

Good service is the bridge to the customer

Interview with the Malaysian imc Partner Faisal Nazamuddin from invicom

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For the Weigh-in-Motion system on the Indonesian SuraMadu Bridge, imc C-SERIES is used

The strategic importance of Malaysia is in its location along the Strait of Malacca, which is a major sea-route connecting the Far East to Asia, Europe and the Middle East – as well as its rapidly growing economy.

Located in the capital city of Kuala Lumpur, the imc Partner, invicom, represents and sells imc solutions for the Malaysian and Indonesian markets. The founder and managing director of invicom, Faisal Nazamuddin, provides an insight into projects, applications and his relationship with imc Meßsysteme GmbH.



Faisal, how long have you been working with imc?

Previously, I was in charge for sales at company called InfoTrax – so in 2002, I started working with demo systems like imc CRONOS-PL-3. After having realized many customer projects, I decided to open up my own business – with a clear focus on imc products. My company invicom was launched in 2010.

What are the most popular systems in your market and why?

The imc C-SERIES enjoys great popularity. Customers like it because it is a handy and portable all-purpose system they can use for many applications fields. Its integrated signal conditioning means the convenience of an one-box solution and it also offers real-time data processing while the test is running - so results are immediately available. Furthermore, the good price-performance ratio is also important for my customers.



However, recently, I have noticed a stronger interest in the imc CRONOS*flex* systems. The modular and reconfigurable design allows different modules to be combined together at any time and to be spatially distributed. Furthermore, the click mechanism attracts customers – a very easy way to create your customized solution.

From a more general standpoint, customers appreciate that imc hardware and software comes from one source. Thus, they have the full solution chain covered – from data acquisition to visualization to analysis and reports. Last, but not least: after-sales support is the reason why my customers are coming back. If they need technical consulting, they know that invicom is a reliable partner. We are also conducting service measurements for customers – they are happy that they can outsource these time-consuming jobs. From my point of view, good service is the bridge to the customer.

What industries or sectors are important for you?

In the past, the automotive sector played a crucial role. In Malaysia, we have two domestic car manufacturers: PROTON and PERODUA. The systems we provide are used for mobile applications and engine test stands for endurance examinations. Some mobile tests are conducted in Scandi-

navia, and due to its robustness, imc hardware is ideal because it allows for operation in extended temperature ranges.

Upcoming projects might arise in the rail sector. Our Governments is investing in this area in order to find a suitable answer to urbanization and population growth, congestion, climate change, oil scarcity and rising energy prices, to name a few. invicom has started with service tests – thus, I hope to get a foot in the door to gain larger projects.

Recently, you had an interesting Weigh-In-Motion (WIM) project in Indonesia. Could you please tell something about it?

Yes, our customer is the Bridge Monitoring Authority of SuraMadu Bridge – this bridge links the island of Madura to Surabaya, Indonesia. The customer had to implement a system that weighs vehicles before they enter onto the SuraMadu Bridge. Determining the weight of a vehicle while it is in motion is a challenge part for both the authorities, as well as equipment providers. This is due to the fact that sensors used for measurement are either too slow in response, or the measurement systems have limited real-time analysis capability.



Acquisition system layout, showing imc C-SERIES-CS1208ET (top) with charge amplifier (bottom left) and Inductive Loop controllers

This presented a great opportunity to use imc measurement systems with their advanced real-time calculation functionality. Each imc C-SERIES system can handle up to four lanes simultaneously, thus eliminating various communication, synchronization and fault detection problems – not to mention the obvious cost-saving when compared with the one system per lane method that is normally used in most WIM systems.

On your company Facebook, I saw that you also realized a Weigh-in-Motion project for a sea port. You seem to be quite active in social media customer communication.

Yes, it's a great platform to share application and company news with customers. Besides using Facebook – and of course the invicom website – I use Twitter, Newsletters and Google to keep my customers up-to-date. <https://www.facebook.com/invicomTM>



Faisal Nazamuddin (I.) with imc sales engineer



In the invicom office in Kuala Lumpur