

## eCommerce & Cloud Solutions for MSME Unveiled by Unifi

According to industry analysts, building a strong digital presence is critical in today's connected era, the lack of which accounts for the failure of many MSMEs during the pandemic. To stay competitive, businesses need to make their products and services offering available online and participate in the burgeoning local and regional eCommerce market.

With this in mind, unifi Business has unveiled new features in its suite of solutions for Malaysia's Micro, Small and Medium Enterprises (MSMEs), which would enable them to upscale rapidly and accelerate their digital business transformation.

In a nutshell, its Suite solutions aim to offer a unified ecosystem of consultation, connectivity, digital solutions and specialised services for MSMEs as the sector recovers from the effects of the pandemic.

It is established as a one-stop centre for all business needs which includes, unifi eCommerce Hub, unifi Cloud Storage, Cyber Security solution, and unifi Business Club.

"MSMEs form the backbone of our economy and they need to take timely advantage of the digital boom, which presents an ideal opportunity to navigate towards more sustainable growth. Digitalisation done right is the way to go: unifi Business is primed to help them get back on their feet, come back stronger and achieve positive gains through its innovative digital solutions," Mohamad Yusman Ammeran, Head of SME Segment, unifi said.

Yusman added that unifi will be with MSMEs, guiding them on their digitalisation journey.

The nation's eCommerce value soared by 22% to RM801bil in 2021 after registering an income of RM658bil in 2020 for the period of January – September, according to the latest data from the **Department of Statistics Malaysia (DOSM)**. As MSMEs represent 97.4% of overall business establishments in the country, they play a significant role in strengthening Malaysia's digital economy growth.

MSMEs can now enjoy up to 50% savings or get a RM5,000 matching grant, as part of the Pelan Jana Semula Ekonomi Negara (PENJANA) initiative announced by the Government in 2021. This is an opportunity for MSMEs to increase their productivity while reducing their operating cost.

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