

Elevating Ideas,
Crafting Solutions

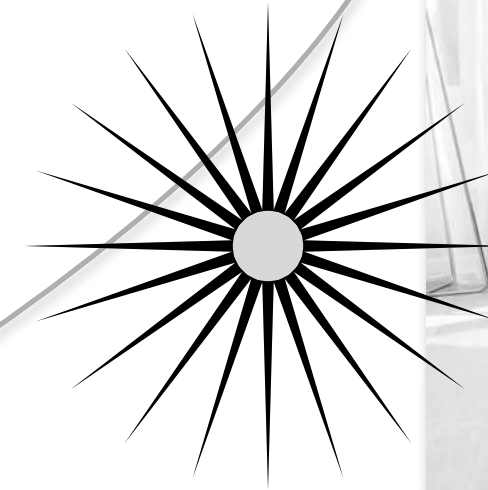
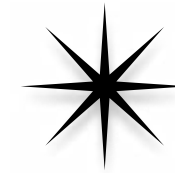


Archiater Studio

You boutique consultancy partner



Our Story



Archiater Studio emerges as a beacon of expertise, nurtured through decades of experience since the inception of its parent company, Pointlex SDN BHD. Specialising in IT consulting, Pointlex laid the foundation for Archiater Studio's establishment, propelling its mission to new heights.

As a boutique consultancy firm, Archiater Studio is dedicated to empowering small and medium enterprises, guiding them towards growth and sustainability in the digital age.

Empowering Connectivity For Maximum Human and Organisational Potential

MISSION

At Archiater Studio, our mission extends beyond individuals to encompass organisations, fostering a holistic approach to bridging the gap between people and technology.

By bridging the gap between people and technology, we aim to maximize the potential for growth, innovation, and success, both at the individual and organisational levels.



Sustainable Technological Solutions



Strategic Technological Integration

Workforce Empowerment



Digital Transformation Partnership



Collaborative Ecosystems for Businesses

Human-Centric Organizational Design

Our Services

Management Consultancy

Transformation & strategy development
Structure and process management & process innovation; change & operational.

Brand Consultancy

Brand value strategies
New business model development
Digital marketing

Operation Consultancy

Workforce transformation
Business process management
Research & development

Technology Consultancy

Analytics and automation
Cloud strategy and advisory
Intelligent operation model

Our all-encompassing strategy extends beyond conventional boundaries -
Our primary aim is to propel businesses to new heights in the age where change is constant.

Our Team

KAMARUDIN ABU BAKAR

Chairman

Kamarudin Abu Bakar an accomplished professional with a distinguished career in the financial and technology sectors.

Beginning his journey in January 1986, he served as the First Vice President of Management Services for the Bank of Commerce until December 1992. His leadership skills and strategic acumen led him to the position of CEO at EDI Malaysia from January 1993 to December 1996.

With a track record of success, Kamarudin assumed the role of Group Managing Director at Time Engineering Berhad from March 1997 to March 1999, contributing significantly to the company's growth and development.

Demonstrating versatility in his career, he subsequently served as a Consultant for Silverlake Group from January 2000 to December 2020, providing invaluable insights and expertise in the dynamic field of financial technology globally.

Kamarudin Abu Bakar's extensive experience, coupled with his commitment to excellence, has made him a respected figure in the industry, leaving a lasting impact on the organizations he has been associated with over the years.

ATHIRAH KAMARUDIN

Partner & Implementation Strategist

Athirah Kamarudin is a dynamic professional with a diverse background, excelling in research, policy analysis, business analytics, and executive leadership. Starting her journey in January 2014 as a Research and Policy Analyst at Youth Trust Foundation - myHarapan, she showcased her early commitment to making a positive impact.

Transitioning to Business Analyst at MetaFI Sdn Bhd, she played a crucial role in analysing and strategising business transformations. She continued to contribute in the growth of Silverlake Group, a financial technology company, through managing various social and commerce apps to promote digital and finance inclusivity.

A pivotal moment in her career was her role as Deputy CEO for DG1 Malaysia until March 2023. In this position, she demonstrated leadership in navigating complex challenges and contributing to the company's strategic vision.

Athirah's versatile career path highlights her adaptability, strategic thinking, and commitment to meaningful contributions across research, business analysis, and executive leadership, establishing her as a notable professional in the dynamic landscape.

AZHRAII KAMAL

Partner & Chief Technology Officer

Azhraii Kamal, a competent professional with a favour for technology and innovation, embarked on his tech journey at 15 in 1995, crafting his first program without internet access. Venturing into computer sales in Kota Bharu the same year, he showcased his entrepreneurial spirit.

He then Joined Sepakat Computer Consultant in 2002, to focus more on information strategic planning for government agencies, notably creating a Microsoft Access prototype and BRIO reporting for Suruhanjaya Syarikat Malaysia (SSM). This marked the beginning of his tech career, leveraging technology for strategic solutions.

In 2006, he stationed in Riyadh with Silverlake Group, he played a crucial role in post-implementation support for banking systems, enhancing his reputation in banking technology.

By 2010, he undertook significant projects that would leveraged decades of his expertise by developing an ERP system for an offshore catering system and Construction builder group companies . He further expands his passion by venturing into cloud computing, infrastructure, network, security, and AWS in 2011, Azhraii showcased his commitment to tech innovation.

Beyond tech, in 2008, he transformed the Duyong Dervish into a live-a-board, highlighting his creativity. Azhraii Kamal's journey underscores his passion for technology, business acumen, and innovation, establishing him as a dynamic figure in tech and entrepreneurship.

HIFZHAN AZHARI

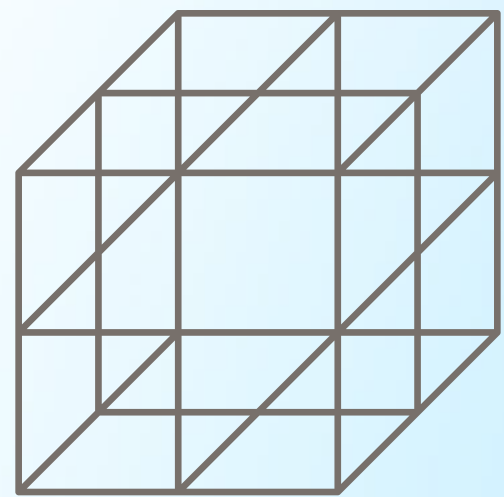
Partner & Resident Cikgu

Hifzhan A. Azahari, a serial entrepreneur and educator, initiated his career by engaging in part-time jobs during college and discovered his passion for managing people through various university projects, playing a pivotal role as a Project Management major. On the side, he has teamed-up with a fellow senior academia proposing and implementing a Project Management Planning for the construction of Digital Free-Trade Zone in KLIA for a foreign company.

In early 2020s, he commenced his professional journey at a bespoke architectural firm in Kuala Lumpur, overseeing activities and project processes between while reporting directly to the Managing Director. Later, he transitioned into academia as a Lecturer at Universiti Teknologi MARA, imparting methodologies for Organisational Management and Environmental Sciences to part-time undergraduates.

As he delved into the tech industry, Ahmad joined DG1 Malaysia as a Business Executive, spending less than a year in the role before deciding to pursue a different venture that aligns with his charismatic values in the tech sector, where his passion resonates.

Bridging people with technology for maximum potential growth



Streamlining your daily operations to boost your productivity and drive growth, innovation and success for your businesses.

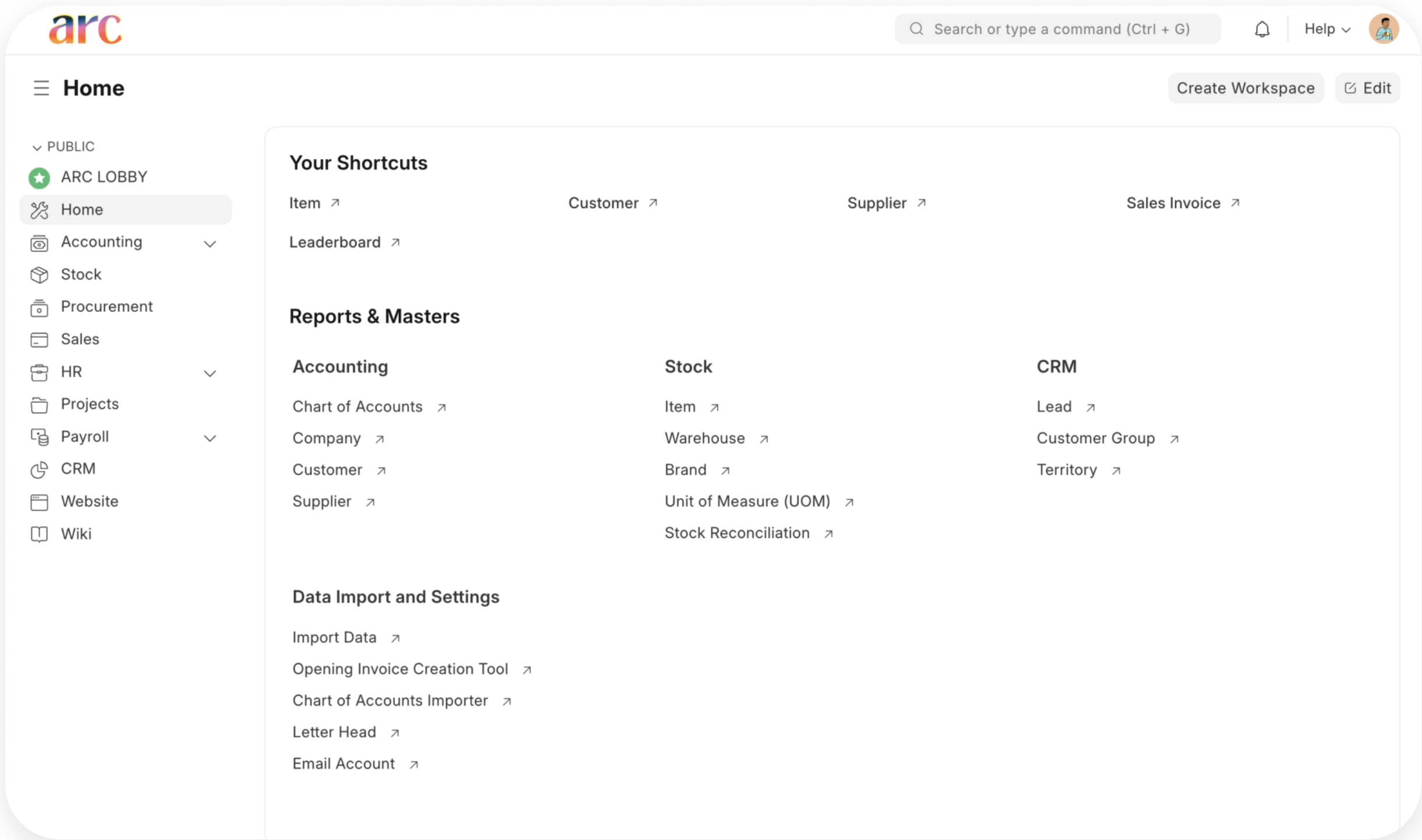
arc

Arc for Businesses
Malaysia

GENERAL HOME BAR

An easy way to improve business procedures and operations.

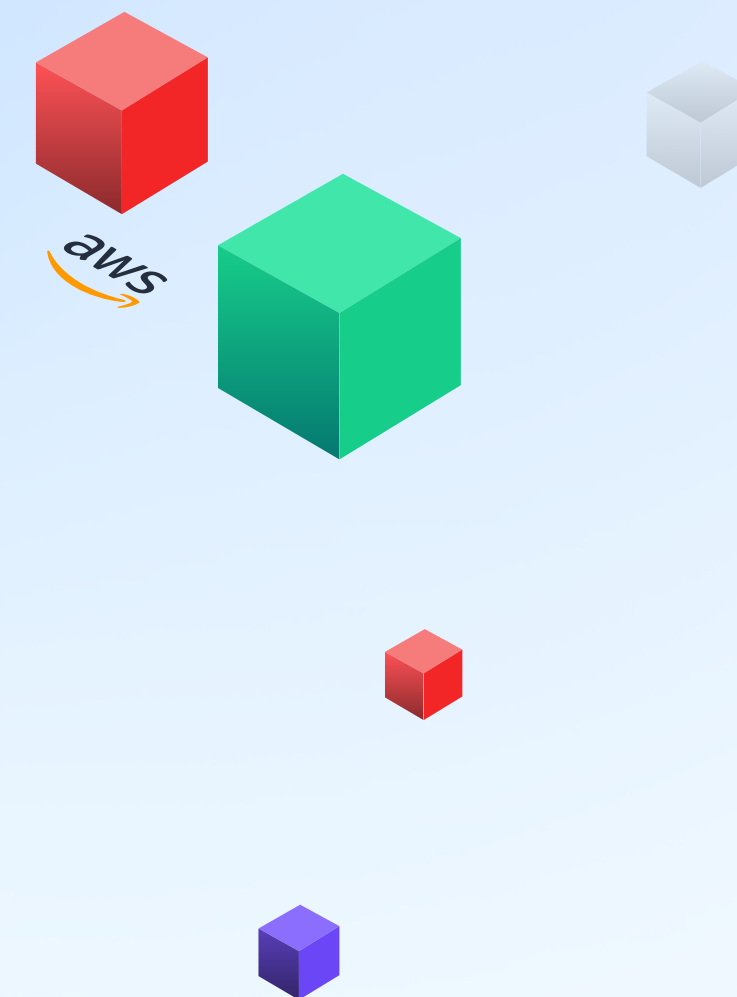
ARC offers a comprehensive ERP solution designed to address the complexities of modern business. Our ERP system integrates seamlessly across departments, providing a unified platform for managing resources, data, and processes.



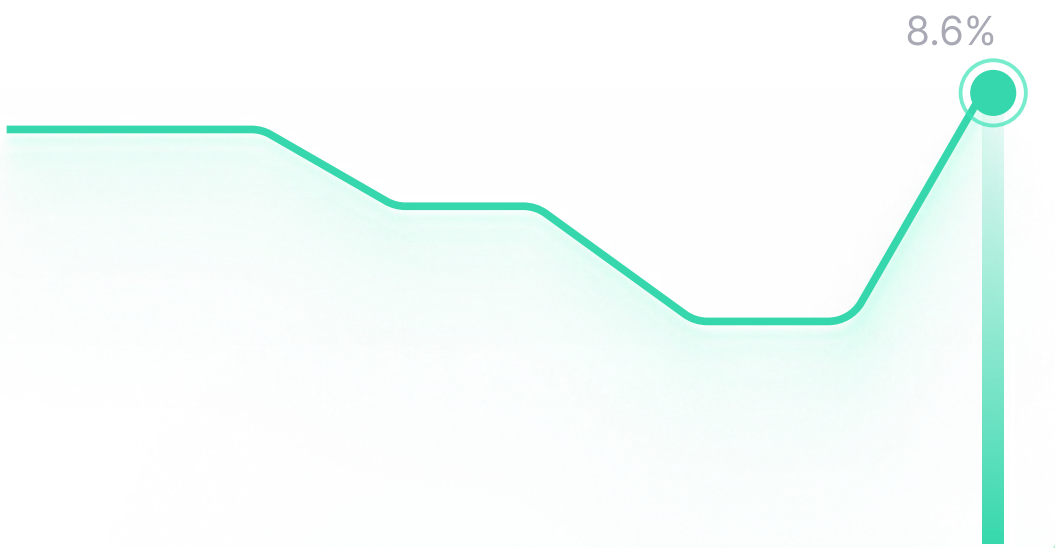
A comprehensive platform that consolidates all your necessities.

ARC can accommodate integration with popular third-party applications, ensuring a smooth transition and compatibility with your existing software ecosystem. Whether it's CRM, e-commerce, or collaboration tools, we've got you covered. There is no more shifting between different platforms to get your job done.

—————→ Value Proposition



Curated by
Millennials and
Gen-Z to boost
your business.



IT'S WHAT WE'RE BUILT FOR

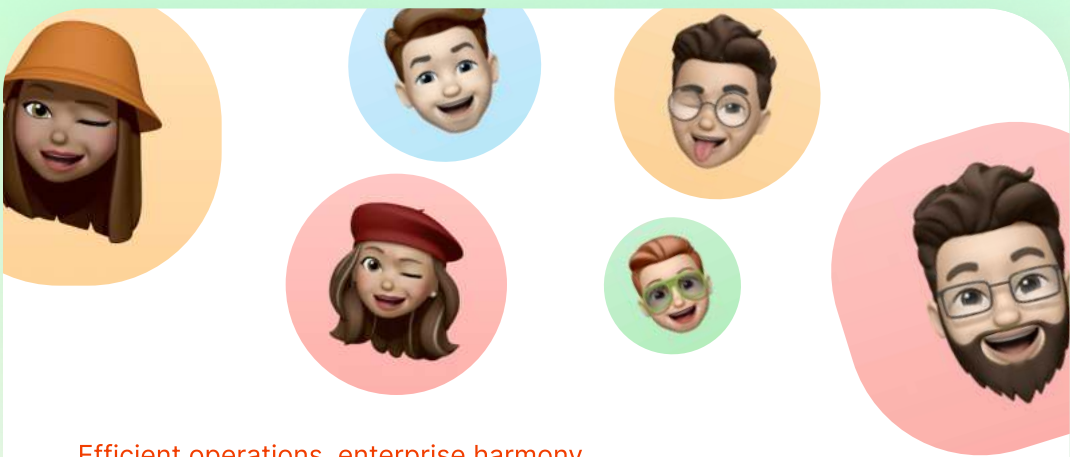
Specifically designed to do everything

Improved Decision-Making. Make informed decisions with accurate, up-to-date insights across your entire organisation.

Scalability. Our ERP grows with your business, adapting to changing needs and facilitating expansion.

Enhance efficiency. Streamline your operations with automated workflows and real-time data access.

Cost Savings. Optimise resource allocation and reduce operational costs through efficient processes.



Efficient operations, enterprise harmony

Your business, our expertise.

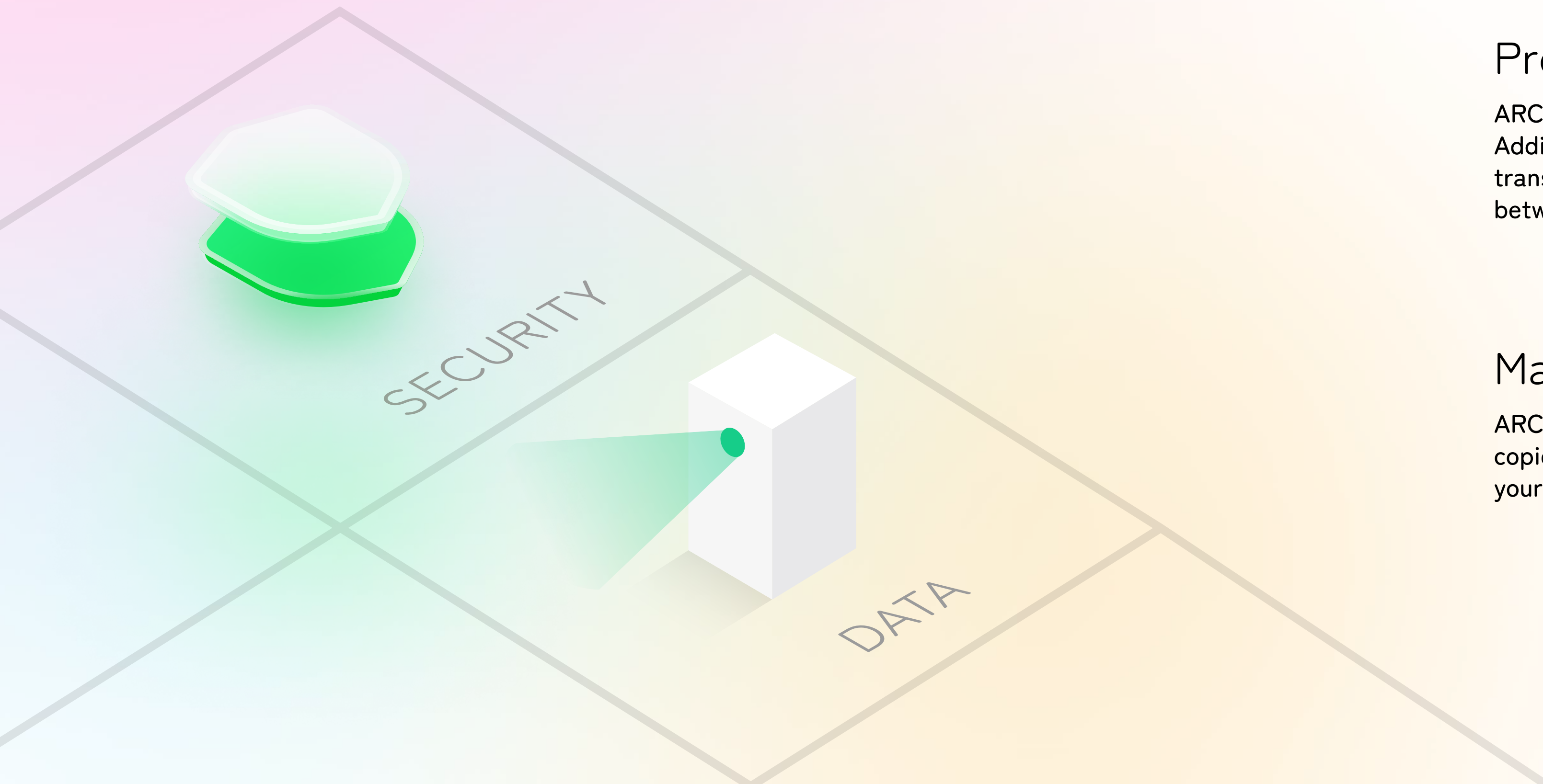
75%

Work repetition is reduced

90%

Increase in business record accuracy

Your Data is Safe with ARC



Stay compliant

ARC aligns with Malaysia's PDPA and, with its comprehensive and adaptable access controls, assists in guaranteeing that only authorized personnel can access the data essential for their tasks.

Protects your data

ARC oversees your data in adherence to established cloud security standards. Additionally, we employ SSL Certificates and AES-256 encryption during both transit and storage phases, ensuring persistent encryption of data as it travels between your device and our cloud servers.

Maintain multiple backups

ARC captures hourly snapshots of your data and secures seven distinct copies across diverse geographic locations, safeguarding the integrity of your data.

We can't wait for you meet

arc

Onward and upward,
Archiater Studio