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MOST PROMISING BUSINESS PROCESS
OUTSOURCING SERVICE PROVIDERS IN MALAYSIA

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Timothy P. Witucki
President & CEO



Enhancing the Productivity with
Sustainable & Customised
BPO & Contact Centre Solutions

OMADA ONE

MALAYSIA

Sean Mather
Executive Chairman & Founder



\$30



OVER
STORY

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Asia
Business Outlook **TOP 10**
MOST PROMISING BUSINESS PROCESS OUTSOURCING
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OMADA ONE

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By Hridkamal Roy

Despite the expected decline in its value in 2020 due to the COVID-19 disruptions, Malaysia's BPO market is forecast to maintain a 3.1 percent compounded annual growth rate (CAGR) over the 2019-2024 period, supported by the government's active role in promoting the country's outsourcing sector, says Global Data, a global leading data and analytics company. Timothy Witucki, President & CEO Omada One, goes on to say, "The Malaysian business market echoes much of the Asian market at the moment. The propensity to provide well-educated staff under a cost structure that drives significant value to foreign markets is undeniable. The economies of countries across the world are facing real challenges at the moment. Achieving a value proposition to run and operate front and back office services is fast becoming the primary pain point".

The expected growth that businesses have been hoping for and have relied upon, following the end of the pandemic, represents another challenge to the much-needed growth. Omada One was born in the heart of the pandemic. Hence, it did not have to carry baggage, cost, and complexity like so many other companies. It started in a tough environment and built its solutions to provide customers with the cutting edge they needed to fuel growth in their businesses as they too emerged from the previous years. "Our goal at the outset is to determine how we at Omada One can truly help our customers not only focus on expense management of their business but ultimately refocus on enabling them for growth. If we can't demonstrate the value we offer upfront then success will always be hard to achieve", mentions Tim.



Sean Mather
Founder & Executive Chairman

Sean has over 33 years of experience in the ICT, BPO, and Contact Centre industries, including over 25 years of experience as a senior executive in BPO, contact center, technology providers, and business solutions. Sean has managed and implemented contact center programs that include internal process improvement, operational effectiveness, service improvement, and technology selection projects. He has a passion for building and empowering teams to deliver against the odds. Sean has been responsible for contact centers across Australia and the Asia Pacific most recently creating the start-up disruptive BPO service in Omada One.

His experience was further strengthened through his involvement in the premier Contact Centre Industry Association, the ATA. He held the position of Chairperson of the Victorian chapter in 2002/2003 before joining the Board of Directors later that year. Having been elected to serve on the ATA's Board continuously since 2003 until stepping down in May 2023, he held positions such as Treasurer and Chair of the ATA's Strategic Sub-Committee. Sean guided the ATA through a merger with the CCMA, creating a single industry body, the Auscontact Association. Sean was awarded life membership status in December 2013. In 2016 Sean was elected into the role of Chairman of the board for the Auscontact Association.

The secrets to success are simple, by building a highly motivated and immensely capable team focused on high-touch roles and driving huge value has allowed Omada One to grow in times when others are still standing still. By complementing this with a team-building practice that brings customers closer to the solution and indeed includes their people has proved to be a recipe for success. "The historical approach of BPO outsourcing is changing and it is companies like Omada One that are paving the way for closer tighter business relationships across the globe", states Sean Mather, Executive Chairman.

Service Excellence

Omada One is a full-service capability partner. It can provide capability across the entire spectrum of the business world. With staff focused on Sales Management, Customer Service Management, Supply Chain Management as well as Financial Services and Development Operations located in Spain, Czech Republic, England, The Philippines, and Australia, Omada One has already proven the model and its outcome-focused capability. With new sites opening in Malaysia and Italy, the company's market reach has grown to be truly global. "Our flagship services have proven to be accounting and financial services support which has seen us grow into US, Hong Kong, and Australian markets as well as Development Operations and support with customers across the Middle East, Singapore, and Australia. The ability to team with customers to provide these services has fuelled our growth and shown our true capability", mentions Timothy.

With many decades of running businesses over the call, contact, and back office arena, the leaders of the business, Sean and Tim, have built a customer engagement process that empowers customers to build the teams they need in a progressive manner, dedicated to delivering tangible, actionable outcomes through building leading measures based on real life. All too often in outsourced services, the measures are defined prior to the engagement and follow lagging measures based on the principle "we can so you should". This often fails and becomes a point of disharmony between two businesses.

Omada One provides omnichannel and multilingual business service solutions for its clients based in Australia, North America, the UK/Europe, and the APAC Region and it sees Malaysia

as a growth market offering its services in over 15+ languages. (English, Mandarin, Cantonese, Bahasa, Korean, Thai, Vietnamese). Southeast Asia Regional and foreign BPO and KPO service providers benefit from the country's strategic location and world-class digital infrastructure, making it a preferred outsourcing hub.

To help its customers achieve the outcomes that will fuel growth, Omada One provides a simple but highly effective implementation approach that first observes the actual outcomes during the initial crawl phase as the two businesses converge to provide a progressive solution fit for all parties. The team then uses the data to uncover truly progressive measures that can highlight actionable outcomes. "This step is often overlooked within a business, however with our data analysts and our Info Hound portal we are able to delve deep into the actual performance and determine what is really driving the business. Together with our customers, we can then truly determine what leading measures look like. This allows Omada One to then set realistic and highly productive goals and KPIs" for the Walk phase of the project, says Sean. "Once we have learned to walk and can prove we have contributed to the growth phase of their business then the truly exciting next step arrives. Together we learn how to run, to scale their business and of course our own", he adds.

Expertise at Hand

Omada One is a company built from the ground up in order to create high-performing teams that can add extensive value to its customers. The President and CEO, Timothy Witucki, and Sean Mather Executive EVP of Global Operations have over 6 decades of experience between them in the back office and contact centre market across the globe. At Omada One, Timothy and Sean build leaders and are very optimistic about the company's future. Customers, workers, vision, teamwork, culture, and service are valued here. It analyzes both short-and long-term goals every day with internal stakeholders and its leadership team. Omada One's teaming first, together with its talent and low-cost labor locations strategy give it a competitive edge.

To augment this unparalleled level of experience a management team has been hired to truly bring Omada One to life. From the highly



Timothy P. Witucki
President & CEO

Timothy Witucki is the President and CEO, as well as a Board Director, of Omada One. With over 30+ years of experience, Timothy is an accomplished high-tech and business financial executive and an American entrepreneur known for successfully bootstrapping businesses from start-up to exit. As an optimistic thought leader, he has held leadership roles in both start-up and enterprise businesses, ranging from \$50 million to \$1 billion in direct revenue.

Timothy's primary focus lies in building, operating, and scaling up world-class remote teams and technology and financial contact centers, with a particular emphasis on Malaysia and international offshore/nearshore operations. His most recent venture involves the launch of Omada One, a disruptive BPO start-up.

Recognized for his ability to drive company growth, devise effective business strategies, and provide clear direction, Timothy has a proven track record of achieving year-over-year top-line growth through sustainable sales, marketing, and operational strategies. His expertise ensures bottom-line success for the organizations he leads.



capable leader of People and Culture, Icel Lacanilao to its Finance team headed by our CPA Judith Yambot it has built a team that understands what it means to be an Omada One employee. To say that Team is at the core of everything we do is unquestioned says Sean, our name Omada One (o-mæ-dæ) heralds from Greek, ομάδα meaning: Team.



THE ABILITY TO TEAM WITH CUSTOMERS TO PROVIDE THESE SERVICES HAS FUELLED OUR GROWTH & SHOWN OUR TRUE CAPABILITY

“Building the company from the genesis of its birth to a company now located across Asia, Europe, and Australia

with customers extending across Asia, Oceania, Europe, The Middle East, and North America, all within 21 months demonstrates how the teaming strategy is what today's businesses are looking for”, mentions Tim.

Looking Ahead

The first two years of the company, although exhilarating, were only the beginning of what is proving to be a truly exciting journey. In many ways, the company, like its customer engagement methodology is still in the crawl phase of the journey. As it continues to grow across the globe it is increasingly stepping into the Walk phase. With this comes true exponential growth across customers and locations. Companies all over the world are looking at what our company is doing right here, right now. “The inflationary forces fuelling the slowdown of many economies are just another challenge for many companies to manage. A challenge just that of the Pandemic. Growing a business in today's economy is difficult for many. Increasing expectations on corporate performance and productivity in concert with customer demands for innovation within an ever-shrinking Global market is no cakewalk. Disruptive companies like Omada One are there to help companies reset, refocus and grow in today's world market”, concludes Sean. **ABO**

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