Donald Wee, director of Data Terminator, with one of the company’s data security products.

DATA Terminator Pte Ltd is back in the programme. To advance its market expansion plans, this small- and medium-sized enterprise, SME, decided that having an in-house consultant is the way to go. The information leakage protection specialist recently joined the SPRING-SIM Business Advisors Programme (BAP) to engage a business advisor with expertise in IT security.

This is the second time that Data Terminator Pte Ltd is participating in the BAP. Its directors learnt about SPRING’s new partnership with the Singapore Institute of Management, SIM, through contacts in the BAP community who have stayed in touch.

Information leakage and unplanned system failures have forced many organisations to relook their ability to monitor, control, and recover from such disasters. Data Terminator Pte Ltd provides certified equipment and professional services for secure electronic data erasure, destruction, and disposal. The company believes they are able to provide practical and cost-effective solutions to their wide client base made up of government agencies, financial institutions, and multinational corporations. To accomplish this, they need the right advisory to help them be in the position to approach the market and get the right message out to the relevant target markets.

Donald Wee, director of Data Terminator Pte Ltd, believes that the BAP provides the right fit of needs and talents. He felt that the SMEs benefit from the consultancy provided and the wealth of industry experience that the business advisors bring. “Such a combination is very powerful and important for the success of any initiatives that an SME wants to take. Furthermore, the financial support from SPRING goes a long way in strengthening SMEs’ resolve to make their initiatives work.”

Wee shared that the BAP project is beneficial in more ways than one. He said that SMEs and their respective business advisors have the time and space throughout the programme to understand one another before deciding if there is a long term relationship to embark on.

When the BAP kicked off in 2009, it was part of a resilience plan by SPRING Singapore to counter the turbulence of the recession. The programme has helped many SMEs grow and become innovative. It kept many retrenched professionals, managers, executives, and technicians (PMETs) engaged during the tough times.

The programme matched PMETs with a wide range of experience and expertise to participating SMEs as business advisors. These individual business advisors provide SMEs with specialised subject matter expertise on a project-by-project basis up to a period of six months. With over 120 projects successfully completed, the BAP has proven to be a successful formula even during boom times.

The BAP remains relevant to SMEs because it addresses one of their most prevalent needs. Wee says: “SMEs are always in the need of the right talent to help grow their business. The BAP creates an excellent opportunity to bridge the available industry talents with the right SMEs.”

SMEs who wish to join the programme must first fulfil conditions set by SPRING. For a qualifying SME like Data Terminator Pte Ltd, the journey begins by knowing what their needs are. Wee says: “First, we identify the critical path within our growth strategy for the company. The next stage is to scope requirements that are realistic and achievable. For the rest of the process, SIM will carry out the matching of requirements and ensure that there is chemistry between the company owner and the business advisor.”

The company is pleased with its current business advisor and advisory project. Wee says: “Our business advisor is talented and eager to share his experience, best practices, and know-how. His advisory brings credibility and has strengthened our approach to market expansion, and the result will shorten our time to market.”

For more information about the SPRING-SIM Business Advisors Programme, please E-mail bap@sim.edu.sg. Alternatively, visit http://bap.sim.edu.sg