

Pos Malaysia Goes All-in on AWS to Drive Business Transformation with Enhanced Parcel Delivery Offering

Malaysia's national postal and courier service provider develops innovative new services with AWS to drive customer satisfaction and profitability while saving 50% in IT costs

KUALA LUMPUR, Malaysia—December 1, 2022—Amazon Web Services Malaysia Sdn. Bhd. (AWS), an Amazon.com company, today announced that Pos Malaysia Berhad (Pos Malaysia), the national postal and courier service provider, is going all-in on AWS to drive the company's ambitious transformation plan to diversify its products and services. As part of this business transformation, Pos Malaysia is closing its on-premises data centers and migrating the vast majority of its information technology (IT) infrastructure to the world's leading cloud by 2023. By going all-in on AWS, Pos Malaysia will make transactions smoother with new digital, customer-centric solutions while reducing IT costs by 50%. These solutions will enable the 200-year-old organization, which has Malaysia's most [extensive last-mile reach](#) delivering to more than 10 million addresses and a network of more than 3,500 retail touch points, to better serve customers with seamless deliveries.

Driven by COVID-19 restrictions, ecommerce in Malaysia was estimated to grow by [24%](#) between 2020 and 2021, requiring courier and logistics companies to scale to meet the demand for deliveries, and to offer greater reliability and convenience for customers. To deliver improved postal and logistics services, Pos Malaysia migrated 60 critical applications—including parcel tracking, point-of-sale retail, SAP, human resources, supply chain, and mail tracking—to AWS in June 2022, and will migrate the remaining applications by 2023. Pos Malaysia will use Amazon Elastic Compute Cloud (Amazon EC2), which provides secure, resizable compute capacity in the cloud, to help scale its workloads. This will enable Pos Malaysia to provide better support to its customers through frictionless deliveries during peak periods like promotional sales events and festive seasons. On AWS, Pos Malaysia will build a centralized data repository for an integrated data platform, which will allow them to better understand customer demands, find delivery efficiencies, and improve operations across the country. For example, using Amazon SageMaker, a service to build, train, and deploy machine learning models for virtually any use case, Pos Malaysia will build data-driven models that predict high demand for delivery services and support Pos Malaysia with deploying resources like vehicles and staff to ensure smooth deliveries.

“As we emerge from the COVID-19 pandemic, using AWS is helping us navigate our business transformation to diversify beyond the traditional provision of mail and parcel delivery. On AWS, we can offer retail, logistics, and other innovative products and services to serve our customers better, and make our operations more streamlined and efficient,” said Sumesh Rahavendra, the Group Chief Digital & Transformation Officer at Pos Malaysia. “Our all-in migration to AWS enables us to focus on our core operations, improve productivity, and drive profitability, while delivering a great customer experience. Using AWS's advanced cloud capabilities, we can better understand our customers' needs, businesses, and operations, improving the overall service experience with impactful new digital services that solve customer challenges.”

“Pos Malaysia's digital transformation with AWS is a great example of how a traditional last-mile logistics business can simplify, modernize, innovate, and scale. Using AWS, Pos Malaysia can capture

growth opportunities in ecommerce as demand for online shopping accelerated across Southeast Asia during the pandemic. Pos Malaysia is delivering goods into the hands of customers in a cost-effective, efficient, and agile manner, especially during peak periods with high parcel volumes. We look forward to supporting Pos Malaysia's growth and mission to enable more Malaysians to enjoy seamless ecommerce and delivery experiences," said Eric Conrad, regional managing director of Worldwide Public Sector, ASEAN at AWS.

About Amazon Web Services

For over 15 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud offering. AWS has been continually expanding its services to support virtually any cloud workload, and it now has more than 200 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 96 Availability Zones within 30 geographic regions, with announced plans for 15 more Availability Zones and five more AWS Regions in Australia, Canada, Israel, New Zealand, and Thailand. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs. To learn more about AWS, visit aws.amazon.com.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.com/about and follow @AmazonNews.

About Pos Malaysia

Pos Malaysia Berhad (Pos Malaysia) is the national postal service provider and sole licensee for universal postal services in the country. With a history of over 200 years, the group has diversified beyond the traditional provision of mail and parcel delivery to also offer retail, logistics and aviation products and services. It has also pivoted from a mail company that also delivers parcels, to a parcel deliver company that also delivers mails. Pos Malaysia has the most extensive last-mile reach, delivering to more than ten million addresses across the nation. It also has a network of more than 3,500 touchpoints with presence across the country providing Malaysians the most comprehensive retail network.