

Building your career in Performance Improvement (PI)

Welcome to PricewaterhouseCoopers

PricewaterhouseCoopers (www.pwc.com) provides industry-focused assurance, tax and advisory services to build public trust and enhance value for our clients and their stakeholders. More than 163,000 people in 151 countries across our network share their thinking, experience and solutions to develop fresh perspectives and practical advice.

PwC SEAPEN Region comprises Malaysia, Thailand, Vietnam, Cambodia and Laos. Over 3,000 people across these five countries share knowledge, resources and experience to best serve our clients' needs across the region.



Getting to know Advisory

The Advisory practice advises companies and government bodies alike on the implementation of their strategy in:

- Creating / acquiring / financing businesses
- Integrating them into current operations
- Enhancing performance
- Improving management & control
- Dealing with crises
- Restructuring & realising value

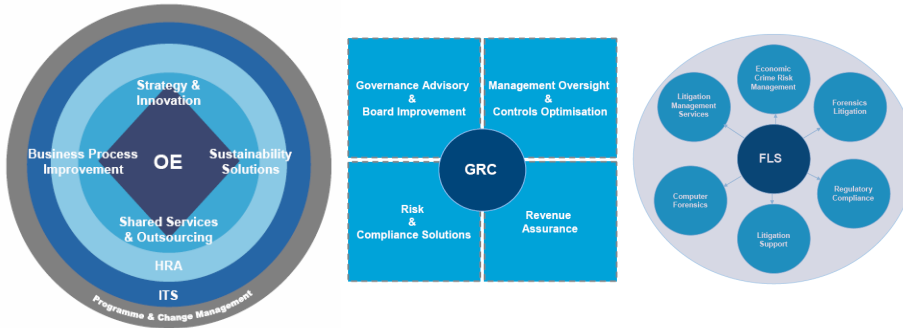
There are two key groups that make up the Advisory practice; Performance Improvement (PI) and Deals.

PwC Advisory Services	
Performance Improvement	Deals
<ul style="list-style-type: none">• Operational Effectiveness (OE)• Governance, Risk & Compliance (GRC)• Forensics & Litigation Support (FLS)	<ul style="list-style-type: none">• Transaction Services (TS)• Valuation & Strategy (V&S)• Infrastructure, Government & Utilities (IG&U)• Corporate Finance (CF)• Business Recovery (BR)



Performance Improvement (PI)

Clients turn to our PI professionals to help them identify and implement cost reduction solutions, generate revenue and organise enhancement initiatives, improve management and control mechanisms, identify and manage risk as well as improve quality and the sustainability of their businesses.



There are three units within this dynamic and fast expanding Advisory PI team. The three units are Operational Effectiveness (OE), Governance Risk & Compliance (GRC) and Forensics & Litigation Support (FLS).

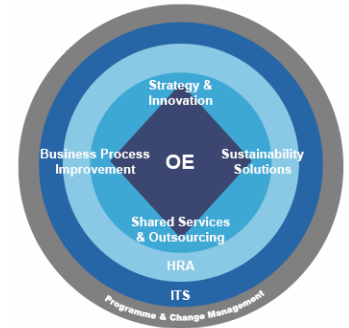


“The good thing about being in this team is that we get to work with different clients from a variety of industries. We learn how to balance both analytical and people skills and at the same time to be creative with solutions for clients”

Jessica Wong
Assistant Manager

Operational Effectiveness (OE) Consulting

We identify and execute improvement initiatives which range from large scale business transformations to function specific process improvements. In all our engagements we focus on 5 key dimensions: Strategy, Structure, Process, People, and Technology. Every business improvement initiative involves some form of change to our clients whether in the way people work or the way things will look and feel.



Business Transformation Strategy & Innovation Frameworks

- Development or validation of corporate vision & strategy
- Cascade corporate strategy into realistic implementation plans supported by tangible performance measures
- Facilitate definition of innovation strategies & role of innovation in the corporate strategy
- Development & implementation of innovation management

Corporate Responsibility Strategy & Sustainability Solutions

- Development of Corporate Responsibility (CR) strategy aligned to corporate strategy, nature of business & stakeholder expectations
- Definition of CR measures framework and supporting CR management
- CR function set-up and definition of roles & responsibilities
- Carbon & climate change advice

Business Process Improvement

- Deliver tangible benefits via identification of revenue leakage and/or enhancement opportunities
- Better manage costs via procurement effectiveness reviews
- Optimisation of finance function through streamlining of processes, structure, roles & responsibilities both within the function and with other functions e.g. procurement, warehousing, sales
- Review and improvement of core processes to improve efficiency & effectiveness

Operational Effectiveness (OE) Consulting

Human Resources Advisory & Talent Management (HRA)

- Developing people and HR strategy encompassing organisation design, HR service delivery model, HR infrastructure as well as tools design
- Study on effectiveness of the HR function elevating the HR role from an administrative-centric function to a strategic partner covering key HR interventions in workforce planning, learning & development, reward management, performance management and talent management
- Provision of advice at pre and post deal stages of merger integrations to ensure smooth assimilation during times of change or transitional situations
- Talent Management

Information Technology Strategy & Implementation Advisory (ITS)

- Delivery of holistic Strategic IT Blueprints encompassing IT components and services, covering technology, people, processes and governance
- Providing an independent, best practice approach and structure to IT system specification as well as selection to satisfy business and organisation needs
- Conduct the assessment and definition of critical business information needs and assist in tool implementation
- Delivery of enhancements in IT operations supporting overall service delivery to both internal and external customers
- Delivery of comprehensive project management and governance structures for IT systems implementation and deployment

Shared Services & Outsourcing Advisory

- Conduct feasibility studies & development of strategy & structure to balance need for direct control of functions versus benefits from shared cost savings, synergies and pooling of resources
- Implementation support & post-implementation performance reviews

Programme & Change Management

- Develop and manage implementation plans to achieve the benefits envisaged from the initiative, e.g. merger integration, strategy implementation, process improvement, multiple project co-ordination
- Prioritise portfolio of multiple projects to deliver the greatest impact with limited resources

Governance, Risk & Compliance (GRC)

We help management, the board and third parties enhance their control and corporate assurance frameworks, addressing the hazards as well as opportunities of risk across their organisations. Our core services include Governance Advisory & Board Improvement, Management Oversight & Controls Optimisation, Risk & Compliance Solutions and Revenue Assurance.



Governance Advisory & Board Improvement

- Board Effectiveness Evaluation: Facilitation of Board self evaluation exercises, validation of results through obtaining Directors' opinion on the effectiveness of the Board and contribution of individual Directors to the Board; Conduct of independent review of Board governance structures and processes; Conduct of training for the Board and Directors
- Development of Board improvement programmes in areas such as Board Structure, Board Operations and Interactions, Board Roles and Responsibilities
- Design and implementation of governance frameworks and practices

Management Oversight & Controls Optimisation

- Assessment of the current state of Board's oversight of internal controls - providing insights to the Board on the existing state of entity and process level control activities as well as highlighting areas where improvements can be made to strengthen the systems of internal control
- Internal audit services (full outsource, co-source or provision of technical support including managerial assistance and training), quality assurance reviews of internal audit functions and management audits



Risk & Compliance Solutions

- Enterprise Risk Management (ERM) implementation: current state assessments of existing Risk Management initiatives, development of risk management framework, ERM awareness training, risk profiling, post-implementation reviews
- Quality reviews of ERM functions
- Design and implementation of compliance frameworks, provision of compliance awareness training, design and implementation of control self-assessment processes, post-implementation reviews
- Diagnostic reviews and assistance in readiness projects for compliance with rules and regulations, including the Sarbanes-Oxley Act and Foreign Corrupt Practices Act (“FCPA”)

Revenue Assurance

- Diagnostic reviews to determine end-to-end completeness, accuracy and integrity of the capture, billing and reporting of all revenue generating events
- Identification, measurement and capture of revenue leakages, controls mechanisms, assessments of Revenue Assurance performance metrics used
- Reviews of existing Revenue Assurance functions - assessing their strategy, structure, processes undertaken, tools used and competencies

Forensics & Litigation Support (FLS)

Our FLS professionals work together, drawing on our varied professional training and backgrounds to provide financial, economic and business consulting to lawyers and other parties involved in litigation, arbitration or mediations, other alternative dispute resolution forums and fraud investigations.



Economic Crime Risk Management

- Assessment of fraud risk
- Development of economic crime risk management frameworks

Litigation Support

- Independent and objective financial advice to lawyers, corporate clients as well as individuals involved in litigation, arbitration or mediation
- Acting as expert witness

Computer Forensics

- Identify, collect, analyse and manage electronic information and evidence that could be found in computer systems or storage media that is relevant to an investigation

Forensic Investigation

- Review complex accounting systems to unravel complex financial transactions involving potentially false accounting, misappropriation of funds and asset stripping
- Reconstruction of financial statements

Regulatory Compliance

- Assisting clients with implementing and/or assessing regulatory compliance programmes
- Supporting companies that are subject to regulatory investigation

Licensing Management Services

- Enhancement of revenue streams
- Managing risk by examining compliance with licensing and franchising agreements

Be distinctive

Operational Effectiveness (OE)



"Every day is a new day, with something new to learn, you never find yourself in a routine doing the same thing day in and day out.

My role requires me to think on my feet and apply my knowledge & skills in various ways that can bring value to the different work that I do everyday."

Izaida Kamarudin
Associate Director

The OE team identifies and executes improvement initiatives ranging from large scale business transformations to function specific process improvements. Every engagement focuses on 5 key dimensions: Strategy, Structure, Process, People, and Technology.

Governance, Risk & Compliance (GRC)



"The experience of being tossed into challenging and unconventional situations encourages me to come up with creative solutions in a structured

manner. Besides that, being involved in a wide variety of projects, helps builds experience in a myriad of industry sectors."

Kenneth Koh
Associate

The GRC team helps management, the board and third parties enhance their control and corporate assurance frameworks, addressing the hazards as well as opportunities of risk across their organisations.

Forensics & Litigation Support (FLS)



"Doing something out of the ordinary was always something I have wanted to do for my career. Forensic work is different. Whilst the work

is detailed, the biggest reward, for me, lies in playing an active part in the unraveling of an investigation – from the gathering of evidence leading up to final findings."

Choong Woon Wei
Associate

Our FLS team provides financial, economic and business consulting to lawyers and other parties involved in litigation, arbitration or mediations, other alternative dispute resolution forums and fraud investigations

The Advisory work culture...

Our high performing teams thrive around the central goal of creating a high quality sustainable business.

We aim to help individuals achieve their goals and at the same time attain the team goal of winning more interesting and meaningful projects, increasing our individual capabilities, building on our technical expertise and our brand in the marketplace.



...a High Performance Culture

Join us

PI consultants draw on their experiences and shared knowledge in operations, finance, people and technology to help organisations of all shapes and sizes plan, design and execute effective and sustainable change.

The PI team consist of consultants from a diversified backgrounds. The fresh perspectives offered by (new) hires from various fields are valued and recognised.

If you are someone who is looking to hone your individual specialist skill set or embrace change, confront new challenges and experience life from a different point of view – then PI is definitely the team for you!



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