

Telekom Malaysia Berhad : UNIFI BUSINESS UNVEILS eCOMMERCE & CLOUD SOLUTIONS TO

unifi Business recently unveiled exciting 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. Offering a unified ecosystem of consultation, connectivity, digital solutions and specialised services, unifi Business aims to secure its position as the preferred digital partner for MSMEs as the sector recovers from the effects of the pandemic.

Established as a one-stop centre for all business needs, the unifi Business suite now includes:

- unifi eCommerce Hub: Designed to connect and maximise growth opportunities seamlessly, this solution offers a single and integrated platform, with an easy-to-use interface. Entrepreneurs can sync their offline and online sales channels, manage product inventories, orders, monitor sales and revenue, as well as manage social media enquiries. They can even build interactive websites with live chat and built-in online payment features.
- unifi Cloud Storage: To help businesses manage the often tedious task of storing valuable information, this solution brings flexible, safe and scalable data storage. It also provides access for multiple users and secured encryption for better business productivity. Hosted locally at TM's Green Data Centre certified facilities, unifi Cloud Storage provides a secure home for important files and information so businesses can focus on growing and being profitable.

Cyber Security solution: To assist MSMEs in securing their business against cyber threats, this easy-to-deploy and straightforward-to-manage solution allows them to get on with the important stuff - like generating revenue and growing business. Supported by a world-leading cyber security provider, the solution protects important things that matter to businesses regardless of IT skill level, providing "Always On-Security for Always-On Businesses". It will be available for subscription starting 22 April 2022 onwards.

unifi Business Club (uBC): All unifi Business customers will enjoy member benefits of the uBC, which include access to relevant and current content at its portal (<https://ubc.unifi.com.my>). Here, they can find insightful and inspiring content such as webinars, talk shows, live chats, events, business tips and articles to help them navigate the business world. uBC members will also enjoy access to financial assistance, productivity boosters, digital marketing platforms, tools and community engagement programmes that are tailored to a variety of business needs.

Commenting on the new suite of offerings, Mohamad Yusman Ammeran, Head of SME Segment, unifi said, "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."

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.

Yusman added that unifi will be with MSMEs, guiding them on their digitalisation journey. "Our certified unifi Business Consultant team is another testament to our commitment to serve MSMEs. They are certified with the International Certification for Digital Literacy (ICDL) and will offer continuous support and guidance," said Yusman. "Our multiple business solutions for MSMEs demonstrate TM's support for the Government's initiatives, such as JENDELA and MyDIGITAL, and are aligned to the Group's role as the enabler of Digital Malaysia."

Domestically, Malaysia'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.

In addition to the digital solutions, 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.

For more information on unifi Business Solutions and MSME Digitalisation grant offerings, please visit www.unifi.com.my/business/smegrant.

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