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FACULTY OF BUSINESS AND MANAGEMENT

**BACHELOR IN BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCES
MANAGEMENT**

HRM 666: INDUSTRIAL TRAINING REPORT

SWOT AND PESTEL ANALYSIS OF ACETEAM NETWORKS SDN BHD

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EXECUTIVE SUMMARY

An industrial report is one of the required courses for all Bachelor of Business Administration(Hons) Human Resource Management student. This course is on our final semester as a degree student. I have given an opportunity to the industrial training at AceTeam Networks Sdn Bhd at Damansara Jaya, Petaling Jaya Selangor. The duration for the internship is 4th September 2023 – 9th February 2024. I have assigned under corporate management team under HR team as HR Intern align with Bachelor of Business Administration (Hons) in Human Resources Management.

In addition to giving a summary of my internship experience, this report includes suggestion for organizational enhancement that will guarantee the program's longevity in the sector. The report is divided into multiple categories, such as my resume, the history of the company, thought on the instruction received during the internship a PESTEL analysis, a SWOT matrix and a conclusion. I got to discuss the things I learned and experience during my six-month of internship at AceTeam Networks Sdn Bhd.

Overall, I had a fulfilling internship experience thanks to everyone's assistance. It enabled me to effectively finish my degree within the allotted time by putting the knowledge I learned during my studies to use.

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2.0 COMPANY PROFILE

2.1 Company Background



Figure 2: AceTeam Office at Damansara Intan

The company was established in 2012, they have grown the business considerably and have groomed some of the finest team members in the industry. Now, they are a family of 70 and counting. They are reputed for their service offerings and commitment to deliver. They are proud to offer a wide range of products and services to accommodate their customers' requirements. Their partnership with various industry players has indeed gained them industry recognition, over the years (AceTeam, 2022).

They are committed to taking IT beyond their customers' expectations by delivering only the best products and services in the industry. They also have been awarded as Fast-moving companies award in 2020. They have certified by Ministry of Finance (MOF), certified with Bumiputera status, Malaysia Digital Status Company (MDEC), Poly Partner Platinum, Aruba Partner Platinum, Palo Alto Networks Partner Platinum innovator, Zoom Authorized Reseller and Information Security Management System (ISO) certified (AceTeam, 2022) .

They have 3 branches which is Penang, Johor, and Singapore. The pledges to clients are:

CommiTted

Connected

Converge

They will ensure to consult and provide the customers with the latest technology in every possible way, hence the continuous learning that we include in our company. With this, they will be able to stay ahead with technology and provide tailored solutions that fits to our customers' IT objective and endeavour to deliver the project with the given standings.

The customer satisfaction to their service is vital and they will invest in the finest resources to deliver every responsibility meticulously. Excellent defines them through the steady growth in

the past years and they will continue to be better as every successful milestone is also the success of the people and companies that they are engage, communicate, and develop the networking with. Therefore, they are assured that they will be the customer service from the start, to finish and beyond (AceTeam, 2022).

2.2 Company Logo



Figure 3: Company Logo

2.3 Company Location

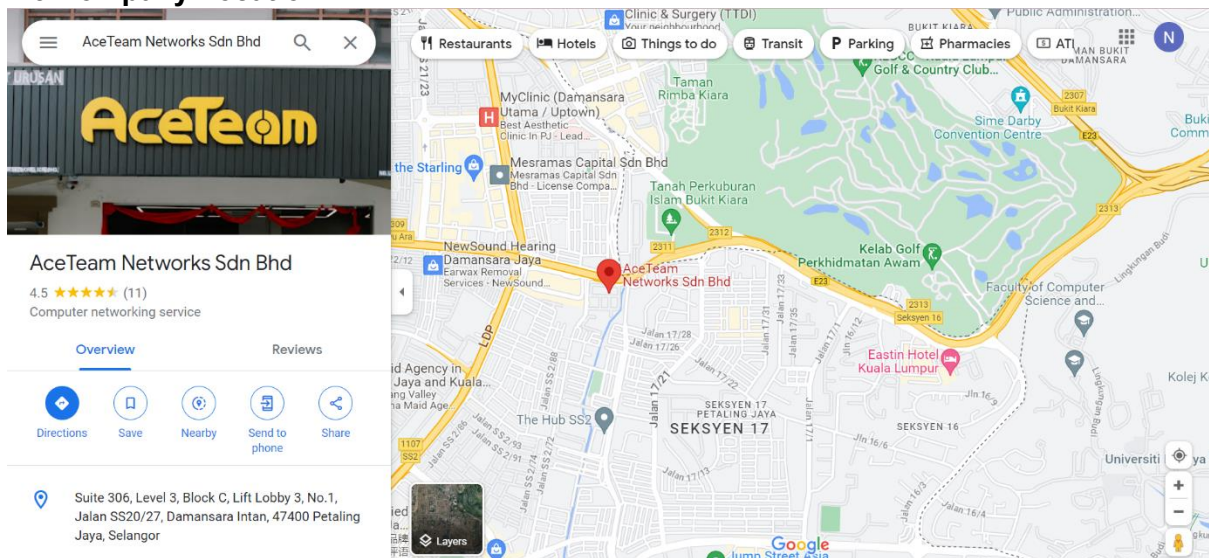


Figure 4: Company Location

AceTeam Networks is located at Suite 306, Level 3, Block C, Lift Lobby 3, No.1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor. It is strategically situated near other office, near Mall and Hotel as well. The office is also located in the bustling city centre and serves as a focal point for many people.

2.4 Vision and Mission of AceTeam Networks Sdn Bhd

I. Vision

To deliver the most effective and efficient IT solution for our customers and to become a world-renowned IT company.

II. Mission

Strive to be the preferred IT partner who is committed to deliver result for our customers and partners.

In achieving this we hold on to these values:

- Recognition
- Trust and relationship
- CommITment

2.5 Organizational Chart

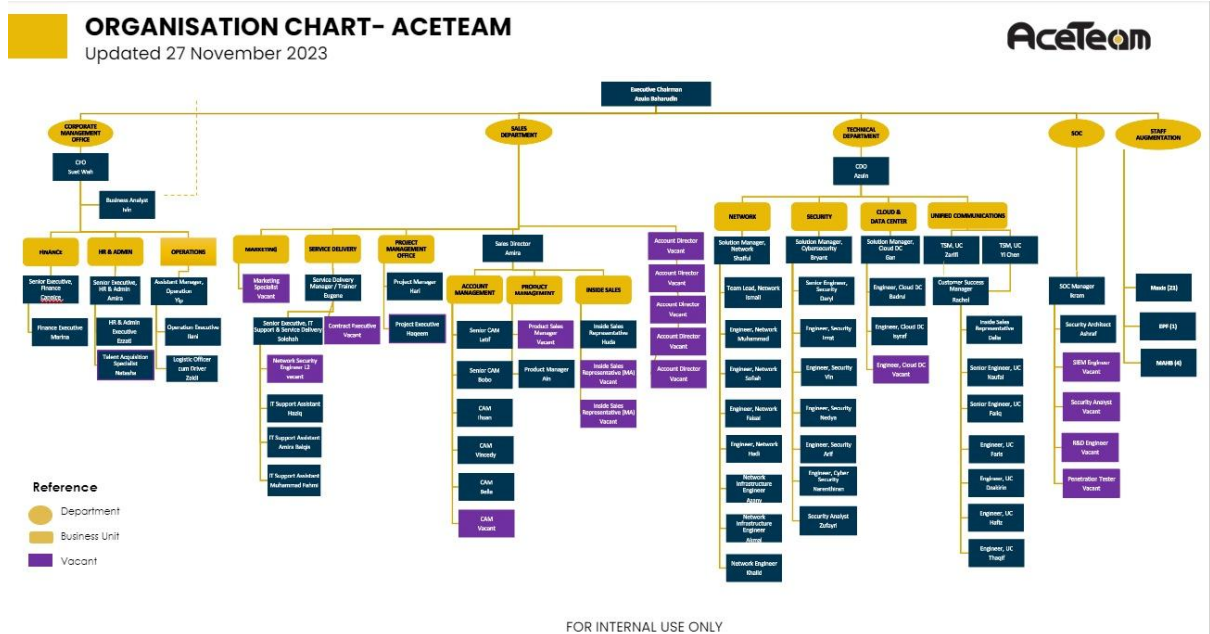


Figure 5: Organizational Chart of AceTeam Networks

2.6 Company Services and Product

AceTeam Networks Sdn Bhd is an organisation that offer technology consultation. AceTeam Networks offers assistance in evaluating an organization's network and making sure it is ready for any eventuality. From software-defined networking and virtualized operating environments to workplace mobility, unified communications, and adoption of collaboration.

Alongside individuals, they help to build a resilient, dynamic, and adaptable digital environment on the network that can handle the demands of rapidly changing technology. They provide the following consultation services (AceTeam, 2022b) :

2.6.1 Cybersecurity

Cybersecurity is the discipline of defending programs, networks, and systems from online threats. Typically, the goals of these cyberattacks are to disrupt regular corporate operations, obtain, alter, or delete sensitive data, or use ransomware to demand money from customers. It includes next-generation firewall (NFW), Security Subscription, Cloud Access Security, Network Security Management, Endpoint Security and Threat Intelligence (Cisco, 2019). Some of the products are:



Figure 6: Palo alto



Figure 7: Fortinet

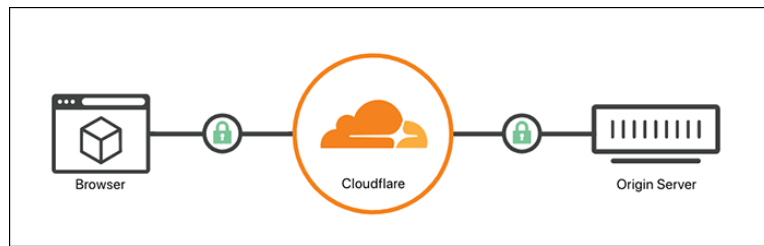


Figure 8: Cloudflare

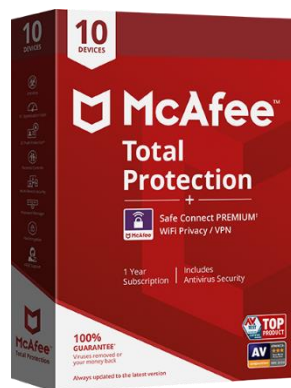


Figure 9: McAfee

2.6.2 Networking

Networking is the process of creating connections and fostering relationships is known as networking. These relationships may be able to offer you contacts and guidance that will enable you to make wise professional decisions. It includes wired and wireless networking, Centralized network management & analytics both on premise and on cloud, Branch and WAN solutions, Networks access control, Structured Cabling and user and entity behaviour analytics (Career Education, n.d.) . Some of the products are:



Figure 10: Aruba



Figure 11: Huawei product



Figure 12: Cisco product



Figure 13: Riverbed

2.6.3 Unified Communications

Unified communications are combination of many enterprise communication systems, including content sharing, voice calling, video conferencing, instant messaging (IM), and presence. It includes video or voice conferencing solutions, VoIP phones, telepresence, Business-grade Headsets & headphones (Gartner, n.d.). Some of the products are:



Figure 14: Poly studio



Figure 15: Poly sound system



Figure 16: Zoom meeting partner



Figure 17: Logitech mouse

2.6.4 Cloud Data Centre

Space and infrastructure are both available for rent in cloud data centres. Cloud providers fully secure and comply with regulations while managing sizable data centres. This infrastructure can be accessed through various services that offer you greater freedom in terms of price and usage and enhance the storage capabilities. It includes Data storage & backups and Hyperconverged infrastructure (IBM, n.d.) . Some of the product offers are:



Figure 18: Nutanix



Figure 19: Aws

Alibaba Cloud

Figure 20: Alibaba cloud



Figure 21: Dell Cloud

3.0 TRAINING REFLECTION

3.1 Duration and Department

I successfully completed my 24-week industrial training programme at AceTeam Networks Sdn Bhd, where I was assigned as a Human Resources Intern under Corporate Management Department. Corporate management department consist of 3 teams, Finance Team, Human Resources & admin team, and Operation team. The internship duration was on 4th September 2023 – 9th February 2024. My working day at AceTeam are from Monday to Friday. The working hour here are flexible which is I can come to office from 8.30am – 10.30 am and finish work at 5.30pm – 7.30pm. I need to finish 8 hours working hours . For example, if I arrive at office at 8.30am then I can finish my work at 5.30pm . but if I arrive at 9.30a.m then I can finish my work at 6.30pm. not just do the HR task, I also need to do admin task as HR and admin is the same person and team.

3.2 My roles and responsibilities

1) In charge finding intern student for every department.

My supervisor gives me a change to in charge in finding new intern to every department who need an intern student . I can access indeed and myfuture job website to find the candidates. Not only that, I also post the job vacancy on Facebook group. I can screen the resume of the candidates and do phone screening . The phone screening is the first steps of hiring process. I will ask a very basic information about the candidates such as what they learn, where they will live during internship period, do they have transportation and so on. For technical team. They want a person who has transportation because they will need to travel a lot for site visit, meeting with client and so on. They will give the intern student a chance to explore new things and so the thing outside of their comfort zone.

After the phone screening. I will list the candidates that meet the requirements needed and send the email to the manager of the department. I will write an information that I get and also attached the resume. If the manager agrees then I'm going to reschedule the interview session. I will deal with them. I will ask on what day and time they are free for interview session. For the first two interviews, I just joined as a guest to see and learn on how to conduct an interview session. After that, my supervisor gives me a chance to conduct the interview session by myself. She still joins the interview session but just to observe me. I cannot access hr email so every time the student submits or send their job application thru email, Hr will forward to me to do take a next step.

If the department need new intern or their intern student will finish their internship soon. They will request the intern and I will open the job application opportunity and find the candidate on Facebook as well.

2) Do the exit survey for intern

I had an opportunity to do the exit survey for the intern who has finish their internship duration. Exit survey will be conduct on the last day of internship period before clock out. What did I do was, I had to make sure that he returns all the goods given from company such as laptop, charger, mouse , keys and many more. Check whether the goods were in good conditions or not. we also had a conversation about the internship journey. I ask him whether he had good time in AceTeam and whether he got wat he wants to learn and many more. After the exit survey, I need to give the laptop to it support team and submit the form to my supervisor.

3) Allies with Office Management (Damansara Intan)

AceTeam Network is located at Damansara Intan. Damansara has their own office management. Each time that we purchase items that need lorry/van to come in such as office chair, flower & merchandise delivery I need to go the management office at block A level 4 to submit the security clearance form with RM200 deposit. We need to get their management approval first then send a form copy to the security team. After the work done then I can go to the management office again to collect back the deposit.

4) Do a comparison for merchandise and allies with supplier

When I joined this company their stock for merchandise is low. They want me to find several suppliers and do a comparison for price, material and so on. They also give me a chance to suggest one idea for merchandise. I must contact several suppliers to ask for the quotation and discuss about the items.

Moreover, I also need to ask for sample and show it to the chairman and manager during HR meeting. They will give their opinion and I need to ally with other supplier as well to find the best merchandise. When the chairman already approved the merchandise then I will confirm the order with the supplier and ask for invoice, sign for artwork and waiting for finance team to make a payment. After the payment settle then I'm also needed to ask for update for the merchandise and deals with problem occur with other HR as well.

After the merchandise arrives then I need to do quality check for each item to make sure the logo and items are in the good conditions. If there are defect items, then I need to contact the supplier back and ask for new items. I also need to re-order merchandise as the chairman like the merchandise and want more with different type of colour.

5) Assist HR conducted a program “Health Screening Program”

I had Join company on September, during my second week of joining, I had to join CSR program at Pusat Gelandangan at KL. I help them packing the items for the homeless person. Next activity was Health screening program. I had to find any NGO or clinic that can do the service of health checkup at the office. At first, HR plan to do the “mental health talk” but in the HR meeting , the chairman request for blood donation activity. After I delas with several NGO, I conclude that blood donation cannot be done at the office because of rule & regulation that we cannot follow such as the space needed.

My senior HR find the purple truck health screening near the office and send the picture to me to find what was the truck for. I had the number in the truck and the truck is from national cancer society Malaysia. The best part was they also do the basic health screening and breast cancer screening. I had allies with the person in charge and propose the program in the HR meeting. Chairmen agree then we proceed the program.

I had to ask for quotation, invoice, deals with them regarding the place, what day and how many people will join. I totally in charge with the purple truck staff. I also need assist and show our office to purple truck during the site visit. Moreover, we also rent a several food truck and coffee booth. I need to go to the Damansara Intan management office and told them about our program and ask permission to use the power plug for food truck.

Next, I also need to deal with parking management I order to get the permission to bring in the food truck and coffee booth. During the day of program. I need to arrive 1 hour early to get ready with the program. I had assisted purple truck staff and in charge for the registration. The basic health screening includes blood test, urine test and colorectal test. For the colorectal test, some of the employee unable to submit during the day so I need to set a new date to collect the test kit and my supervisor help to arrange the Lalamove to send it to the HQ of national cancer society Malaysia.

6) Assist HR on the program of (Sport Day)

My second program that I can help to handle was sport day. At first, I need to make a comparison of which sport are good and fun to play. I had made a comparison for futsal, zipline, Skytrax and family playground in the mall. During the meeting the chairman decide to proceed with futsal game. It is because the team already need collect the marks since early of the year. They can go play any sport with their teammates and marks will be given based on how many teammates were joined play together.

I had to update the scoreboard. I also need to find supplier for goodies needed for the sport day event. A Chairman request to give the goodies to each person who attend the sport day event include the family member. For adult we gave sport bottle, shoe bag and face towel and for kids we provided colouring books and snacks. I had to find the supplier for sport bottle and delas with the supplier regarding the price, quality, and artwork.

I also joined HR did some groceries shopping for buying snack and buying goodies for kids. We decided to do sport day at "sport Garage court". I had to deals with sport garage person in charge called "Encik Wan". I had to request for quotation, ask for certain things and deals with the problem occur. Furthermore, I had to find a caterer for lunch food and allies with the bouncy castle team as the chairman request for bouncy castle for kids to play. One day before the program, HR team and I pack the goodies, distribute the jersey and get ready with the items for program.

During that day, I had to arrive 30 minutes early to set up the table for registration and set up the goodies and foods. I help Senior HR on registration and distribute the goodies. After the game finished, I help HR team on distribute the prizes and packing the goodies to bring back to the office.

7) Help the HR team on the program "Staff Retreat at Penang"

AceTeam networks conduct a staff retreat program to thanks and appreciate their staff who always hardworking and contribute lot of things to the company. For this big program, I in charge to find the restaurant for 3 days program. I need to propose to the team first and if they agree than I will proceed to ask for the menu and so on. Moreover, I also need to find new merchandise for the program. At first the chairman request for duffel bag and I need to find several suppliers to do the comparison and ask for sample, but the quality is not as chairman want to have. At last, HR team come out with the idea of dry bag instead of duffel bag. I need to find several suppliers and do the comparison again and ask for the sample. After the sample arrived, I need to show it to the chairman also the manager and they agree to but dry bag. I need to ally with the supplier by asking for the invoice and confirm the artwork. I also help HR team to pack the merchandise.

8) Help Hr & finance team for the profiling

During my first few weeks joined internship. Senior HR held me task to do profiling for monthly claims of employee. I had to photocopy all the claim submitted by the employee and put in the file. The claims start form January 2023 until August 2023. I had to photocopy one by one for audit purposes. Even though the employee already submits the receipt on the website, but they still need to submit the original receipt as requested by audit team. Next, I also need to

chase employee who do not submitted the hard copy for monthly claim by WhatsApp them one by one and ask them to send it to us.

3.3 Benefit Gain

1) Get to know the real process of hiring

After 5 semesters of learn thru books and only can imaging how the hiring proceed is now during internship session, I got to know how to the real process is. In Aceteam Networks, they have several steps to go through, screen resume, screen call, interview session and sent offer letter. For intern they only must go through one interview session but for staff need to go through two or three depends on the position. I can learn on how to screen resume and what kind of question I should ask for screen call and interview session. I also can know how the HR and manager evaluate their candidates. This opportunity precious to me because it also helps me to prepare my mental and physical for my work life soon. I can access Indeed account so I can see lot of resumes with different format and so on. It helps me learn on how to the right resume and what kind of resume that HR likes. I also know what kind of information that HR looking for in the resume. During the interview session I able to personally conduct the interview and learn on how to conduct smooth interview sessions and how handle problem during the interview. Now, I know how the real process of hiring works even different company has different way but still have the basic they need to practise.

2) Improve the communication skills

As I has be fully assigned to find intern student, I need to make lot of phone calls during my internship period. It really helps my communication skills. During my first screen call I am bit shaky but after that I can do it calmly even in the car while waiting for the team settle the company's work at bank. The screen call will be conduct randomly without send any messages to the candidates. I know they will shock and nervous so I learn how to make them feel calm and be more friendly so they can answer the questions smoothly. My communication skills really improve a lot especially in answering hire up question, how to explain something, the proper way to ask question and answering random questions from candidates. I also need to deal with manager each department especially for hiring purpose. Even only hiring intern but the manager still needs to involve interviewing the candidate. I need to email them for formal process then I can go meet them to discuss further. The discussing part also help me to improve my communication skill.

Moreover, I also be assigned to deals with supplier of merchandise and deals with outsider for program purpose such as management of court, restaurant, caterer and so on. For the merchandise part I need to contact lot of suppliers to ask about the product and ask for sample to be sent to the company. For sure I need to deal with lot of people with different types of

people. I able to learn how to communicate wells with outsider, how to complain in a good way and learn how to make counteroffer with them. I also learn how to control the way I speak when I mad about something.

3) Enhance ability to solve problems

When we conduct a program that we will face lot of problems. Problem even occurs on the day of program. I learn how to handle the problem with calmly and learn a lot from senior Hr. She has 6 years' experience and I really learn lot from her. We are just a human, even we try so hard to not make a mistake and make the program perfect but still the problem will occur unexpectedly. One of our new merchandises is mineral water with company logo. I had requested for sample, and everyone look happy with the sample. I procced the order for 300 bottles but when the actual mineral sample arrive the logo is a bit small then the sample given. The manager starts to ask about the logo and so on. I need to call and talk with the supplier and ask them regarding that. They also refuse to send a new one to us. I need to go to manager room and explain about what happened we also cannot do anything because we already paid full price. We cannot threat them to not pay them because of the issue and so on. Luckily the manager can accept it. I had to face many problems and because of that experience I able to think what to do and how to handle the problem smoothly.

4) Able to learn how to be multi-task

This company is IT company, so everyone needs to be fast in doing their work. Even I only intern I also need to do the job fast as I can because chairman will always random ask about the status of my work. I need to find a time to do screen call, discuss with team about the hiring process, do the survey for merchandise, allies with supplier, check the merchandise stock and so on. I need to work fast and need to remember everything. At first it hard for me but after a while I able to adapt and it's a good skill that I can use for future. My company has 3 level of office. Usually, they will restock food 2 times in a month. I need to distribute the foods and drink accordingly and while do that I still can continue allies with supplier thru WhatsApp and so on.

5) Boost self-confident

After 2 years of online distance learning, my confident become low. It because of I rarely meet people and rarely talk to new people. During my first month of internship myself confident is low but after getting along with the staff and learn something from them, I start to have more confidence. After need to meet lot of manager and deals with 80 employees, I gained more confidence and be more friendly to everyone. Now, I can talk to new people and be friendly with them. I also can call people without hesitation and able to speak with them smoothly. I

also can go meet the chairman and ask her any question that occur in my mind and meet her alone when I need to show her any sample of merchandise.

4.0 PESTEL Analysis

A commonly employed analytical framework for evaluating the business environment of a company is the PESTEL analysis. Previously referred to as Political, Economic, Social, and Technological (PEST) analysis, this framework systematically examines various factors influencing a firm's operating environment.

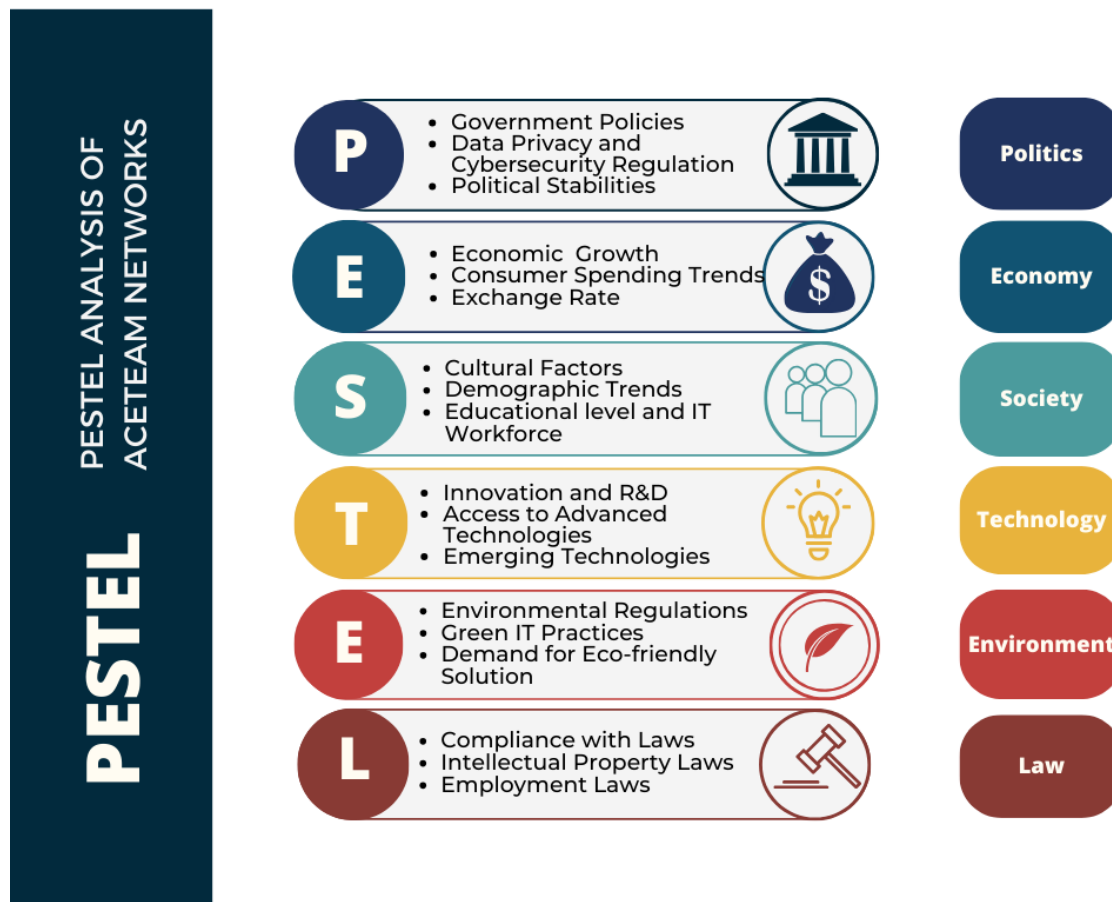


Figure 22: PESTEL Analysis

4.1 Political Factors

The prevailing political conditions in Selangor, Malaysia, where AceTeam Networks operates, can potentially influence its business operations. These crucial political factors may exert an impact on the IT company. Firstly, is **Government Policies**. After Covid outbreak, IT sector become more famous as lot of people cannot go to their office to do the job and everyone cannot even leave their home. Technology become the most needed thing especially in business sector to run their business again. To make Malaysia a digitally driven nation, the government has been aggressively marketing the "Digital Malaysia" program. This project

involves several initiatives to boost the adoption of digital technologies and improve the overall digital ecosystem.

Moreover, Information and communication technology development and usage are encouraged by laws implemented in Malaysia. This includes programs to advance digital literacy, encourage e-commerce, and upgrade internet infrastructure. For example, now for the business delivery or pickup the product, the company just use e-commerce which LalaMove. It easier and save their time. Furthermore, not all employees are in them office as some of the engineer need to be at site for the project on going. They will use zoom meeting to do a discussion or group meeting.

Secondly, is **Data privacy and cybersecurity regulation**. Malaysia has put in place legal measures to control data privacy and deal with cybersecurity issues. The Personal Data Protection Act 2010 (PDPA), which became operative in 2013, is the main piece of law in Malaysia pertaining to data privacy. One of the regulations is data protection and cybersecurity. Malaysia has implemented data protection laws, such as the Personal Data Protection Act (PDPA), to regulate the processing of personal data. This regulation helps people to trust IT company and wants to take a next step to secure more the data about the company.

Thirdly is, **Political Stabilities**. The business climate of the AceTeam Networks may be impacted by the general political stability of the area. The update news about the government, need to be know as fast as possible especially when it comes to the rate of currency, interest of bank, update about minister or so on. The company would invest to the IT product that can help them got the update fast and technology that can develop fast changing.

4.2 Economic Factors

Numerous economic problems could influence its business environment. AceTeam Networks may be impacted by several important economic issues. Firstly, **Economic growth**. In the third quarter of 2023, Malaysian GDP growth picked up to 3.3% year over year up from 2.9% year over year in the previous quarter. When the economic growth, local business can expand their business to oversea and lot of oversea business wants to do the business in Malaysia. When it comes to oversea business, they need to have strong internet, good technology to make sure they can operate and keep in touch easily.

Next is **Consumer Spending Trends**. Nowadays, lot of people prefer buying from online shop or app rather than go buy by themselves. In order to do so, they need to have speed internet and Wi-Fi. Moreover, the apps such as grab, Shopee need to have good technology and internet to make sure they application can run smoothly. Not only that, they also need product such as headset, speaker with great quality to make sure they can settle up with the customer who face a problem. It is because, when the customer faces a problem or want to report

something they will call a customer service. If the audio quality is bad, then they will get lower rating for that.

Next is **Exchange rate**. Fluctuations in exchange rate make the company hard to expend the business to other level. The cost will be double or triple. Exchange rate swings could have an impact on an AceTeam Networks that imports hardware, software, or other items and services related to technology. The cost of importing such goods may go up due to a weaker local currency, which would affect the business's overall expenses.

4.3 Society Factor

There are several factors that affect AceTeam Network business operation. Firstly, **Cultural Factor**. This company is not bias which are even the company owner is Bumiputera, she is so good with the Chinese and India staff, supplier, and client. She also let the staff to celebrate their special day and treat them equally. This behaviour helps her to easily engage with people and have a good connection with outsider.

Next is **Demographic Trends**. The demand for IT services may rise as a result of Malaysia's population expansion and urbanization tendencies, especially in metropolitan regions where people and businesses have greater connectivity requirements. Last year AceTeam networks got a project to supply laptops to more than 100 schools in Johor. It shows that demand for IT is increasing.

Next is **Education Level and IT Workforce**. Nowadays, IT courses become famous, and a lot of students apply for this course especially male students who like to play games tend to have more interest in IT. Some of them majoring in networking, cybersecurity, cloud and so on. It's depended on their interest. That is why AceTeam Networks become the top pick company for internship opportunity in IT sector. From this aspect, thus company become well known in university. It is good to build the company name.

4.4 Technology

Technological factors are the ways in which technology affects an organization and its sector. For AceTeam Networks is **Innovation and Research & Development**. IT industry has advanced significantly in recent years and exhibits a promising environment for innovation and R&D. But in order to maintain its competitiveness, the nation must close investment gaps, improve talent retention, turn research into economically viable solutions, and promote closer cooperation amongst stakeholders.

Next is **Access to Advance Technology**. AceTeam networks always offer an advance technology to the customers such as Aruba, poly speaker, poly headset and so on. Advance technology become hot items now because in order to have smooth business, they need to have advance technology and keep on track with updated items.

Next is **Emerging Technology**. Adoption of newer technology is like a double-edged sword for firms; while it disrupts established business models, it also opens exciting new prospects. It can create innovation and efficiency such as Digital platforms, robots, and automation may enhance productivity, lower costs, and streamline procedure of which open the door to new goods and services. AceTeam can renovate the old meeting room to newest trend of meeting room which include advance screen for meeting. They do not need projector anymore.

4.5 Environment Factor

For the environment factor, firstly is **Environmental Regulation**. Environmental sustainability laws have a complex effect on AceTeam Networks that varies based on the law and the business operation. One of the regulations is international organizational for standardization (ISO) 14001 which is Companies can use these principles to identify and manage their environmental effect when using an environmental management system.

Next is Green IT Practise. AceTeam Networks really practise the Green Environment. There is a policy which the staff need to turn off or sleep the laptop when not in use. It is a mandatory. The staff also need to turn off the A/C if no on in the room. They also will recycle the part of the hardware if the hardware cannot be use anymore. They have the place where they can recycle the hardware.

Next is Demand for Eco Friendly Solution. Nowadays, lot of people realize how important to save our environment. It also can save the energy consumption; they can be more productive and do not have to worry about the battery will dying while have an urgent meeting and so on. Current technology is more advance and also have eco friendly product that make it more high demand.

4.6 Legal Factor

The rules and regulation have a big impact on the activities of AceTeam networks as Selangor is a big and develop city. Firstly, **Employment law**. AceTeam Networks Comply with employment laws and regulations affecting the IT workforce, such as labour standards and employee rights. No staff will be force for OT, the salary will be paid on time, staff can claim mileage and son. They do not have any issue regarding this.

Next is **Intellectual Property Laws**. AceTeam Networks always follow the intellectual of property such as patent, copyright, trademarks, and trade secret. The staff also always follow the regulation to not share any details regarding the works and so on.

Last but not least, AceTeam Networks always **compliance with Laws**. The company always make sure they will have enough requirement to join any tender and also have permit for every single project they have. They will always follow the business regulation.

5.0 SWOT ANALYSIS

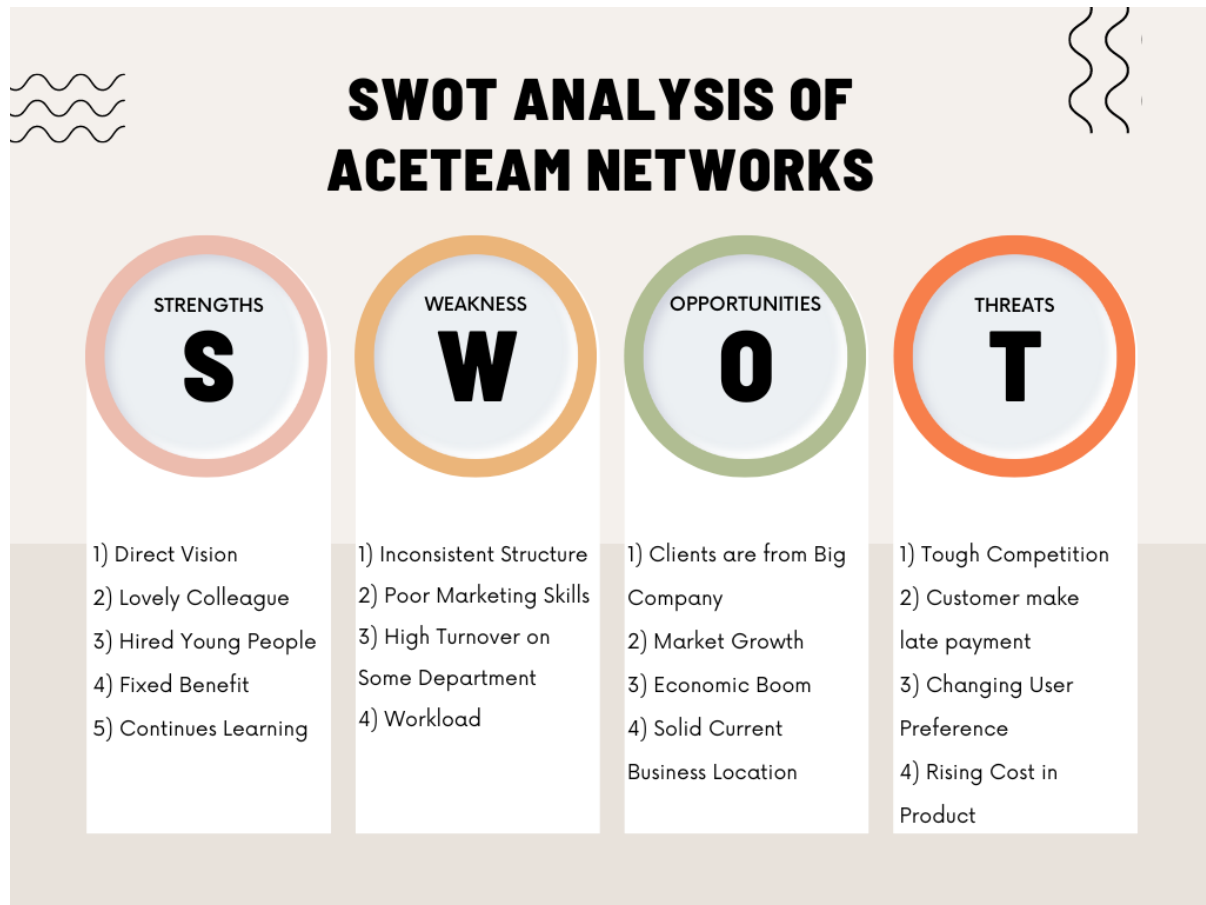


Figure 23: SWOT Analysis

5.1 STRENGTH

Strengths represent the qualities that enable us to fulfil the organization's mission. They form the fundamental basis upon which sustained success can be established and upheld. These strengths may manifest as both tangible, observable attributes and intangible qualities.

1) Direct Vision

Each company need to have direct vision about what they want to achieve and what they want to build in future. AceTeam Networks has direct vision on what they want to achieve and build for each month and year. They know what they want so they plan earlier on what they must do in order to achieve what they want. It is normal to face lot of problem while trying to achieve about what they want but they always come out with faster solution on how to handle it. They clearly see their vision so they can plan wisely. As we know that a direct vision is very important to company because it will serve as a strategic plan for success. This also help the employees align with each other within the organization because they are focusing with the same vision. Their vision is to deliver the most effective and efficient IT solution for our customers and to become a world-renowned IT company.

As I can see, each employee really committed in doing their job especially inside sales. They really know what they are selling and in love with the product. It also contributes on achieving company goals.

2) Lovely Colleague

One of the biggest factors to prevent from toxic environment happens is by having a lovely colleague. AceTeam Networks really has a nice employee and really engage well with each other. Even this company has 3 level of office they always take care of each other. They are even allowed to do their job in any floor that they want as long as they are happy. They also allowed to take the food from any pantry so sometimes staff from G floor will come to enjoy food at # 3 floor. They also to visit each other. That is why most of them are so closed. AceTeam Networks HR also will always do a program to their staff to make sure their staff has a good bonding especially with new joiners.

The examples of the programs are CSR, Staff retreat , Sport Day and many more. For sport day programs, they will form a group, but the group member will randomly pick by HR. In order to collect the point, they need to do any activities together and the marks will be given based on how many people in the group join the activities. Each team will be provided a budget, and they need to utilise the budget. That is why they are so closed with each other. These things also make the program by the HR merrier.

3) Hire Young People

Nowadays, it is hard to find the company that wants to hire fresh graduates. Mostly the requirement will be minimum 1 year but different with AceTeam Networks they are open to hire fresh graduate as long as they are committed with the job and willing to learn. Mostly, the fresh graduates have a lot to learn but still in a phase that they are excited to work and learn something new. Most of them also willing to work overtime to settle their work as soon as possible. As AceTeam is an IT company so all the employees need to work fast as they could. Hire young people also can save the company budget as starter for their salary is not high as the person who already has an experience. Moreover, Young people mostly do not have other commitment so they only can focus on their work. It is because mostly they are not married yet.

4) Fixed Benefit

When it comes to benefits, employees are the one that will be happy over the benefit they got from the company they work for. In AceTeam Networks they offer lot of benefit to their employee. For example, Health insurance, Bonus, Travelling and many more. The staff feel appreciated because they received lot of benefits company. Hard work paid off. The chairman

also always treats them with foods and so on. During on boarding session for new joiner, all staff got a meal as well. They also know even they need to stay up late at night to do the work and so on, they will receive gift from the boss for their hard work, so they do not mind working late at night.

5.2 WEAKNESSES

As the company is being handled by humans, so the company also has its own weaknesses. But to be a more successful company, they need to try hard to prevent from doing the same mistakes and get rid of the weaknesses as soon as possible by finding a solution for each weakness.

1) Inconsistent structure

An organizational structure is a framework that specifies how particular tasks are carried out in order to meet the objectives of the organization. Rules, roles, and obligations may be a part of these activities. For Aceteam Networks, their structure is inconsistent that makes the staff feel uneasy to do the work and sometimes cannot work properly. The direction on how to do certain works is sometimes unclear and so on. The command is also not really clear that can make the staff feel stress to do the work. Sometimes the staff do not have a right path to do the works until they make a mistake and only learn from the mistakes. They need to learn by themselves and only know they are doing the wrong things if the mistakes happened. Some employees also feel like they do not know the right or wrong things.

2) Poor Marketing Skills

Marketing skills are one of the important things to make sure outsiders can know the company and can make outsiders want to become customers of the company's product. AceTeam Networks use third party for marketing, but the third party is not really helping the company in advertising the company. The HR team is the one who needs to do the poster for each event they did because the poster from third party marketing is not pretty and does not get chairman approval to post on social media. Moreover, because of using the third party, the company's social media is not active as much as it should be. Even in TikTok account they do not have much video to promote the company. The company is not really focusing on advertising the company on social media. Nowadays, social media is one of the biggest platforms that people can use to promote their business but Aceteam is not really focusing on promoting their company.

3) High Turnover on Some Department

AceTeam Network's staff is below 100 people. Some of them are working at Aceteam office but some of them are working for Maxis at Maxis office. The high turnover rate comes from employees who work for Maxis. Aceteam is the one who pays for their salary but the manager, management is being controlled by Maxis. Engineers who work for Maxis tend to

resign because of some reasons. This is weakness that Aceteam need to bear even the problem comes from maxis side. Next, sales department also has a problem with the turnover rate. Now, many sales representative tends to submit resignation letter because they are to stress with the works and not able to achieve the sales needed.

4) Workload

Now, AceTeam Networks start to grow bigger, but they do not have enough manpower to do the job that makes the employee has workload. Almost each of the employee has workload especially finance team. They need to do weekly report and only 3 members for finance team. The company grow bigger and start to get more tenders than before which good for company but become hectic to finance team members. They need to settle lot of works and need to do the work even late at night. They even do not get enough rest at home because need to settle their work even on weekends.

Moreover, in operation teams only has 2 team members and they also need to face the workload. One of team members is a new joiner and she said she really stress with works that she needs to do is too much to handle. She even said she do not have enough time to spend with her husband at home because she focusses more on do her work.

5.3 OPPORTUNITIES

The business can boost its market share and grow its customer base by seizing a fresh opportunity. Over time, this can assist the business in achieving economies of scale and improving its efficiency and profitability.

1) Client from Big Company

AceTeam has a big company as their customer such as Petronas, KLIA, A-Avenue, KPM Johor and so on. This is a big opportunity to the AceTeam Networks to grow bigger. It is because the clients are from big and well know companies in Malaysia so the tender, they also got a big tender. This helps the company to build up the company name. it is because other company will start to get to know AceTeam and they will be more interested to know and trust the company product. Petronas is really well knowing Company in Malaysia, so when Aceteam is the one who provide Petronas with the several product including LED screen, it shows that the company product is good because the big company become the customer and be the regular customer.

2) Market Growth

AceTeam Networks' sales keep increasing day by day. Last year their earning is the highest. In 2 years more AceTeam Networks SDN BHD will be AceTeam Networks BHD. The company market is growing as they also got 5 years tender form Malaysian Education Ministry in Johor

to supply electronic gadget. This project worth Millions Ringgit Malaysia. Moreover, their also got several projects worth Million Ringgit Malaysia too. Their demand over product and service keeps increasing day by day. When the demand is increase, the company get more profit from that. They keep getting new big project and the last client keep repeating to buy the product with AceTeam. As now company start to cooperate as usual before pandemic, they need to have better Wi-Fi and Gadget to make sure their business can run smoothly. That is one of the reason the demand for the product keeps increasing.

3) Economic Boom

Now, most of the company start to reopen back after pandemic and some of the company also want to operate as usual as before pandemic covid-19. In order to operate as before, most of the company need to hire back as many employees as they can to work for them. Most of the company need fired half the employee in order to cut the cost during the pandemic but now they need more employee to work for them. When they have lots of staff, they also need to have more electronic such as laptop, headset, television and so on. It helps AceTeam networks to supply more product to the company especially to the big company. More employee they have then more supply they need. More supply than more profit AceTeam networks can get.

4) Solid Current Business Location

AceTeam Networks is currently located at Damansara Intan, Petaling Jaya Selangor. Ideally located in Damansara Intan, Petaling jaya offers quick access to important routes and transportation canters. This can make the staff easier to travelling to somewhere to meet the clients. Moreover, it is near with big Mall so they can meet the client at the mall and can happily interact with the clients. Next, being a part of one of Damansara intan's well establish business hubs can result in more networking opportunities, collaboration with surrounding business and even partnership. Damansara intan also known as a corporate place whereby there are lots of company who are establish at Damansara intan. They have law firms, beauty clinic, mental clinic, carwash and many more. It shows that, the other company can be AceTeam customer as well.

5.4 THREAT

Any external factor that has the potential to harm a project or business is considered a threat in a SWOT analysis. Threats, as opposed to weaknesses, are external factors that are beyond your control and have the potential to harm your success.

1) Tough Competition

Now, there are lots of new IT companies that become AceTeam Networks rival. During the pandemic only IT company who has high demand and after pandemic lot of start their own IT business. Now, AceTeam Networks has a tough competition especially when wants to compete for a project. Their rival become more from year to year. They need to make sure their product and services and excellent to make sure will repeat the service and product with them. Otherwise, they will be looking for new company to serve them. Moreover, for the new start-up company, they will offer lower price than AceTeam can offer as they need to build the connection and trust from the customer. AceTeam networks need to make sure that even their price is a bit higher but the quality they can provide is excellent. They need to convince the customer. As they have more competitors now, the chairman needs to build up more connection to let more people know about the company existing. As a company already receive certificates from previous year, the company need to make sure they also need to get more certificate in upcoming years too.

2) Customer Make Late Payment

Next threat is customer always make late payments. Finance team to call them each week to ask about the payment. They need to spend their time to chase payment from the customer. This is considered as a threat because it could be the customer cannot pay the payment at all and AceTeam need to bear the lost. As AceTeam networks always got a big project, of course the amount of the project also big. If the customer cannot pay the payment, then it is going to be hard to AceTeam to run other project with other company as the money they have is not enough to bear the cost for the next project. Usually, before the project start, the customer needs to pay 50% deposit from the total cost for the project. But after the project finish, they always make an excuse to pay the remaining balance for the project. As a result, they need to find other way to find backup money to continue with the next project. This is the biggest threat in the company. They need to find a way on how to make sure that the customer will pay them on time or within the same year to make sure they do not suffer from lost in future.

3) Changing User Preferences

Next threat for AceTeam Networks is changing user preferences. Changing user preference may involves adapting to evolving trends, technologies and user expectations. AceTeam

Networks has their own regular customer but after being AceTeam customer for long time they start want to change their user preference. The customer wants to try being competitor customer with the reasons of want to try something news. They might need something that AceTeam cannot provide to them, so they decide to collaborate with other IT company. Moreover, they also might have faced several experiences that make them feel not satisfied with AceTeam product or service so do not want to have the project with AceTeam anymore.

4) Rising cost in Product

AceTeam Networks do not only provide service but also sell some product such as Aruba, Poly and many more. The cost for the product keeps rising from time to time and make it hard for AceTeam to keep bear the cost and to raise the selling price. This can make the customer feel not interested to repurchase the product then AceTeam will lose their customers. If they do not raise the selling price, they will need to bear the cost and has a little profit form the product. It is a threat to AceTeam network, and they need to think about the solution for this problem. As Malaysian Ringgit is cheap right now, it is a big contribute for the rising cost in the product.

6.0 SWOT MATRIX

A person or organization can utilize a SWOT analysis, also known as a SWOT matrix, to assist them identify the Strengths, Weaknesses, Opportunities, and Threats associated with project planning or commercial competition.

	<p><u>S: STRENGTHS</u></p> <ol style="list-style-type: none"> 1) Direct Vision 2) Lovely Colleague 3) Hired Young People 4) Fixed Benefit 5) Continues Learning 	<p><u>W: WEAKNESSES</u></p> <ol style="list-style-type: none"> 1) Inconsistent Structure 2) Poor Marketing Skills 3) High Turnover on Some Department 4) Workload
<p><u>O: OPPORTUNITY</u></p> <ol style="list-style-type: none"> 1) Clients are from Big Companies 2) Market Growth 3) Economic Boom 4) Solid Current Business Location 	<p><u>SO STRATEGIES</u></p> <p>(S1,O2)</p> <p>Leverage direct vision to capitalize market growth</p>	<p><u>WO STRATEGIES</u></p> <p>(W1, 03)</p> <p>Identify staff strength and put them in right department during the economic boom.</p>
<p><u>T: THREAT</u></p> <ol style="list-style-type: none"> 1) Tough Competition 2) Customers make Late Payment 3) Changing user Preference 4) Rising Cost in Product 	<p><u>ST STRATEGIES</u></p> <p>(S5, T1)</p> <p>Competitive positioning through continues learning</p>	<p><u>WT STRATEGIES</u></p> <p>(W2, T1)</p> <p>Improve marketing skills to overcome tough competition</p>

Table 1: The SWOT MATRIX for AceTeam Networks SDN BHD

1) Strength and Opportunity Strategy (SO)

- Leverage direct vision to capitalize market growth (S1, O2)

Leveraging direct vision to capitalize on market growth involves utilizing the organization's ability to see and understand the market dynamics and trends directly. There are several steps that AceTeam Networks can do. Firstly, is do market research and analysis. They can invest in comprehensive market research to identify the emerging trends; customers' needs and also the potential growth areas. Next, AceTeam Networks also can-do adaptation of product and services. They can modify or develop the products and services based on their vision of market demands. They also can stay agile and responsive to changes in customer preferences by incorporating the direct feedback. Next, they plan for a strategic partnership. By form a strategic partnership with key players in the industry, they can gain the access to valuable market insights. Last but not least, they can form innovative marketing strategies. They can try to develop the marketing strategies that resonate with the direct vision of the target audience. Not only that, they also can utilize direct insight to create compelling and personalized marketing campaigns.

2) Weaknesses and Opportunities Strategy (WO)

- Identify staff strengths and put them in right department during the economic boom (W1,O3)

Inconsistent structure sometimes happens because the staff do not be in the right department or team. When they are in wrong teams, they cannot perform in their job and cannot do their job properly. What HR can do is firstly HR can conduct skills assessment. Hr can ask the manager whether the staff has specific skills whether in soft skills or hard skills. Some people do not even realize they are good on what. Next, HR can analyse job rules and responsibilities. HR need to review back the roles and responsibilities within each department so they can identify the specific skills and competencies requires for each role. It is important to make sure HR hire a right person for the roles needed. Next, they can match skills with the job requirement of their current or potential roles. HR must consider both current job roles and potential roles that align with their strengths. For example, If the staff was assigned at networks department, he more interest in cybersecurity and has more skills in cybersecurity then HR need to alert by that and try swift the department for a while and see the staff performance. Moreover, AceTeam need to establish clear performance metrics tied to departmental and organizational goals. They need to regularly evaluate and recognize employees based on their contributions to the economic boom.

3) Strength and Threat Strategy (ST)

- Competitive positioning through continues learning (S5, T1)

When putting into practice a continuous learning plan for competitive positioning, the organization's dedication to continual staff development must be highlighted. This distinguish the company from rivals and is an effective strategy for drawing in and keeping top talent. What AceTeam can do is by develop a comprehensive learning program. They can design and implement a comprehensive learning program that covers technical skills, soft skills and industry specific knowledge. They also can offer a variety of learning formats, including workshops, online courses, mentorship programs and conferences. Next they can promote a learning culture. They can foster a culture of continues learning within the organization and encourage all of employees at all levels to engage in learning activities and share their knowledge with the colleagues. Next, AceTeam also can give recognition and reward to staff who actively participate in continues learning. They can consider tying achievement to performance evaluations and career advancement opportunities.

4) Weaknesses and Threat Strategy (WT)

- Improve marketing skills to overcome tough competition (W2, T1)

AceTeam Networks can develop strategies to strengthen its marketing capabilities. Firstly, Hire a marketing expert. They need to stop using the third party as the third party not even helping them promoting the company. HR needs to find the marketing specialist who can help AceTeam to overcome this problem and put her/his priority to promote the company as much as he can do. Next, AceTeam Networks also can send the marketing staff to the training programs. Company needs to invest in comprehensive marketing training programs to enhance their marketing skills or company also can request and do a complain to the third party about the marketer in charge is not good and need a training session to enhance their skills, the high payment made is not even worth. Next, AceTeam also can-do brand positioning and differentiation. They can conduct analysis to define and strengthen the unique value proposition. They also can develop a clear brand positioning strategy to differentiate AceTeam Networks from other competitors.

7.0 CONCLUSION

In conclusion, during my internship at AceTeam Networks I got lot of new knowledge that I cannot even image before. The experience as HR intern in this company will be the coolest and wonderful moment to me. I had an opportunity to work with super incredible HR team. I got to know Senior HR who is very talented and passionate person. I got to know Talent and acquisition specialist who is funny and full of knowledge about hiring process. I also got great supervisor who is HR executive in AceTeam Network. Even she is only 2 years old than me, but she has more knowledge always want me to try something new and give me an opportunity to do lot of things.

During my internship in AceTeam Networks, I can try do lot of things, even I do not have any experience, but they always put their trust on me and always be by my side when I lost and teach me lot of things. Thanks to them now I know how to do screen call, how to screen resume, how to conduct interview , how to delas with supplier and so on. I totally in charge for hiring process of internship. At first, I was scared to handle by my own, but I managed to do it and they fully trust me on hiring process of internship student.

Additionally, AceTeam networks also had done many activities for their staff, and they also give me chance to handle the program. AceTeam also will do staff retreat in Hard Rock, Penang and they allow me to join them. I responsible to find and allies with all restaurants that we going to go for eat for 3 days. Staff retreat program is big program, but they let me do the big task and I thankful for that. I can learn and gained many skills that I will never get form the book I read. Thank to the HR team, I totally understand the responsible as HR and how to be great HR for the company and staff as well.

Overall, the industrial training at AceTeam Networks Sdn Bhd has equipped me with the skills, knowledge, experience and how to be good HR in the future. They also help me to boost my confident level in front of lot of people. Now, I am confident to talk to new people. I highly recommend my junior to do the industrial training at AceTeam Networks as this company is good company with good staff.

APPENDICES



Figure 24: Onboarding Picture

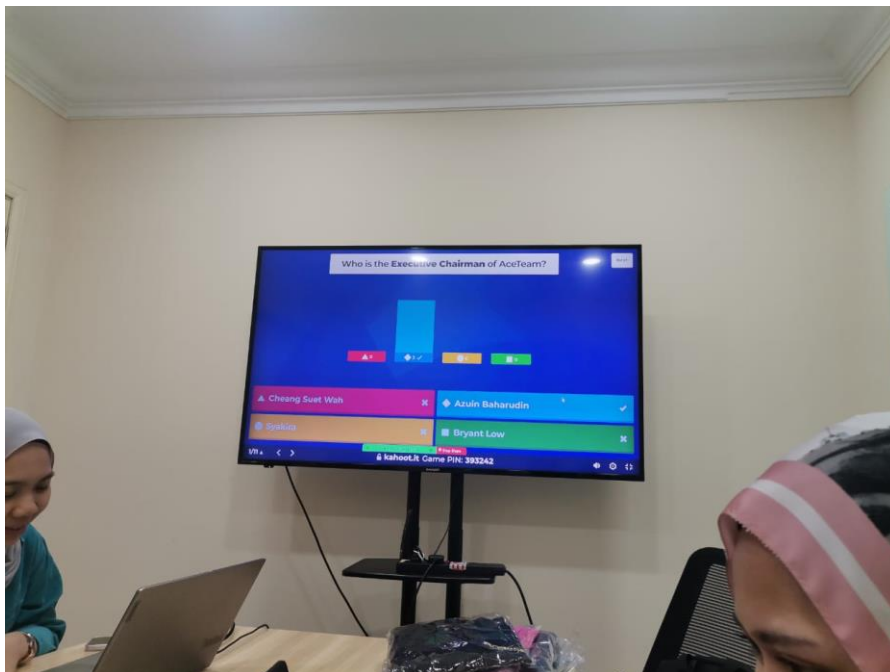


Figure 25: Kahoot session during onboarding

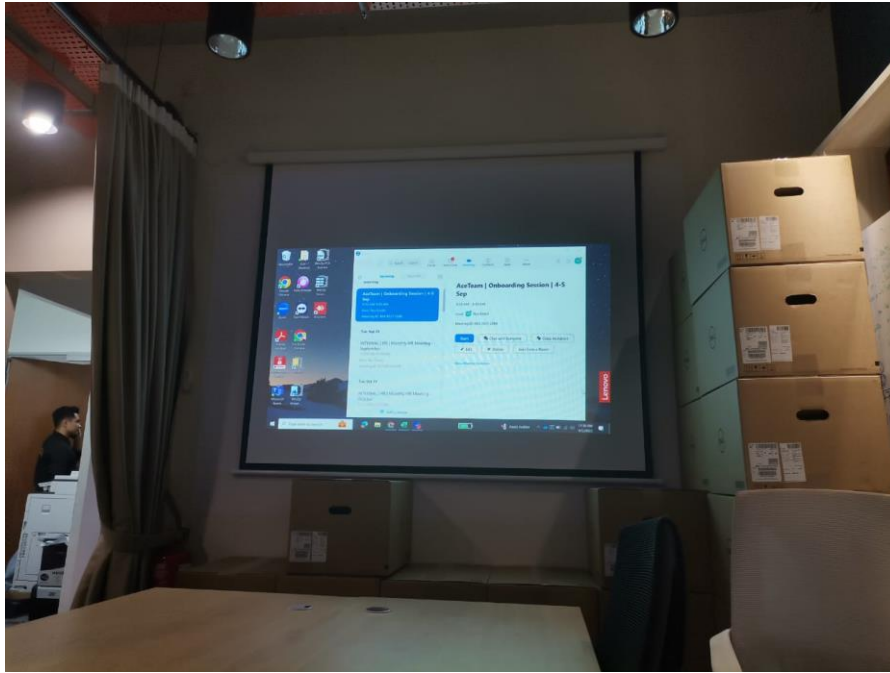


Figure 26: Team Introduction during onboarding session



Figure 27: Goodies for CSR Program at Pusat Gelandagan KL



Figure 28: CSR Program



Figure 29: Company's Dinner after CSR Program



Figure 30: Become talent in Company video on TikTok

<https://vt.tiktok.com/ZSNEyAGAV/>

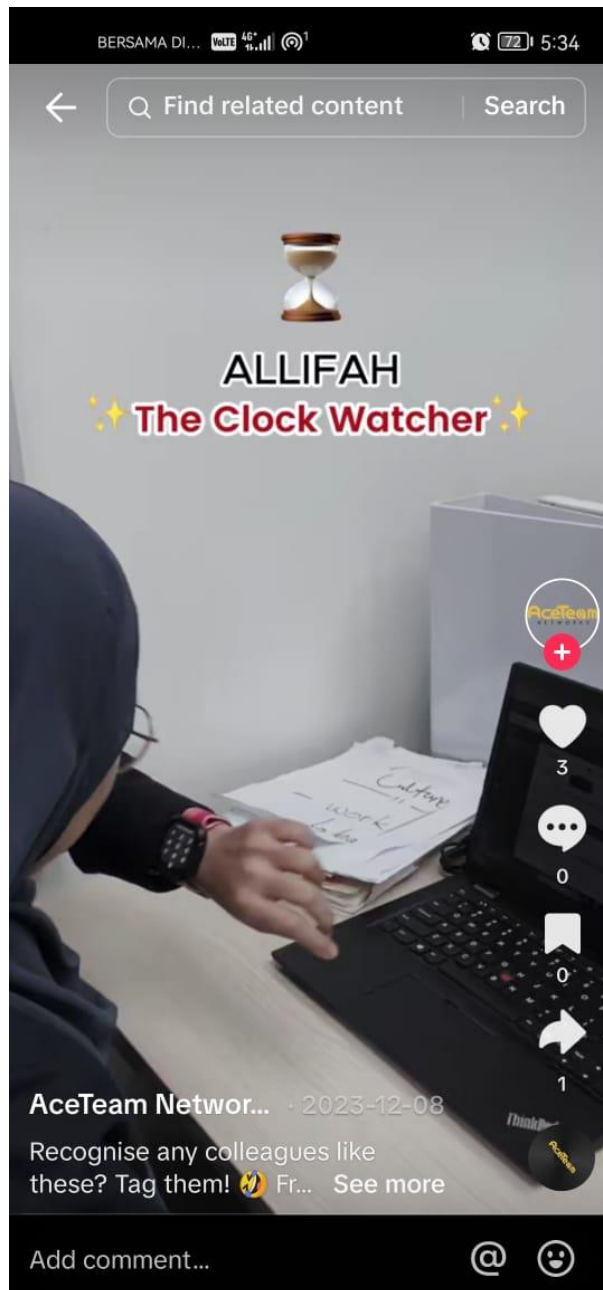


Figure 31: Become one of the talents in AceTeam Video on TikTok

<https://vt.tiktok.com/ZSNEySqLj/>

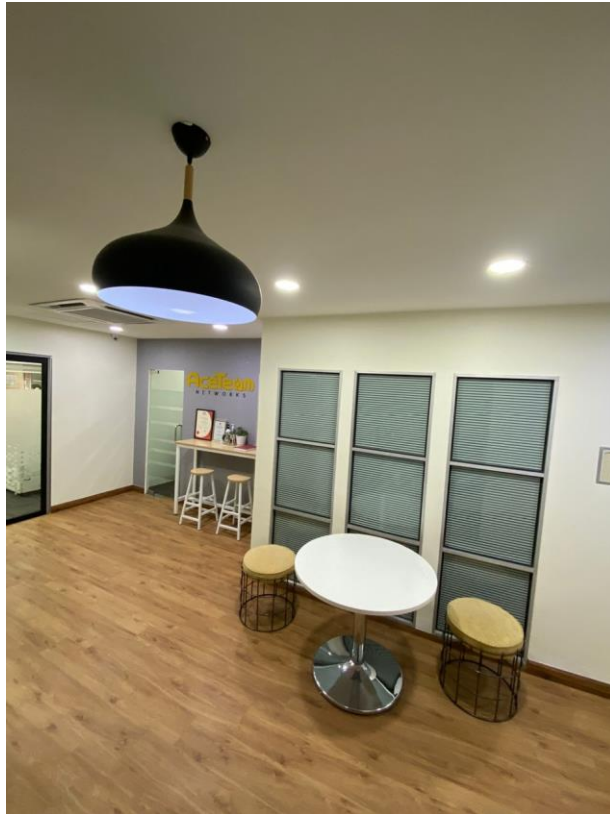


Figure 32: AceTeam office at Level 3



Figure 33: Become model bag for Chairman review.



Figure 34: Distribute Groceries to each level



Figure 35: Lunch with CM Department



Figure 36: Print and put Frame at G Level



Figure 37: Goodies for Client



Figure 38: HR Health Screening Program



Figure 39: AceTeam's Sport Day Program

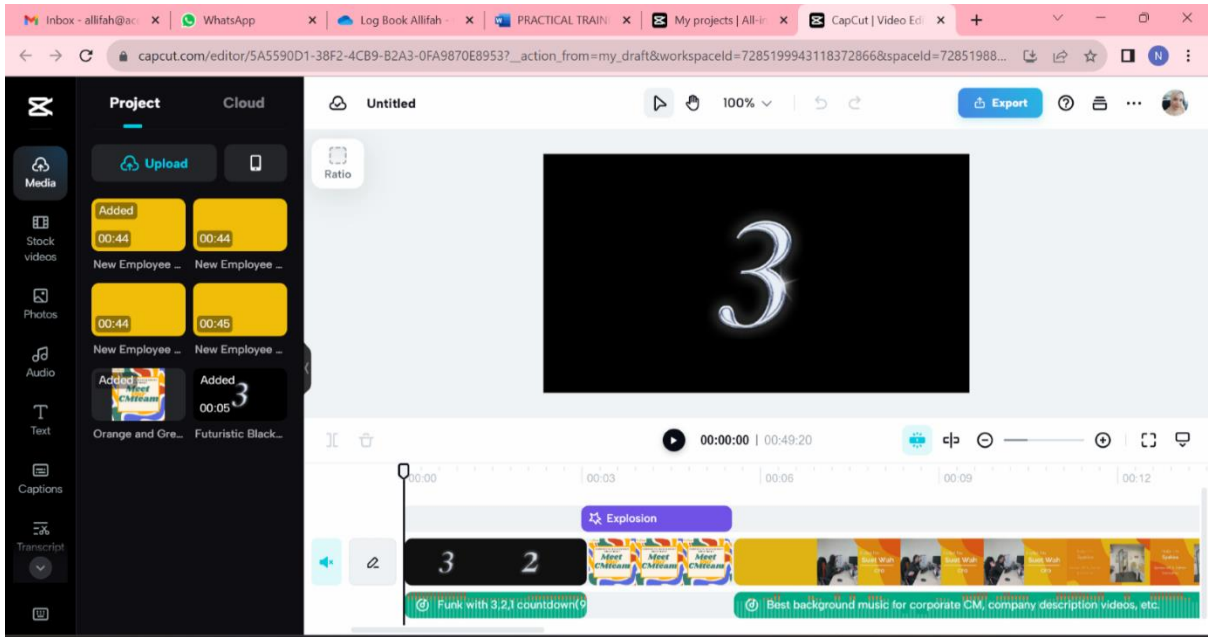


Figure 40: Team Introduction Video for onboarding session



Figure 41: Go Cart session with AceTeam's Staff

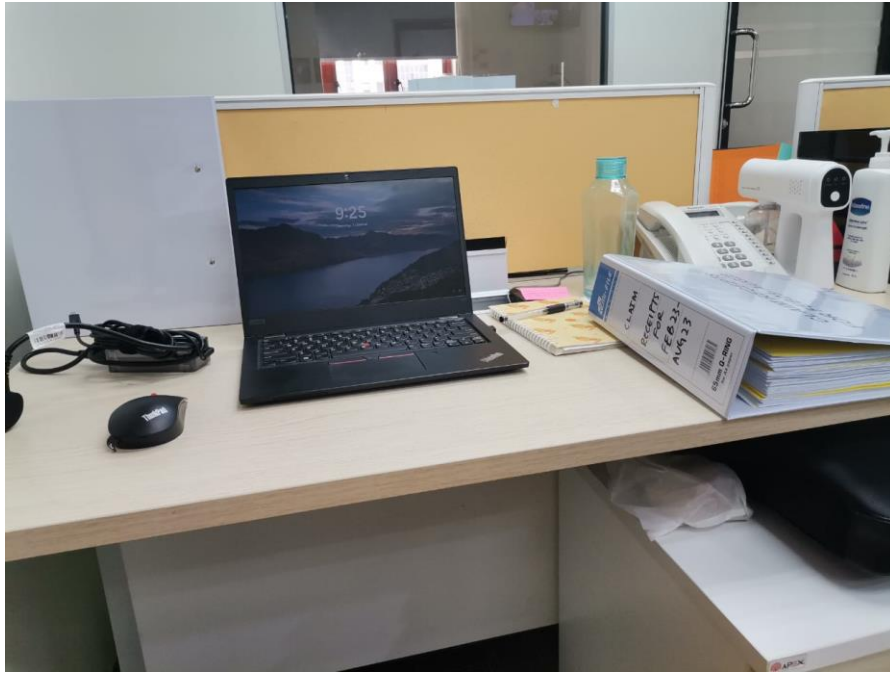


Figure 42: Office Desk



Figure 43: HR of AceTeam at Health Screening Program



Figure 44: Job Posting on Facebook





Figure 45: QC for new Merchandise

Document Information

Analyzed document	REPORT INTERNSHIP_NUR ALLIFAH AJRINA BINTI MUHAMAD NORAZAM_2021340757.pdf (D184285885)
Submitted	2024-01-22 07:03:00 UTC+01:00
Submitted by	MUHAMMAD AIMAN BIN ARIFIN
Submitter email	aimanarifin@uitm.edu.my
Similarity	1%
Analysis address	aimanarifin.UiTM@analysis.ouriginal.com

Sources included in the report

 URL: https://www.aceteamnetworks.com/our-profile/ Fetched: 1/22/2024 7:34:32 AM	 2
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Entire Document

1 1.0 STUDENT'S PROFILE

2 Figure 1: My Resume

3 2.0 COMPANY PROFILE 2.1 Company Background Figure 2: AceTeam Office at Damansara Intan The company was established in 2012, they have grown the business considerably and have groomed some of the finest team members in the industry. Now, they are a family of 70 and counting. They are reputed for their service offerings and commitment to deliver. They are proud to offer a wide range of products and services to accommodate their customers' requirements. Their partnership with various industry players has indeed gained them industry recognition, over the years. They are committed to taking IT beyond their customers' expectations by delivering only the best products and services in the industry. They also have been awarded as Fast-moving companies award in 2020. They have certified by Ministry of Finance (MOF), certified with Bumiputera status, Malaysia Digital Status Company (MDEC), Poly Partner Platinum, Aruba Partner Platinum, Palo Alto Networks Partner Platinum innovator, Zoom Authorized Reseller and Information Security Management System (ISO) certified. The Aceteam office is located DR They have 3 branches which is Penang, Johor, and Singapore. The pledges to clients are: CommiTTed Connected Converge They will ensure to consult and provide the customers with the latest technology in every possible way, hence the continuous learning that we include in our company. With this, they will be able to stay ahead with technology and provide tailored solutions that fits to our customers' IT objective and endeavour to deliver the project with the given standings.

4 The customer satisfaction to their service is vital and they will invest in the finest resources to deliver every responsibility meticulously. Excellent defines them through the steady growth in the past years and they will continue to be better as every successful milestone is also the success of the people and companies that they are engage, communicate, and develop the networking with. Therefore, they are assured that they will be the customer service from the start, to finish and beyond. 2.2 Company Logo Figure 3: Company Logo 2.3 Company Location Figure 4: Company Location AceTeam Networks is located at Suite 306, Level 3, Block C, Lift Lobby 3, No.1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor. It is strategically situated near other office, near Mall and Hotel as well. The office is also located in the bustling city centre and serves as a focal point for many people.

5 2.4 Vision and Mission of AceTeam Networks Sdn Bhd l.

Figure 46: Original plagiarism result

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