Partner In MSMEs' Digital Journey

MICRO, small and medium enterprises (MSMEs) play significant roles in the local socio-economic development – from providing millions of job opportunities to Malaysians to contributing a whopping 37.4% to the local gross domestic product (GDP) in 2021.

However, this contribution has decreased by almost 1% from the previous year of 38.2%.

As the MSMEs soldier on past the hyper-challenging hurdles brought by the Covid-19 pandemic, the recent EY Business Pulse Survey: Living with Covid-19 and Winning Together found that 78% of MSMEs are prepared to live with the pandemic.

The survey of 500 companies, which include large firms as well as MSMEs, found that 68% will be adopting digitalization as their future business direction, while 51% have cited the need for support in upgrading digital technology.

That said, Telekom Malaysia Bhd (TM) through its high speed broadband service, unifi Business, has recently unveiled a slew of exciting new business solution bundles especially for MSMEs with the aim to accelerate their digital business transformation.

It offers a unified ecosystem of solution, support and SME Community, to further secure its position as the preferred digital partner for MSMEs.

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unifi Business support

"MSMEs form the backbone of our economy and they need to take the timely advantage of the digital boom, which presents an ideal opportunity to navigate towards more sustainable growth," said unifi head of SME segment Mohamad Yusman Ammeran on the new suite of offerings.

"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."

Moreover, Malaysia's ecommerce value soared by 22% to RM801bil in 2021 after registering an income of RM658bil in 2020 for the period of January to 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.

Yusman added that unifi Business will be with the 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.

"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," he said.

MSMEs are privy to the suite of business solutions for business growth and productivity depending on their needs.

Here's a sneak peek at some of the unifi Business solutions they can choose from:

>unifi Cloud Storage: MSMEs can enjoy flexible, safe and scalable data storage with unifi Cloud Storage as it is designed to help businesses manage the often tedious task of storing valuable information. This solution 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.

>unifi eCommerce Hub: This suite is for entrepreneurs who want to sync their offline and online sales channels, manage product inventories, orders, monitor sales and revenue, as well as manage social media enquiries.

unifi eCommerce Hub is designed to connect and maximise growth opportunities seamlessly.

This solution offers a single and integrated platform, with an easy-to-use interface.

With this, entrepreneurs are able to even build interactive websites with built-in online payment features and delivery partner service.

>Kaspersky Small Office Security: MSMEs who are in the market to secure their business from cyber threats can opt for Kaspersky Small Office Security, touted to be an easy-to-deploy and straightforward-to-manage solution.

This would allow business owners 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".

Higher savings

These bundled solutions are curated for business owners to enjoy even more savings for up to 24 months when they jump on the bandwagon.

MSMEs can get their hands on unifi Business fibre plus and the unifi Cloud Storage solution for their business from just RM139.

These solutions were established with SME needs in mind and are powered by fast and reliable fibre connectivity including a variety of connectivity speeds ranging from 100mbps to 800mbps.

Furthermore, all unifi Business customers will enjoy member benefits of the unifi Business Club (uBC), which include access to relevant and current content. Go to ubc.unifi.com.my for more information.

With uBC, MSMEs 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.

For more details on the new business solutions bundle and other product offerings, visit www.unifi.com.my/business/totalsolutions.

https://www.thestar.com.my/news/nation/2022/08/29/partner-in-msmes-digital-journey