges are almost the same, i.e to have competent team members.

Q3: What makes Pasti Nyala different from other IT company?

We want to grow and strive to constantly improve our products, services and other deliverables. In addition to that, developing and improving our manpower competency is also on top of our corporate agenda.

Q4: What are the current goals that the company is focused on and how does your team work to support hitting those goals?

One of the current goals is to improve team members' competency and in order to achieve that, team members are drive to perform. and along the way, we promote learning and growth to improve their knowledge and skills.

Q5: Besides the current service offered by Pasti Nyala, is there any future services that will be added to the current service?

We are currently managing hosted cloud applications but in the near future we will be offering hybrid cloud applications, mobile apps as well as divesting in our current application by providing horizontal expansion.

Q6: In your opinion, what is the key to the success of your company?

I wouldn't say that we are successful enough as success is always a work in progress thing. Having said that, I am building the foundation of the company with following elements:

- Gaining trust of the employees and customers. We want to be reliable to both parties.
- Developing people to work together and be super competent so that they can deliver superior results.

Q7: What have been some of your failures and what have you learned from those failures?

Relationship

Personally, I feel down when good staffs who have become close friend parted the company as I can't convince them enough to stay. As such I have learned to draw a line and lower my expectation as people ultimately have their own personal agenda or ambition.

Marketing

I have come across potential customers who are sceptical to buy our products. I have learned that it may takes time and efforts to increase our product brand awareness and at the same, we will keep improving it so that we can offer better product as time goes by.

Q8: What three pieces of advice that you can give to those, especially fresh graduates that have a dream of owning their own IT company one day?

- Keep learning and apply the knowledge even if it is not IT related.
- Learn to work together so that you can consolidate ideas and efforts with your partners.
- Prove your worth before demanding. Don't over price your products or services if you just enter the market. Entice your potential clients with your capabilities and talents before talking about the price.

Q9: Where do you see yourself and your company in 10 years?

There is a few leaders in the making and these people will lead new outfits and take the company to a greater height.

Q10: If you had the chance to start your career all over again, what would you do differently?

I'll create more people network as it is so much easier if you have a lot of reliable connection. It is good for business, good for support and also good for references.

RICHARD W SINYEM
CEO Pasti Nyala Sdn Bhd



Jolly In Jangoi

By: SA

On 19th of August, Pasti Nyala Sdn. Bhd. (PNSB) held a team building at Jangoi Riverlodge, Padawan. The teams' names were inspired by Inside Out movie. We have team Anger (TL: Zulkarnean), Disgust (TL: Sherilyn), Fear (TL: Miliza), Sadness (TL: Hisham), and Joy (TL: Syed Sulhi)

Despite the weather report about raining, everyone was excited. Luckily, we had a sunny day for most of the afternoon (Hurray!). For this team building, Dimple explained the rules and introduced games to be played which were **Pass the message, Charade, Tower Game, and Treasure Me.**

The first game came out as a shocked when the message should be passed was a tongue twister and it isn't easy. Can you dear readers memorized this tongue twister under 1 minute?

"The big black bug bit the big black bear but the big black bear bit the big black bug back!"

Thankfully the next one is easier and everyone's favorites: CHARADE!. One team effortlessly wins this round with the theme of office products, team Disgust. The game continued with building the highest and most stable tower in 15 minutes only!. One member from each team gets to knock down opposing towers only by using qualified rocks and a round float by Dimple.

The last game was having difficulty where there was a bit malfunction in the arrangements. Nonetheless, it was a breeze for team Joy where they won the whole game in winning this last game. Hopefully everyone enjoys the INSIDE OUT team building coordinated by organizer. Be sure to look forward for our next team building this OCTOBER!

Organizer: Sim Yu Hock, Dimple Durin, Azeemah Shamhari, Shareen Arzaman

Work Smart, Play Hard



Zumba Zumbi

By: SA

For the month of September, PNSB held Zumba every Wednesday for promoting healthy lifestyle. Each week, we would have different instructors to tackle Zumba. Therefore, different kinds of Zumba routines were introduced to us and it was exhilarating.

Zumba helps in relieving stress and lose some of that weight. That's why the room was always packed with staff and interns during the Zumba sessions. It is certainly a fun way to lose weight and the stress away after a long day at work.





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