

InfoWave
Creating the Next Wave in Telematics

Date: 5 May 2007

Source: http://www.buysingapore.com/industry_feature4.asp

Stepping into the InfoWave office reception at CityCab Building, a familiar sight greets you. The Mobile Data Terminal (MDT), which is found in all Comfort and CityCab taxis in Singapore, is being displayed in their showcase.

Meeting up with the Joe Cheu, Sales Director and Jacqueline Chan, Marketing Manager at InfoWave, we begin to understand more about how the taxis in Singapore respond efficiently to bookings and access data via the flagship product offered by the company.

Founded in 2002, InfoWave is a joint venture between market leaders ST Electronics (Infocomm Systems), Trek 2000, and Melodeon to design and supply telematics products, solutions and services for the transportation, logistics, public safety, and homeland security/defense industries.

Since the early days, the company has grown leaps and bounds. It continues to make inroads in automotive telematics, combining strategic partnerships, innovative marketing, products and customer service, in Singapore and abroad. Today, the company's range of telematics hardware is successfully installed in more than 25,000 commercial vehicles that businesses count on everyday.



The Waveon 738P seen in one of ComfortDelGro's taxis

The MDT that you see in ComfortDelgro's Comfort and CityCab taxis in Singapore is able to prompt and remind drivers of advanced bookings and provide map services for pick up points. In case of emergencies, the MDT also allows drivers to transmit alerts to the customer contact centre so that help is immediately despatched to them.

Having made a presence locally over the past 5 years and achieved double digit compounded annual revenue growth, InfoWave decided to sail abroad. In 2003, it ventured into Europe by securing a large-scale taxi project in Finland and has not looked back since. Today, the company's network spans across Asia Pacific, Europe and the Middle East.

With a lean team of only 30 members led by an experienced management team, InfoWave's global distribution network continues to grow. The company believes in investing heavily in the partner program with support such as sales tools, marketing materials, and technical advice to help prepare its partners to take advantage of growing opportunities in automotive telematics. Each partner is carefully selected and they have one thing in common: they each meet the same high standards of market knowledge, vision, integrity and customer satisfaction that InfoWave sets for itself.

Recently, the company and its partners have won major projects in Bulgaria, Australia and Switzerland. In Bulgaria alone, it is supplying its Waveon 606e Mobile Data Acquisition (MDA) and 728 Mobile Data Terminal (MDT) to its Bulgarian partner, Scortel, as part of the Fishery Vessels Monitoring System (FVMS) for the National Agency of Fisheries and Aquaculture (NAFA). The equipment helps NAFA to track, monitor and control fishing vessels and aquaculture activities real-time in Bulgaria's inland water basins, as well as the Black Sea and Danube River via satellite and GSM/GPRS networks.



Waveon 728 installed on a fishing vessel in Bulgaria

In Australia, InfoWave is working with a partner to introduce a web-based ASP fleet tracking system, called MobiMax 3000, that works with Waveon's 728 Mobile Data Terminal (MDT) for Nolan's Transport, Australia's largest transport company.



InfoWave's MDT installed on Nolan's Transport Prime Mover Truck

The MDT provides Nolan's drivers with an anti-glare, wide-screen display that is designed for all driving conditions. Making use of GPS facilitated by Waveon 728's receiver module, the sophisticated fleet tracking system enables Nolan's Transport to track every truck and driver online, right from the distribution centre to the customer's location, and systematically updates the expected delivery and loading/unloading times for each customer.

The system also allows for fatigue management by Nolan's Transport. Every mandatory rest period by each driver is tracked and thus prevents potential accidents from occurring.

Having ventured overseas successfully, InfoWave is ranked 6th on the Top Ten Global Commercial Telematics Hardware Vendors listing by ABI Research, becoming the only Singapore company to win such a prestigious accolade.

InfoWave's winning formula is: understanding customers' needs and what they require in order to succeed.

As Mr. Cheu explained, "The market for the delivery of telematics products is growing rapidly, with new products being delivered at an ever-increasing pace. With such growth comes the need to differentiate among the offerings. That is why the company has organized a team of engineers to define, produce and deliver the next-generation of telematics products that meet those needs. New products or enhancements are usually a result of extensive research and development, market studies, and maintaining an open dialogue with customers to find out their current and future needs."



Joe Cheu, Sales Director at InfoWave, travels to Europe regularly to help the company penetrate its products in the European market

In February this year, InfoWave launched its first branding campaign ever since the inception of the company. It uses the theme "Reliability is everything. When customers speak, InfoWave listens."

According to Ms. Chan, Marketing Manager of InfoWave, "Customers are looking for a partner like us who can provide them with the reliability that they need."

As part of its innovative marketing plans this year, InfoWave has unveiled a new set of collaterals reflecting their new theme and revamped their website which includes a new partner section that provides quick access to information for its partners.

As Mr. Cheu, aptly puts it, "The telematics landscape is increasingly challenging due to increased commoditization of products and service offerings, and increasing costs to serve customers and partners. Amid this environment, InfoWave regards marketing as one of the key drivers for the company's growth. The company has carefully and creatively integrated marketing into its main strategies, functions, and processes of the business, as well as businesses with its partners and vendors."

Today, InfoWave focuses on four main areas in its marketing function - generating insights and infusing them into the business; integrating business and brand strategies; delivering the brand promise; and creating stronger emotional and intellectual bond with customers and partners.

In conjunction with this new branding campaign, the company has also launched a new customer care program to conduct regular customer service surveys, giving customers a channel to access the quality of service that they are receiving and to provide feedback for further improvement. The new customer service program ensures that customers receive a survey questionnaire from InfoWave within 30 days upon contact.

"We are focused on listening to our customers and understanding their needs. This gives us an edge over our competitors as we provide a value add for our customers," said Ms. Chan.

A new customer care centre has also been set up to look into the maintenance of products. With a focused team specializing in maintenance services, InfoWave's customers are assured that the products are repaired and returned in a more efficient turnaround time.

Moving ahead, InfoWave is projecting to reach double-digit growth this year and BuySingapore is one of the tools which the company hopes to use to reach this target.

"The BuySingapore portal is a cost-effective communication platform to create awareness of our products to the rest of world," said Mr. Cheu, who also hopes to generate useful leads from this matchmaking portal.



About BuySingapore

BuySingapore is a joint initiative between International Enterprise Singapore and Abecha Pte Ltd to provide business matching services between Singapore-based companies and the global business market.

This initiative aims to showcase Singapore companies, especially small and medium companies, to international markets through one national e-channel that leverages on the strong attributes of the "Singapore" brand known for its quality and efficiency.

The e-platform allows overseas companies to search and locate Singapore companies, industries, products and services. Conversely, overseas companies are also able to post business opportunities on the Buy Singapore portal to create win-win global business partnerships.

To read more about the benefits of joining BuySingapore as a Corporate member, please [click here](#).

###