

PRESS RELEASE

For Immediate Release

PRASARANA ACCELERATING DIGITAL TRANSFORMATION

Inking of MoU with Microsoft towards achieving strong and sustainable organisational growth

KUALA LUMPUR, 24 August 2023 – The country’s main rail and bus operator, Prasarana Malaysia Berhad (“Prasarana” or the “Group”), has inked a Memorandum of Understanding (MoU) with Microsoft Malaysia to jointly accelerate the Group’s ongoing digital transformation.

The MoU with Microsoft is aimed at promoting Prasarana’s organisational growth, while embarking on a mobility ecosystem enablement to support the national digital agenda.

En Mohd Azharuddin Mat Sah, Prasarana’s President & Group Chief Executive Officer said, “We are pleased to be entering into this MoU to leverage on Microsoft’s market leader position to further support our own digital transformation journey. This is in line with Prasarana’s overarching digital blueprint, with the overall aim of better serving our users and the Rakyat as a whole.”

Through this MoU, Prasarana will leverage on Microsoft’s digital transformation best practices and strategies, to drive the Group’s cloud adoption, data innovation, security enhancements, and digital capability building.

To help achieve the objectives, both companies will explore three focus areas – foundation modernisation, Way-of-Work (WoW) transformation, and future innovation.

Foundation Modernisation

Prasarana will capitalise on Microsoft’s advanced technologies to improve data integrity and security and accelerate digital adoption within the organisation as well as to develop an Analytics Center of Excellence (CoE) for the long-term improvement of rail and bus services.

Way-of-Work (WoW) Transformation

Prasarana will focus on improving efficiency and simplifying decision-making processes, while expanding on its workforce collaboration to enhance the Group’s productivity.

These transformative initiatives will be rolled out in the customer experience, future of work and digital operational excellence spaces.

Future Innovation

Prasarana will be in a better position to enhance the overall customer journey as well as uncover new opportunities on the digital travel ecosystem front to support the company's growth.

K Raman, Managing Director, Microsoft Malaysia commented, "Through this collaboration, we want to support Prasarana as they reimagine public transportation by innovating with Microsoft technologies on the cloud. Enhancing urban mobility is not only critical in contributing to the nation's socio-economic growth, but also key in reducing our carbon footprint and building a sustainable nation."

This strategic collaboration with Microsoft is aligned with Prasarana's digital transformation blueprint which is centred on strengthening its core competencies such as business process optimisation and cyber security capabilities.

It is also focused on exploring other opportunities to improve customer experience via enhancements to the PULSE journey planner.

This digital acceleration will also be embedded within the Group's other customer experience initiatives in the forms of smart stations, crowd management and train frequency optimisation.

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