

**Mobile Data Terminal  
InfoWave Pte Ltd**

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A COMPANY THAT HAS SUCCESSFULLY CREATED A NICHE MARKET FOR ITSELF BY LEVERAGING ON ITS STRENGTHS.

Anyone who has ever sat in a taxi in Singapore would have come across InfoWave's brainchild - the Mobile Data Terminal (MDT). Just into its sixth year and having achieved double digit compounded annual revenue growth; the end-to-end telematics solutions provider has already made head waves in Singapore.

In 2003, it heeded the call to go abroad and successfully ventured into Europe with a first project in Finland and other opportunities soon followed. The company is now heading into the Middle East and the rest of the Asia Pacific.

**Going for A Niche**

InfoWave is an example of a company that has successfully created a niche market for itself by leveraging on its strengths. It started in 2002 as a spin-off from ST Electronics (Info-Comm Systems) Pte Ltd [STEE-InfoComm] to provide specialised mobile computing devices for military applications. Since then, InfoWave has evolved and is focusing on producing telematics products, solutions and services. The company has bought out STEE-InfoComm and now has its eye on achieving bigger plans, once the economy recovers.

Until today, this company has no serious local competitor in the MDT business. Mr Loh Choon Seng, the managing director explains, "The market is rather niche. We are focused on developing mid to high-end telematics products. Whatever is available in the market are mostly off-the-shelf products. What we are offering is greater value-added services including technical assistance and integration services to meet the clients' requirements, wherever they may be located."

In 2006, InfoWave was recognised as the Top 6 Global Commercial Telematics Hardware Vendor by ABI Research. In 2007, it was nominated for Frost & Sullivan's Business Development Strategy Award for the Singapore Navigational Market. Today, InfoWave has a growing installation base of more than 30,000 commercial vehicles worldwide.

## **Keeping Up with Technology**

Mr Loh shares how InfoWave stays ahead in their field. He says, "Focus on business innovation at all times. You have to keep up with the technology changes and developments that are relevant to your field."

In the past, everything was developed in-house but these days, InfoWave outsources some of its development efforts. This cuts down their R&D costs and allows them to focus on their core competency - system design.

The enterprising and innovative company will be launching its next generation of MDT in the next six months. It is also preparing to launch a powerful GPS vehicle-tracking device that will allow updates to be broadcast over the air to all units simultaneously.

Mr Loh is confident that InfoWave will continue to do well even in the economic downturn as their order books are fast filling up. He says, "In the past, telematics devices were 'good to have', but these days, they have become a must have and that is good news for us."

Turning to the general economy, he says, "Singaporeans are typically efficient so it may not be cost effective to look too deeply into the cost structure. The only way out is to innovate. Look for niche markets. In trade and business, it is better to be a big fish in a small tank, instead of being a small fish in a big tank."

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