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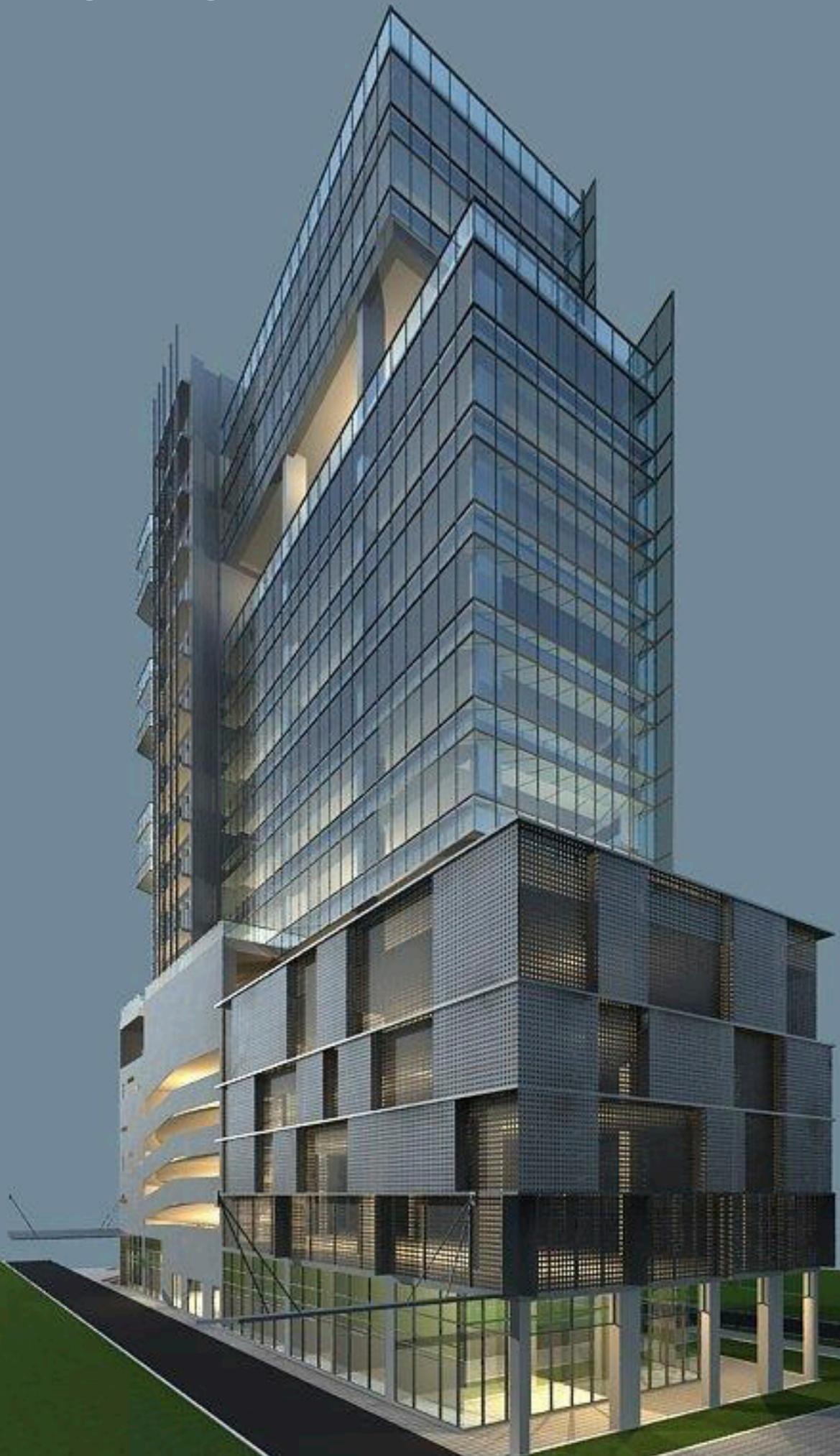


BEHIND THE SCENES
OF THE WORLD'S
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INSIDE LOOK:
THE LEADER OF THE FUTURE

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RCS Engineering pushes innovation and services to new heights in construction industry

RCS Engineering provides turnkey electrical engineering and IT solutions for major names within the construction industry with its innovation and technological developments

Written by: Alyssa Clark // Produced by: Andrew Zhao >>>

Since its inception in 2001, RCS Engineering has been operating from its home-base in Singapore for the past 12 years, as a subsidiary of the SGX mainboard listed Sim Lian Group. Providing electrical and mechanical engineering and interior fit-out services, designing and building data centers (server rooms, IT rooms, etc.), RCS Engineering provides a one stop solution for many companies within the data centre, telecommunication and financial industries. RCS Engineering provides solutions in both Greenfield projects (which are started from scratch) and Fill-out projects (which started with an existing building).

RCS Engineering has worked with some of the world's most influential companies, such as Morgan Stanley, Tata Communications and Thomson

Reuters. RCS Engineering offers a portfolio of project capabilities and turnkey solutions such as: data center M&E infrastructure, building/plant HT/LT electrical systems, oil & gas instrumentation controls and static and dynamic UPS systems, to name a few.

Christopher Sia, RCS Engineering's Founder and Director commented on this goal of customer satisfaction, "The customized ability to please the client is what we strive for. The construction business is extremely competitive, and some engineering expertise and construction knowledge you only gain with right exposures. You need to have a professional team consists of people who have appropriate technical background and service orientated mindset before you are going to sell your products and services to a client. We pride

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SMB Electric

- SMB Electric has been established in Singapore since 1973. It's core business has been in the manufacturing of high quality low voltage switchgear and control panels. Through our passion to supply properly engineered and high quality switchboard system, we have established ourselves as a market leader not only in Singapore but also the region. SMB Electric was listed on the Stock Exchange of Singapore (mainboard) in 1996. Since then we have been growing from strength to strength. In 2012, we merged with Osaki Electric Co. Together, we have a combined revenue of about US\$800 million.
- Through the years, SMB's market has grown beyond the shores of Singapore to span across Australia, Malaysia, Indonesia, Vietnam, Hong Kong and Japan.
- SMB has also established ourselves in the various market from commercial, residential, industrial, Marine, oil and gas, and especially in the data center market.
- Our primary business is in the custom designed, manufacturing and supply of Low Voltage engineered switchboard throughout the industries. Furthermore, we have vast experience supplying to the Data Center market and a market leader as switchboard supplier to the data center market in Singapore.
- Our aim is not only as a switchboard supplier but as a solution provider with EAE busway system.

Website: www.smbelectric.com

ourselves on our close working relationships with specialist vendors and partners; we don't shop around to get the cheapest prices."

The people and their mindset are behind RCS Engineering's success

RCS Engineering earned its prestigious reputation as a specialized design build provider by the ways in which they customize resources to suit the specific requirements of each respective construction project, and





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Supplier Profile

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by compiling an effective team of talented engineers. Totalling 48 employees, this lean team of educated and hardworking employees operate off of a commitment to excellence, quality customer service and forward-thinking innovation. As Christopher Sia refers to it as “the chicken or the egg problem,” RCS Engineering takes recruitment and cultivating its employees extremely seriously.

“Our people are always on board with what we believe in, says Sia, “Our projects are completed on time, with no previous obligations because simply, we just work as a team. By practicing the application of our accrued engineering knowledge, we give the best possible solution to the client. In order to secure the project, when you are presenting to the client, you have to be committed to selling yourself and the quality of your service. We do our homework, we analyze what the client wants and we come up with a cost-effective and quality solution.”

Through embracing its competitive advantage of providing quality customized-customer service in such a competitive market, this level of personalization makes RCS Engineering’s IT services stand out amongst others

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in its field. Utilizing a thorough internal system of project checks and balances, internal quality systems such as ISO accreditation guidelines and adhering to prestigious client’s standards, RCS Engineering continues to succeed. In an industry like construction where business is always competitive, engineering expertise and extensive construction knowledge/experience is a must-have for the team at RCS Engineering. Coupling this extensive industry-knowledge and right team of employees, RCS Engineering has set itself up as a leader of electrical engineering and turnkey solutions for the construction market.

“We are constantly on the lookout for the top talent in the engineering and construction field. Recruitment has been our biggest challenge in terms of what kind of talent are we going to recruit, because we truly want the right talent with right attitude. Being in the engineering and service construction industry, most people come from this field, but we are looking for people with IT background to join us in the service too,” Sia says, “This could

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be software, HMI, and many others. There are so many people in IT line, but so few in the market who prefer the delivery of construction services. People with engineering & IT and infrastructure expertise are ideally the people we are looking for.”

Technology’s important role in moving RCS’s business forward

RCS Engineering approaches each new construction project from scratch: brainstorming, designing customized solutions, hiring a new team, compiling the needed

resources and materials and establish new infrastructure. This kind of customization is only made possible at RCS through embracing its available resources and keeping an eye on the horizon of innovation to ensure that this company is ahead of the game when it comes to moving forward. RCS sees itself as a forward-thinking, professional organization who uses “clients as inspiration for the development of its resources, so RCS can try its very best to be portrayed as a forward-thinking engineering company.”

By conducting thorough market



research and analyzing customer projects, RCS Engineering looks to understand more than just the dollar signs of these extensive construction industry projects. Sia comments, “Technology is driven by the customized, personal needs of your clients. We are actively trying to understand why the consumers are asking for specific aspects on a project, rather than just assuming that the standard process of a construction project or engineering solution works for everyone. Because we know that is not the case.”

The future of RCS Engineering

In terms of future developments for RCS Engineering, the company is working towards following the market trend of suiting the customer model with more cost-effective and timely resources for customer projects. Focusing in on high-reliability for the consumer and trying to match the 3-5 year cycle of new products becoming available, RCS Engineering is constantly take strides to stay ahead of this ever-growing field.

Recently, Singapore has become ahead for RCS’s Greenfield projects with its newfound presence



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as a data-center hub due to its great location and all of the nearby financial institutions. Singapore's government has been extremely proactive about bringing high value added financial service sector into the economy. With this booming Asian marketplace, RCS Engineering has plans of expanding outside of Singapore into Indonesia, Vietnam and Malaysia, in hopes of providing even more clients with the proper engineering and data centre facilities they need.

This region of the world is rich in its potential projects for

V S

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STATISTICS



COMPANY NAME: RCS Engineering

INDUSTRY: Industry: Construction, Engineering Solutions

FOUNDED: 2001

HEADQUARTERS: Singapore

KEY PEOPLE/TITLES: Christopher Sia, Founder and Director

PRODUCTS: Engineering, Design and Building of IT services

REVENUE: \$50 million

EMPLOYEES: 48

WEBSITE: <http://www.rcse.com.sg>



RCS Engineering, and due to its extensive market studies and research, this Singapore-based company is in the right place at the right time to take advantage of this profitable market. RCS Engineering's future will consist of its penetration into these new potential markets, the development and expansion of its efficient technological resources and a steady commitment to recruiting and cultivating the best talent, in order to continue to best-serve the construction industry for many years to come.

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