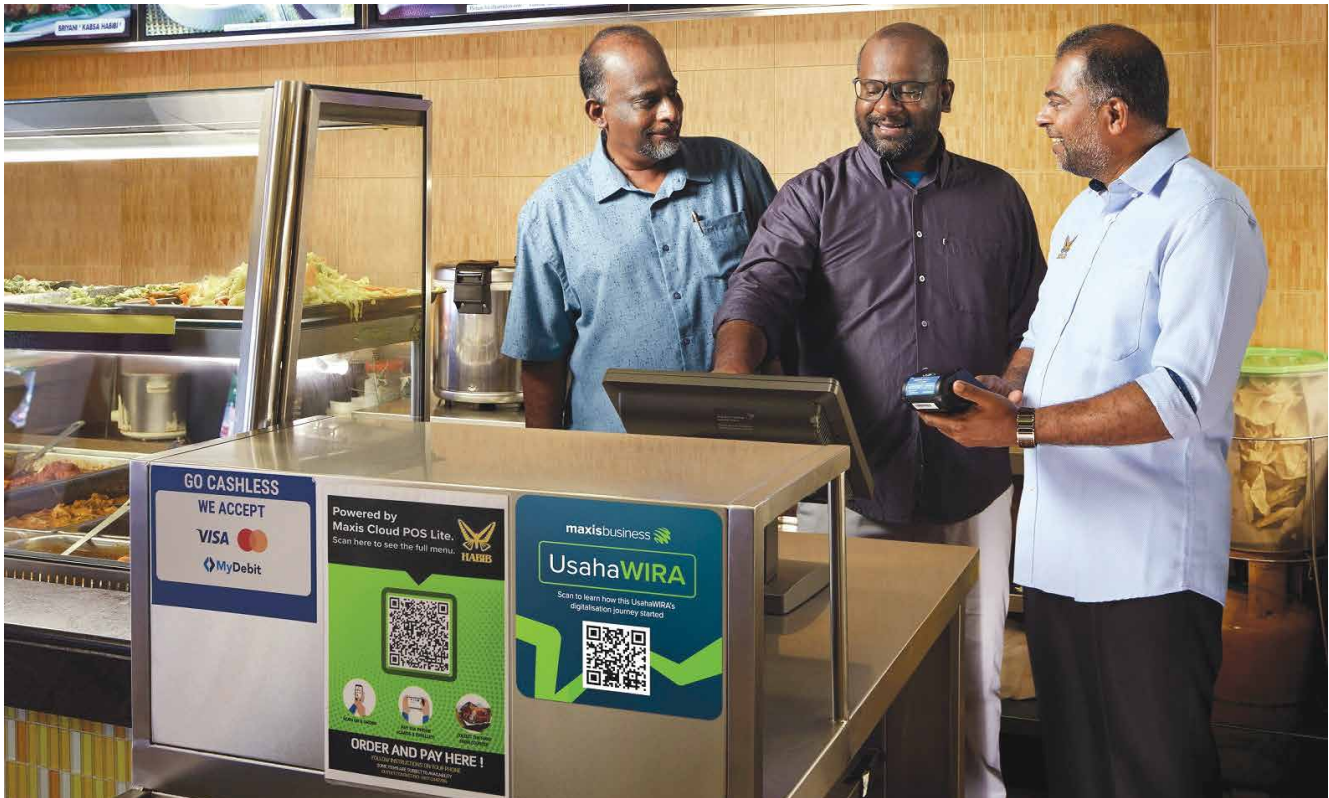




OUR ENTERPRISE SOLUTIONS

Reinforced our position as a trusted technology solutions provider through digitalisation of SMEs and formation of strategic corporate alliances

In 2021, Maxis Business continued its growth trajectory towards becoming Malaysia’s leading converged solutions provider in the ICT sector. Scaling up our Enterprise division from strategy to market leadership required a significant investment in our ability to roll out innovative and customer-first solutions for our current and potential Enterprise customers.



Our transformation journey in business IT started in 2019 when we embarked on offering a world-class customer experience that leveraged on service automation. In the past two years, the various teams have built an end-to-end architecture stack and lifecycle management that can deliver superior customer experience as was initially envisioned, all supported by best-in-class operating models and capabilities.

Expanding our solutions portfolio through strategic acquisitions

Maxis Business has embarked on a number of strategic acquisitions to develop our capabilities to deliver on our ever expanding solutions, including cloud computing, unified communications, and managed services for our customers, underpinned and augmented by our mobile and fibre connectivity.

The series of acquisitions commenced in 2020 with the acquisition of Infrastructure Consulting & Managed Services (ICMS), a cloud solutions company with expertise

in designing and deploying large-scale enterprise systems and storage infrastructure using Microsoft solutions. It marked the outset of our strategy to accelerate Maxis towards becoming a leading converged ICT solutions provider. Maxis wrapped up 2020 with the acquisition of Audeonet (M) Sdn. Bhd. (Audeonet), further expanding our voice and unified communications (UC) solutions to boost our converged communications offerings and expand our fixed communications delivery capabilities. With the acquisition of Audeonet, Maxis is now the exclusive distributor of Deltapath in Malaysia, a global provider of enhanced VoIP telephony system, and a Gold Reseller of Lifesize, a cloud-based videoconferencing solution.

In 2021, we followed up our capability expansion exercise with two more acquisitions, first with Peering One Sdn. Bhd. (Peering One), a company that specialises in providing hybrid and private cloud managed services. This acquisition reinforced Maxis’ capabilities as a one-stop, end-to-end cloud solutions provider with a portfolio of cloud offerings



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that addresses the full spectrum of business services. We also announced the acquisition of Mykris Asia Sdn. Bhd. (Mykris) in October 2021, adding a pool of experts comprising 70 qualified engineers and support team. The acquisition of Mykris strengthens our capability to provide managed network and managed security services with end-to-end field delivery and support, and will bolster our position in the enterprise ICT solutions market.

Empowering our people to strengthen internal capability

During the year under review, we invested heavily in the upskilling and accreditations of our people. In addition to becoming a Microsoft Gold Certified Partner, we were also the first Malaysian telco to be an Authorised Device reseller for Microsoft Surface, which required our people to be trained accordingly. In delivering Microsoft Solutions, we achieved eight Gold and three Silver competencies with accreditations encompassing cloud platforms and productivity, data centre, security, application development and integration, and many others.

We are also the first Malaysia telco again to be an AWS Solution Provider, as well as an AWS Advanced Consulting Partner, an AWS Public Sector Partner, and an AWS Direct Connect Service Delivery Partner, with an increased number of AWS Accredited and AWS Certified employees. Maxis is also a Cisco Premier Integrator and

has achieved the premier provider status for the Cloud and Managed Services Program, Meraki SD-WAN and Cisco Small Business Specialisation.

The acqui-hires in the past two years have resulted in the injection of new talent to the Maxis family. This increase in talent density bodes well for not just the Enterprise segment but the overall business as well because digital-first companies thrive on a strong talent inventory. Acqui-hires in general are hailed as accruing positively to the receiving company as it creates a cohort of new perspectives and different thinking within the organisation. This in turn sees a more innovative culture emerge that can challenge the status quo and result in new value creation.

Reaching out to the business community

The Maxis Business Digital Readiness Index 2021 had garnered more than 270,000 web sessions, 27,000 surveys started, and 7,000 completed surveys by participants who would like to be contacted to kickstart their digitalisation journey. The online tool, which is an interactive self-assessment tool, is designed to help any organisation kickstart their digitalisation journeys while benchmarking themselves against local and global peers. The strong response from Malaysian MSMEs, primarily micro-SMEs, is indicative of the potential for this industry.

7,000+ 

completed survey responses to-date*

* Completed survey responses registered until 31 December 2021.

93% 

of the completed survey responses were from MSMEs*

* MSMEs denotes Micro, Small and Medium enterprises.

We will continue to work closely with our partners in this initiative, the Malaysia Digital Economy Corporation (MDEC), the Ministry of Entrepreneur Development and Cooperatives (MEDAC) and its agency, Institut Koperasi Malaysia (IKMa).



Helping SMEs transform through the SME Digitalisation Grant

Through the government's RM500 million PENJANA SME Digitalisation Grant and our partnership with MDEC, Maxis was appointed as a certified Technology Service Provider to help companies accelerate their digital transformation journey by taking advantage of a 50% matching grant of up to RM5,000 for connectivity and business solutions. With 17 types of solutions, we have a wide range of solutions to help companies go digital in the following digitalisation areas—digital marketing, e-commerce and retail, remote working, procurement, and e-point-of-sale (ePoS). To date, Maxis has helped to digitalise over 20,000 SMEs, reinforcing our position as a trusted technology solutions provider.

To further champion Malaysian SMEs, we launched our UsahaWIRA programme that features local hero entrepreneurs that have successfully used digital tools to navigate the pandemic. The programme aims to inspire and encourage SMEs to adopt digital technologies as a business imperative by deploying content and platforms to offer valuable insights to entrepreneurs. Some of the initiatives we rolled out were a weekly six-episode series on Astro Ria, a short film and customer featurettes, bite-sized TikTok-style videos dubbed 'Tanyalah Maxis', and a full-day event featuring some of the biggest names in the industry along with successful entrepreneurs who shared their journey in digital entrepreneurship, and host multiple workshop sessions.

Retransformation of businesses with accelerated cloud conversations

Following the launch of our 'Retransformation' campaign in 2020, we continued to invest significantly in deploying this campaign to our enterprise segment. With a focus on four key technology areas—the cloud, software-defined networking (SDN), Internet of Things (IoT), and cybersecurity, this effort hopes to unleash a new growth lever for Malaysian companies while driving greater operational efficiencies, even if these companies had already adopted some element of digitalisation but had been buffeted by the pandemic.

Our Retransformation initiative was and still is based on the struggles Malaysian SMEs have had in maximising the potential of digital tools they have adopted. Many local companies have implemented cloud applications but have experienced migration struggles and a lack of talent and knowledge of cloud services, while more than half still operate on legacy infrastructure. A substantial proportion of organisations do not understand SDNs while only a fraction can claim to have end-to-end cybersecurity protection.

Our cloud narrative was augmented by the launch of Maxis' Right Cloud solution that simplifies the management of multi-cloud, and public, private and hybrid cloud models, making our offering a holistic way to retransform business organisations and infrastructures. Our on-going partnerships with AWS, Microsoft, and Cisco, were joined by new partners Commvault and VMware.



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Pioneering 5G and IoT ecosystem

Since the enterprise segment will drive much of the initial business use cases for 5G and IoT technologies, we continue to place significant importance on developing the 5G and IoT ecosystems that will power the growth of innovative products and solutions powered by 5G and IoT. We also became a member of the APAC 5G Industry Community together with the GSM Association (GSMA).

Some of the other initiatives that we concluded included establishing a 5G+AI lab in partnership with MIMOS and Huawei, forging a partnership with automaker Proton to deploy a 5G use case within their manufacturing plant, and striking a strategic partnership with Malaysian Airports Holdings Berhad (MAHB) to transform Kuala Lumpur International Airport into a 5G-enabled airport.

Reinforcing our fibre footprint

In addition to our own fibre build-out programme, we continued to expand our effective fibre footprint across both Peninsular and East Malaysia by signing fibre access agreements with other fibre owners like TM, Sacofa, Allo, and CT Sabah. Through these collaborations, we are now able to deliver the most extensive fibre connectivity across Malaysia, covering more than 5 million homes and commercial premises.

Future outlook and priorities

Moving forward, our new Maxis Business brand will continue to target SMEs, large corporations, and government and public sector segments of the market, with more vertical-specific conversations and insights to strengthen the brand positioning. On top of that, we are continuously progressing our Single-Pane-of-Glass vision in 2022 to deliver superb user experiences based on Desirability, Simplicity and Visibility. What we can expect from this transformational change is a personalised and more intimate relationship with our customers, with 360-degree customer view capabilities, which will lead to a more meaningful customer experience.

Put together, all these digital initiatives, strategic acquisitions, and capability development, have been reflected in the growth we have seen in key solution pillars up the ICT stack. We have seen many significant wins in Cloud and IoT, which shows that our business customers are confident to put their trust in the value that Maxis Business can bring to their organisations. We hope to be able to help our enterprise customers to be future-ready by guiding them every step of the way and helping them leverage the power of technology to Always Be Ahead in a changing world.

