INDUSTRIAL TRAINING REPORT

CSF ADVISERS SDN BHD

FACTORS DETERMINING THE GROWTH OF CSF ADVISERS SDN BHD

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Executive Summary





The SWOT of CSF Advisers Sdn Bhd, a leading Malaysian data centre provider, are analysed in detail in this report. Since its founding in 1991, the company has grown to become a market leader in the provision of data centre services to many sectors, including the banking, telecom, and energy sectors.

This report also includes an intern's training address on its time spent working in the finance and administration department. The intern benefited from the exposure to a variety of finance-related tasks, such as the monthly preparation of management accounts, bank reconciliations, and payment allocation lists.

CSF Advisers can take advantage of various trends uncovered by the SWOT analysis, such as the rising need for data centers and the possibility of enhancing energy efficiency. Cyber-attacks, data breaches, problems in retaining employees, and finding new ones were also highlighted.

Additionally, CSF Advisers can take advantage of the situation by constructing new data centers to keep up with demand and utilizing energy-efficient technology such as liquid cooling to cut down on power usage.

Finally, CSF Advisers has positioned itself as a major participant in the data center market by prioritizing strict security measures and flexible work hours. The corporation is able to reinforce its position as Malaysia's leading data center provider by addressing its weaknesses and threats and making the most of the opportunities it has been presented with.



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Acknowledgment



To begin, I want to thank Allah S.W.T. for His help and blessings, without which I would not have been able to finish my report. I would like to thank the many persons who have assisted me in completing this internship report.

Interning at CSF Advisers Sdn Bhd provided me with excellent opportunities for personal and professional growth. Since I was given the chance to take part in it, I consider myself to be a very fortunate person. I am also grateful of the opportunity to network with so many inspiring professionals and colleagues throughout my internship.

I would like to take this opportunity to express my deepest gratitude and special thanks to my supervisor, Encik Muhammad Syukri Ismail, who despite his extremely busy schedule, took the time to listen to me, guide me, and keep me on the right track while I was doing my internship at CSF Advisers Sdn Bhd.

I would also like to thank Madam Nor Aizan Mohamed, my internship advisor, from the bottom of my heart for all of the help and encouragement she's given me during this internship. Her timely and effective assistance has allowed me to better plan and handle issues related to this report and internship journey with professionalism.

Also, I want to show my deepest gratitude to my family and friends, who did their best to support and encourage me from the start of this internship.

Last but not least, I would like to thank everyone who helped me with my job, whether directly or indirectly, and made it possible for me to finish this report.

Updated Resume



LINA KHALIDA BINTI SHAMSUDIN

Bachelor of Business Administration (Hons.) Finance



EDUCATION				
2021 – Present	Bachelor of Business Administration (Hons.) Finance, Universiti Teknologi Mara (UiTM) Current CGPA: 3.71	(UiTM) Bandaraya Melaka		
2018 – 2021	Diploma in Banking Studies, Universiti Teknologi Mara (UiTM) CGPA: 3.81			
2013 – 2017 SMK Dengkil SPM: 5A				
AWARDS				
2022	1 st Place In Bright To Light The Investment Portfolio Program In-depth analysis and exposure with Exchange-traded fund (ETF).			
2021	Vice-Chancellor's Award, UiTM Alor Gajah Awarded for achieving dean's list for every semester.			

RELEVANT EXPERIENCES

2022

Organiser of Fly High Careers In Financial Security Program (Activity)

 Handled crowd and ensuring that the audience remained interested and amused overall.

Organiser of Hotel Professional Etiquette (Special Task)

Assist with process registration form.

Organiser of Finance and Innovation Competition (Logistic)

Managed the overall facilities throughout the event.

Organiser of Money Sense (Activity)

• Provide entertaining activity to ensure successful participation by audience.

Participant of Bring To Light The Investment Portfolio

Participant of Virtual Video Competition Investment Ace (VVCIA) Participant of Siswapreneur Virtual Talk

2023

Internship In Finance and Administration, CSF Advisers Sdn Bhd

- Assist in preparing monthly management accounts, bank reconciliations, and other supporting schedules for company.
- Assist to prepare monthly payment allocation list which involve in preparing and generating payment vouchers for the approved payment list.
- Assist to Issue invoices, debit notes and credit notes for company.
- Update collection from receivables and monitor on problematic receivables and report to head of department for further action,
- Assist Finance Executive in preparing documents for audit queries and tax queries.
- Update power consumption report.

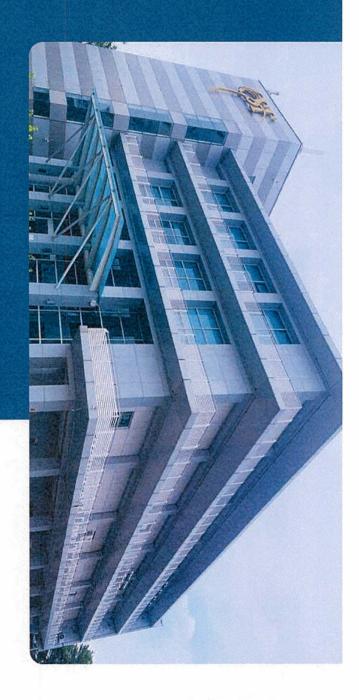
SKILLS	Microsoft Word	Advance	Microsoft Excel	Intermediate	ABSS Premier	Intermediate
	CanvaPro	Advance	Microsoft PowerPoint	Intermediate	Adobe Photoshop	Basic
LANGUAGES	Malay	Native speaker	English	Intermediate		
REFERENCES	Muhammad Syukri Bin Ismail			Nurul Amyra Binti Mat Isa		
	Senior Finance & Account Executive			Lecturer		
	CSF Advisers Sdn Bhd			Universiti Teknologi Mara (UiTM)		



Company Background

CSF was established in 1991 and has since constructed over 200 data centers for enterprise clients. These clients include the Malaysian Stock Exchange, among others. In 2003, the corporation built the first of its own data centers which is currently operated in Cyberjaya, Selangor. CSF Advisers has years of experience in the management and operation of more than one million square feet of white space in data centers, which includes one of the largest data center facilities in Malaysia. As its primary focus, CSF Advisers offers an extensive range of services for data centers.

The company provides a comprehensive selection of data center-related services in conjunction with its subsidiary, Atlas CSF. These services include the design and development of data centers, which includes project management, the fit-out and integration of equipment within data center facilities and their computer rooms, and data center tenancy solutions. Their include customers government-linked organizations'. financial institutions. companies in the telecommunications industry and the oil and gas industry.







Vision

To maintain their position as the largest neutral carrier Telco Hub in Malaysia.

Mission

They strive to provide the best infrastructure for telecommunication provider to inter-exchange voice, data and internet traffic.

Objective

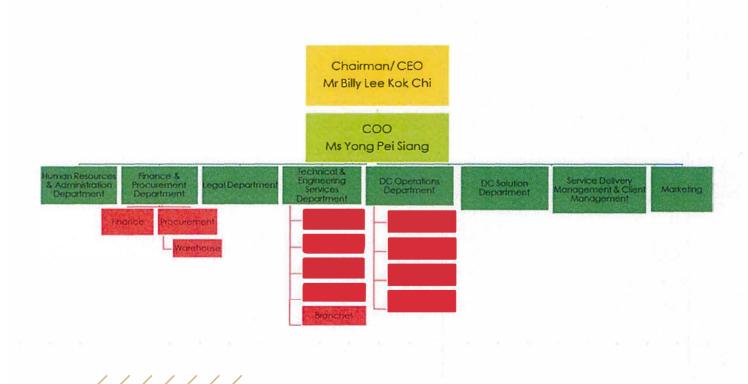
Provide the highest level of service support on a long term basis.





Organizational Chart

The chairman and chief executive officer of CSF Advisers Sdn Bhd is Mr. Billy Lee Kok Chi. Through his more than 20 years of experience in Information Technology businesses, he has gained extensive knowledge in Internet, telecommunications, cloud infrastructure and services, data centers, systems integration, and IT outsourcing, with a focus on the Asia Pacific region. The company has eight departments overall including Human Resources and Administration, Finance and Procurement, Legal, Technical and Engineering Services, Data Center Solutions, Service Delivery Management, and Marketing departments.



Products and Services

For every project undertaken, the association with customers does not end upon completion of the project. Rather, it marks the beginning of a long term partnership. CSF Advisers's service and maintenance support is built and managed with the objective of providing the highest level of service support on a long term basis.



Interconnect

The customers have access to a wider variety of connectivity options as a result of the interconnect services provided by CSF TelcoHub. These services provide access to dark fibre providers as well as many other significant telecommunication providers from across the world. At the CSF TelcoHub, there are more than a thousand telecommunications fibre cables that land.



Co-location & Hosting Services

Customers who co-locate at CSF TelcoHub will have access to all of the hosting services that the facility has to offer. They will supply their customers with the space, power requirements, and infrastructural facilities at its co-location space so that they may grow as and when they want to at the CSF TelcoHub co-location space.



Dedicated Data Space Centre

For those who would still rather have their own dedicated space in which to store their servers and other hardware, CSF TelcoHub has that option available. CSF TelcoHub has a dedicated fit-out and design employees that will assist in customizing the space to the specific needs of its customers.

Training's Reflection

Duration and Benefit



On March 1, 2023, I began a finance and administration internship at CSF Advisers Sdn Bhd, which is scheduled to last through August 15, 2023. The business day begins at 8.30 a.m. and ends at 5:30 p.m. However, with the approval of my manager and supervisor, I am occasionally able to work remotely. My monthly allowance from CSF Advisers is RM700.00 and for my position in finance, I am given my own space and a laptop at no cost to me.

Responsibilities



- Assist in preparing monthly management accounts, bank reconciliations, and other supporting schedules, workings and worksheets for company.
- Assist to prepare monthly payment allocation list which involve in preparing and generating payment vouchers for the approved payment list.
- Assist to issue invoices, debit notes and credit notes for CSF Group of companies.
- Update collection from receivables and issuance of reminder letter and monitor on problematic receivables and report to head of department for further action.
- Assist Finance Executive in preparing documents for audit queries and tax queries.
- Update power consumption report.

Knowledge and Skills



I am finding it challenging to adjust to life as an employee in the finance industry after having only ever studied the subject in a classroom setting. Overall, it is a bit of a challenge for me. With the support of my manager and supervisor, however, I have gradually developed a deeper comprehension of the task at hand, as well as a thorough comprehension of the function that finance and accounting play in assisting firms in keeping track of their financial inflows and outflows. Due to the nature of my work, I have developed better skills in time management. At first, the pace of my work is slow, but I am now able to complete my task ahead of schedule. I have learned a lot and gotten a lot better at communicating thanks to my internship.



STRENGTH



High Security



As it is known, CSF Advisers has a lot of customer's data which is it contain the majority of information assets and intellectual property. These are the prime targets of all targeted attacks and so require highly effective security measures (Danny Palmer, 2022). The company prioritize the security of their systems and the data they store whereby they provide physical security measures, network security, disaster recovery and backup systems, and etc. CSF Advisers has strong physical security measures in place such as access control systems and security cameras. For example, each client has their own space for their data center whereby the access is restricted solely to the respective client in order to mitigate the risk of data breaches. The spaces also are monitored 24/7 to ensure that all data is kept safe and secure. Besides, the company also employs a water mist fire suppression whereby it uses less water compared to traditional sprinkler system. This approach effectively minimizes any potential damage to both property and essential assets (Dmitrijs Gavrilovs, 2020).

RECOMMENDATION

Strengthen Access Control Systems



Even if the company has highly effective security measures in place for its data centre, however there is always a need for improvement especially in terms of access control systems. CSF Advisers should conduct a thorough evaluation of the entire facility to determine whether the access control system needs to be upgraded. According to Shailaja (2020), any facility that proved to require more protection should have that protection enhanced. For instance, that numerous ways of verification should be advised for the entry of staff or customer into a certain location especially into the room of data center space. One of the examples is the company may include fingerprint or retinal recognition, in addition to an access card. Besides, CSF Advisers also could employ facial recognition technology within video surveillance systems as a means of preventing unauthorized individuals from gaining access to data center space. One benefit of employing this approach is that upon identification of an individual as unverified, it has the capability to activate an alarm system, thereby alerting security workers. Subsequently, the confidential information is securely protected and inaccessible to unauthorized individuals (Roland Udvarlaki, 2022).



STRENGTH



Flexible Working Hours



A Flexible work solutions have been offered by companies for years as a competitive advantage to recruit and retain talent and to improve the work-life balance of their employees (Shirmohammadi et al., 2022). This includes CSF Advisers, who also implement flexible work arrangements which the company allow its employees to take extra time during their lunch break as long as they perform the entirety of their job's duties and reach their goals. Apart from that, the company also allows certain of its employees who are not required to be in the office to work from home and it gives them more control and flexibility. This concept of flexible work arrangements can be perceived as advantageous, as it promotes the harmonization of work and family roles and it beneficial for company as well as employees itself in the form of increased productivity (Robert Half, 2022).

RECOMMENDATION



According to Marcel and Karl (2020), employees were more likely to put in extra effort for the company if they believed that their employer cared about them. That is why it is crucial for CSF Advisers to enhance its flexible work strategy in order to help its employees achieve a better work-life balance. Perhaps the company might consider implementing 'Summer Friday' for example. Summer Friday means the employees will be given more flexibility on Friday. Workers might, for instance, be allowed to skip work on Fridays as part of a more relaxed workweek. Or, on Fridays, workers are allowed to clock out between one and three hours early while still receiving their full pay. Another option, employees work half days on Fridays and can choose to work in the mornings or the afternoons. Doing so will demonstrate organization that values its employees' well-being alongside productivity, which is sure to increase morale and retention (Mona Bunshell, 2023).





WEAKNESS



Dependence of Clients

CSF Advisers Sdn Bhd heavily depends on a limited number of major clients, which contribute a significant portion of its overall revenue. According to Cao et al. (2021), the potential loss of important customers has the potential to greatly influence the financial performance and profitability of the company. One of the clients who now contributes a significant amount of revenue to CSF Advisers is VADS Berhad, and part of that revenue comes from the rental of data center space. At present, VADS Berhad is leasing data centre space from CSF Advisers, incurring rental expenses amounting to approximately RM400,000. VADS Berhad, however, decided to end its data center tenancy as of July 2023, and apparently, CSF Advisers has reserved some clients for a portion of data center space to aid in their financial performances. Unfortunately, it might be as well less profitable as the new tenants might not contribute the full amount that VADS Berhad used to pay on previous.



RECOMMENDATION





As mentioned above, VADS Berhad will end their tenancy with CSF Advisers and if the company lose that one customer, they might potentially lose all of that income. Thus, in order to reduce the risk of becoming overly reliant on any one client, CSF Advisers must grow their customer base to increase their sales. According to Grace Pinegar (2022), developing a customer base is similar to making an investment whereby the return may not be immediate. But with little work and the correct methods, you can build a foundation that can boost your company or organization ahead. CSF Advisers can grow their customer base by improving their marketing strategies. For example, the company can invest more time and efforts on social media. According to Joseph Camberato (2020), promoted or sponsored posts on social media networks like Facebook and Instagram can increase the likelihood the company's intended audience will see their marketing content. From there, it might attract new customers and the company has a high chance to increase sales. Besides, it is advisable to connect with users that appear to be part of the target customer by engaging with them in a manner that effectively show the company's personality and expertise. (Grace Pinegar, 2022). 12





WEAKNESS



Poor Efficiency in Software System and Internet Connection

According to Scott Beaver (2022), accounting software is a valuable tool for businesses, as it facilitates the simplification and management of financial and operational tasks, regardless of their complexity. For accounting purposes, CSF Advisers Sdn Bhd use ABSS accounting software or MYOB software to record all the transactions within the organization. However, the software is insufficiently effective since users frequently get stuck in it. For instance, if one worker became stuck in the software, all other users would need to log out first before being able to log back in and use the software. Same goes to their internet connection, the Wi-Fi in the company will suddenly disconnected. And to fix the issue, the employees need to wait around thirty minutes to one hour before it can be reconnected. Subsequently, this issue has the potential to disrupt workflow and lower the overall productivity of the company, leading to decreased morale and efficiency (Martin Jones, 2023).



RECOMMENDATION







Technical support should be employed by CSF Advisers to manage and maintain all computer hardware and software. According to James Cash (2021), by having an IT department located within the business premises. there is an assurance of immediate assistance. Several outsourced IT companies also offer quick support, however establishing contact with them might be difficult. By leveraging an internal IT team, one can easily engage in face-to-face communication to promptly address and resolve the issue straight away. Besides, the company also needs to upgrade its Wi-Fi connection such in investing in a signal booster. Signal boosters have a variety of types and size, yet their primary function is to improve the potency of a signal by relaying it through another device. These devices, often referred to as "Wi-Fi repeaters," are utilized to boost the range and strength of a weak signal. (Sam Wolfe, 2021). Therefore, with the existence of in-house technical support and an upgrade for Wi-Fi connection, it might ease employees to perform their job duties as well as increase the productivity of company. 13



THREAT



Cyber-attacks and Data Breach

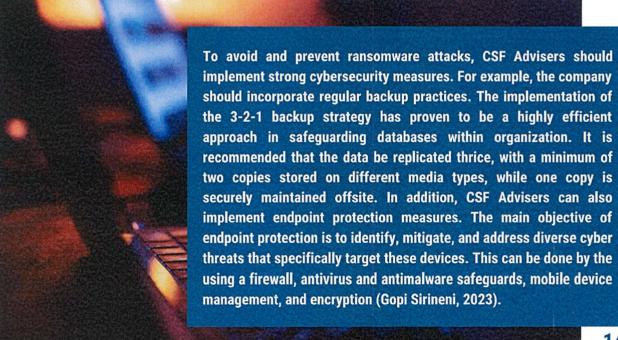
Since CSF Advisers Sdn Bhd store and process sensitive data, the company are often targeted by cybercriminals looking to steal sensitive information or disrupt operations. As a company that handles a large amount of customer data, CSF Advisers is vulnerable to cybersecurity threats, which can create risks and challenges for the company. Generally, data stolen will be published for sale on an underground community on the dark web which is often used by initial access brokers and ransomware groups (Apurva Venkat, 2023). Cyberattacks can result in the compromise of sensitive customer information, such as personal and financial data, which can lead to lost customer trust and potential legal liabilities (Ken Kizzee, 2023).



RECOMMENDATION

Implement Strong Cybersecurity Measures (K)







THREAT



Talent Retention and Recruitment

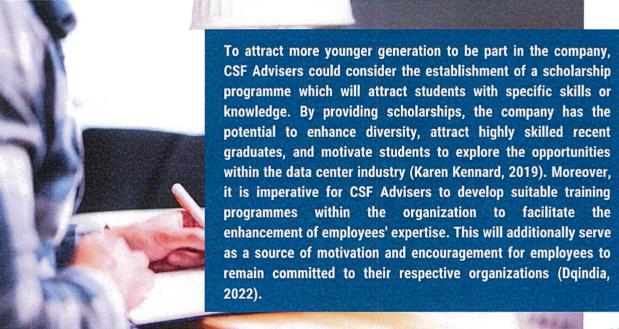
Finding and retaining skilled personnel to work in data centers can be challenging, as the industry faces a shortage of qualified professionals (Alix Pressley, 2020). It is not unexpected that attracting and maintaining workers is a major challenge for data center operators in an era of fast growth in data center industry, where the number of available positions has increased faster than the number of qualified applicants (Paul Carton, 2022). It is tough for CSF Advisers to recruit high-demand roles such as critical systems technicians, power systems technicians and analysts, facilities control technicians and etc. Especially for younger generation, there is a lack of awareness of the opportunities and progression within the field, and as a result many do not consider the data center industry as their preferred career path (Sykler Holloway, 2022).



RECOMMENDATION

Offering Scholarships and Create Retention Strategy







OPPORTUNITY



Increasing Demand for Data Centers

Over the period of the past five years, Malaysia has experienced a considerable increase in the number of new data centers being built as well as those that are being expanded (Yanika Liew, 2023). Especially with the increasing reliance on technology and the internet, there is a growing demand for data centers to store and process data (Charlotte Trueman, 2019). The rapid expansion of data centers in Malaysia was significantly influenced by the emergence of the Covid-19 pandemic in early 2020, which proved to be a driver for increased demand (Yanika Liew, 2023). With the shift towards remote work, online education, and digital services, there has been an exponential increase in data traffic and storage requirements (Aarti Dhapte, 2023). This presents an opportunity for CSF Advisers Sdn bhd to meet this demand by building and operating new data centers.

RECOMMENDATION

Build New Data Center



According to Paul Mah (2021), Malaysia is an ideal option for companies seeking to expand their operations due to its positive momentum and cost-effective capacity for hyperscaling in the data center industry. Besides, Malaysia also has a significant advantage in terms of land costs compared to other markets. The regions of Johor and Kuala Lumpur in Malaysia show the most profitable and lowest land costs among the top data markets (Yanika Lew, 2023). Hence, CSF Advisers should grab the opportunities and consider the establishment of new data centers in those areas. This strategic move is actually necessary to meet the increasing demand arising from the rapid advancements in technology nowadays.



OPPORTUNITY



Energy Efficiency Improvement

Data centers are widely recognized for their significant energy consumption, primarily attributed to their specialized role in accommodating energy-intensive IT equipment and operating continuously throughout the day and night (Keith Madigan, 2021). Thus, CSF Advisers Sdn Bhd consumes a greater amount of electricity due to its reliance on electrical power for equipment operation and the substantial energy requirements for cooling the machinery. According to Marjit Koot (2021), the speedy growth of data center usage may result in a growth of energy needs of data centers when energy efficiency gains do not continue. Hence, with such large electricity usage, there are opportunities for the company to implement energy-efficient technologies and practices to reduce their carbon footprint and save on energy costs.



RECOMMENDATION

Integrate Liquid Cooling

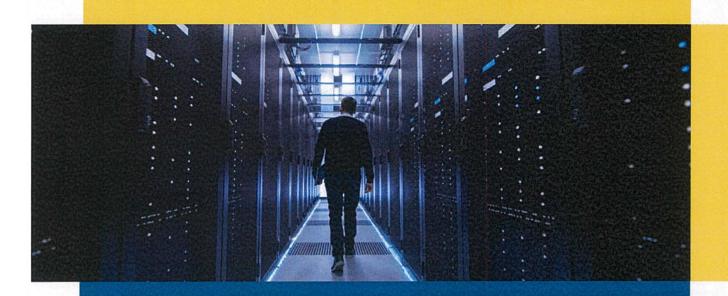


The adoption of liquid cooling in data centers is increasingly prevalent due to its capacity to provide enhanced and more efficient cooling for high-density IT racks (Fred Rebarber, 2023). Currently, CSF Advisers use air cooling to cool the computer room. However, the company may opt to utilize liquid cooling due to the higher heat capacity of liquid compared to air, resulting in a greater ability to absorb heat per unit volume. Liquid cooling systems have the capacity to remove heat more effectively compared to air cooling systems, thereby potentially leading to reduced energy consumption (Staubli, 2023). In fact, study found that compared to using air cooling, liquid cooling reduced facility power consumption by 18.1% and data center power consumption by 10.2% (Fred Rebarber, 2023). Besides, according to Fred Rebarer (2023), liquid cooling systems also have the potential to reduce the workload of fans and other equipment, which in turn can lower overall energy usage. Therefore, CSF Advisers can employ this approach to achieve energy efficiency and minimize environmental impacts.



CONCLUSION





- In conclusion, by having an internship in the finance department of CSF Advisers
 Sdn Bhd, I have gained valuable experience in a variety of areas, including
 exposure to real-world finance and accounting responsibilities, and learning from
 mistakes. Despite the difficulties encountered at the beginning, the internship at
 CSF Advisers Sdn Bhd was extremely beneficial in terms of providing significant
 insights into the financial business, the development of practical skills, and a
 more comprehensive understanding of the functions of finance and accounting.
 It is anticipated that the intern will be able to draw upon these experiences to
 benefit their future careers.
- The company's strengths, including its strict security measures and its accommodating work schedule, have contributed to its success. However, there are flaws that must be fixed, such as reliance on a small number of clients and inefficient software and internet connections. Cyber-attacks, data breaches, and difficulties in retaining and attracting top employees are some of the other risks the corporation must contend with. However, CSF Advisers can take advantage of chances to increase data center energy efficiency and benefit from the growing demand for such facilities. The implementation of the suggested recommendations will allow the organization to improve its operations, reduce risks, and take advantage of emerging opportunities in the data center market.

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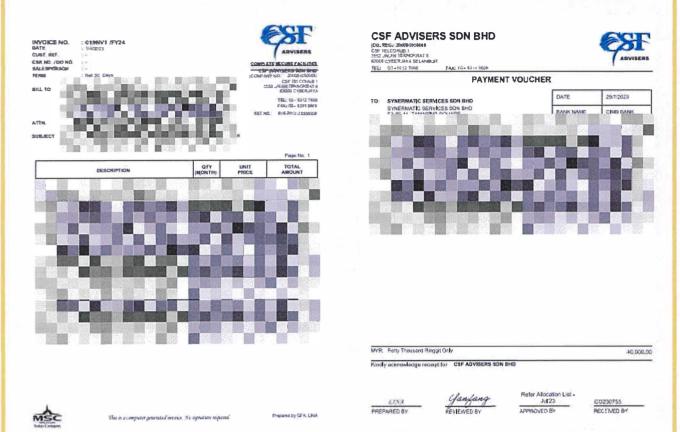


Figure 1: Issuing invoices to customers

Figure 2: Generate payment voucher



Figure 3: Email customer for outstanding invoice



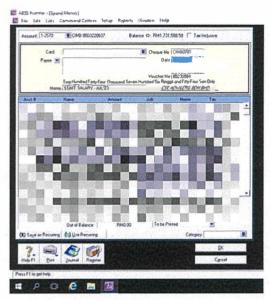


Figure 4: Key in staff salary

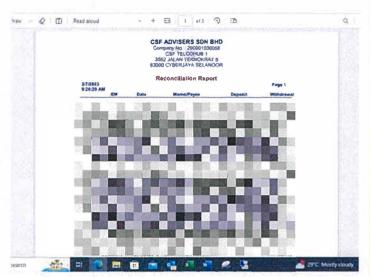


Figure 5: Reconcile bank statement

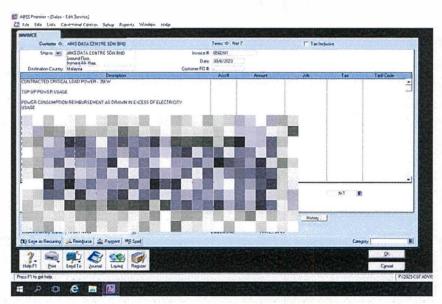


Figure 6: Update power consumption





Figure 7: Fire drill training



Figure 8: Badminton activity with officemates



Figure 9: Documenting purpose at warehouse



Figure 10: Meeting





Figure 11: Call customer regarding their outstanding payment



Figure 12: Preparing finance-related task



Figure 13: Data center tour

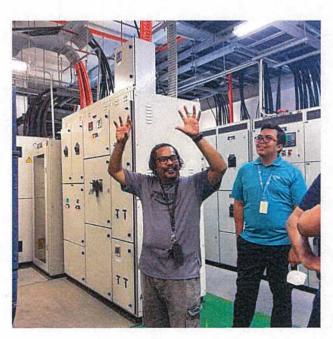


Figure 14: Data center tour





Figure 15: Iftar with company



Figure 16: Hari Raya potluck



Figure 17: Birthday celebration



Figure 18: Tea-time with officemates