



Our Enterprise Solutions



2019 was a breakthrough year for Enterprise, with several established milestones, we are clearly in the race to be the leader in the industry for Enterprise solutions. We have been accelerating our convergence journey through our full suite of solutions across fixed and mobile for businesses. We had a strong performance in Business Fibre and launched a range of new converged offerings which has been well received by our customers. We also remain committed to active development of partnerships and co-creation, collaborating with local and global technology players to elevate our Enterprise capabilities in fibre, IoT, cloud, and Managed Services, as well as working with Government in driving the Smart Cities agenda. We have scaled up our Enterprise team, built talent, capacity and capabilities in key areas to support and accelerate the business and to deliver even more value to our customers.

Overall, the year marked our strong momentum towards our ambition to be the No. 1 converged ICT solutions partner for Enterprise, Government and SMEs, and we are on track to grow exponentially in the next 5 years.

This progress has been driven by our commitment to champion Industry 4.0 initiatives in the country in line with the government's digital economy agenda, and empowering Malaysian businesses to adapt to the accelerating changes in the business landscape. Our vision is to help businesses of all sizes across key segments succeed by simplifying and improving the way they work. Our converged offerings in voice and data are backed by our No. 1 converged 4G mobile and fixed network in Malaysia that ensures an unrestricted and worry-free experience which can be enjoyed as a service.

Expanding our Fibre Footprint

The National Fiberisation and Connectivity Plan (NFCP) launched by the Government in 2019 was an important agenda in the development of Malaysia's digital economy. With our important role in driving higher broadband adoption nationwide, we continued to expand our fibre footprint in both Peninsular and East Malaysia through collaboration with access providers, as we commit to deliver the best fibre connectivity to benefit the people and businesses in Malaysia.

In 2019, we extended our fibre footprint into several key areas in Peninsular Malaysia, namely Bangsar South in the Klang Valley, Cyberjaya and Jasin in Melaka. This expansion was made possible through our partnership with Allo Technology (Allo), a wholly-owned subsidiary of Tenaga Nasional Bhd, enabling us to offer our affordable fibre broadband plans to more people and businesses in these locations. In East Malaysia, we inked an agreement with Celcom Timur (CT Sabah) in November to provide greater access to fibre connectivity to people and businesses in Sabah via full access to CT Sabah's fibre optic network.

These partnerships complement our existing broadband footprint from our own fibre as well as from our previous partnerships with TM and Sacofa, giving us access to now over 3.7 million premises, higher than any other operator in the market in offering nationwide commercial services to homes and businesses.

 *CEO's Statement*

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Superfast Business Fibre and Voice Connect

On the back of the successful launch of our Business Fibre solution in 2018, we introduced our “Superfast Business Fibre” service in April 2019, with speeds of 300Mbps, 500Mbps or 800Mbps. This comprehensive two-in-one package not only offers enhanced connectivity to our business customers but also an advanced voice solution aimed at driving productivity and future-proofing their operations. The service also provides the option to activate Voice Connect, a complete enterprise-grade Internet Protocol (IP) voice service which is 100% cloud-based. It also offers lower voice rates that could reduce their overall call spending by as much as 60%.

Developing a Strong IoT Ecosystem

Over the years, Maxis has been reinforcing its IoT agenda, shaping and accelerating the benefits of IoT adoption in Malaysia as well as building a stronger ecosystem of partners, developers and customers.

In April 2019, we launched the first commercial NB-IoT service in Malaysia, activating our NB-IoT networks in selected areas within key IoT market centres including Cyberjaya, Penang, Kuching, Putrajaya, Johor Bahru and KLCC. It was an opportunity for businesses to deploy industrial IoT applications to form new data streams, enabling actionable insights by connecting simple devices such as sensors. We also leveraged our existing collaboration with Vodafone as our preferred IoT partner in Malaysia to deliver market-proven technology for businesses looking to implement NB-IoT services in their operations.

Following this successful launch, we collaborated with Malaysia Digital Economy Corporation (MDEC) to promote the ecosystem development of IoT solutions among companies. The first initiative from this collaboration was our Maxis IoT Challenge, an exciting platform for untapped talent to think about new ways to solve real life business problems using smart solutions, particularly in NB-IoT – whether it was to make cities safer, improve yield efficiency for plantations, or improve manufacturing processes. The campaign received an overwhelming response, inspiring innovative and forward thinking Malaysians.

We also remained committed to being a strong partner to the government through our network leadership, digital services and connectivity solutions. In helping the state of Sarawak advance its digital economy agenda, we entered into a partnership with Sarawak Multimedia Authority for smart connectivity solutions, focusing on developing expertise and knowledge in the applications of IoT and NB-IoT. The relationship is aimed at fostering the design, development and implementation of IoT solutions especially for the State’s anchor sectors such as agriculture and manufacturing.



Paving the Way for a 5G Future

Taking progressive steps towards future-proofing its townships, renowned property developer Gamuda Land appointed Maxis as their preferred connectivity and solutions provider in 2019 to create Malaysia’s first Maxis-delivered 5G township for Gamuda Cove when 5G is eventually launched in the country.

Through our partnership, we will be providing and deploying 5G network infrastructure and services in Gamuda Cove in the future. We are also excited to be exploring smart city and smart retailing solutions across their townships in Malaysia, while working with them to fibre up parts of the development with our high-speed broadband connectivity. This is an important partnership that sets the foundation to provide total connectivity solutions for entire communities.

Journey to the Cloud

Cloud technology is becoming an increasingly important in business strategy, especially with its incredible benefits – from reduced costs, increased flexibility to better scalability – key ingredients for digital transformation and business agility.

In September, we teamed up with global technology leader, Cisco, to jointly deliver a wide range of market leading technologies for businesses in Malaysia. The first of many planned joint offerings from this partnership was the Managed Software-Defined Wide Area Network (SD-WAN) solution for business, to empower enterprises in embracing the significant benefits of next generation network solutions in a digital, cloud and data driven world.

Meanwhile, to help accelerate cloud adoption in Malaysia and empower businesses to be better equipped for Industry 4.0, we signed a partnership with Amazon Web Services (AWS), the world’s most comprehensive and broadly adopted cloud platform, for industry leading cloud technologies and access to best-in-class cloud solutions, together we launched the new Maxis Cloud Practice which at December 2019 had the



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largest pool of certified and accredited experts in the country whose sole purpose is to assist Malaysian businesses with their journey to the cloud.

Helping Businesses to be equipped for Industry 4.0

Through our partnerships, Maxis has helped many organisations during the year in technology adoption for businesses, and driving digital transformation initiatives. Recognising the urgent need for this, we gathered over 650 local and international business leaders across Corporate, Government and large SMEs nationwide at our inaugural Maxis Business SPARK Summit 2019 in Kuala Lumpur. The goal was to provide a platform for partnership opportunities and spark conversations for future breakthroughs.

The Summit provided an in-depth look on the advancement in technology and disruptive innovation for businesses in areas such as IoT, Cloud, 5G, Big Data and AI, mobility, network and security. Participants also had a glimpse of the future through a Smart Solutions showcase covering Smart Office, Smart City, Smart Retail, Smart Factory and Smart Farming. The overwhelming response that we received from the summit demonstrated a shared mindset in accelerating digital transformation.

Helping to Grow the SME Segment

Small and Medium-sized Enterprises (SME) continue to be the bedrock of our nation. With this in mind, our ONEBusiness Smart 2.0 was created specifically to address the growing needs of the micro SME segment, enabling them with all the essential converged services to kickstart their businesses. With unlimited calls and unlimited data during work hours, the solution providing complete flexibility and worry-free connectivity both at home and abroad thanks to the monthly roaming pass.

During the year, we also struck a partnership with AmBank, with whom we will be working to create a roadmap of digital solutions for SMEs that will enable easy access to solutions for their financial and technology needs. The solutions created as part of this partnership will also provide a faster, more seamless experience with Maxis' 'Always On' and 'Highly Secure' connectivity and via a single touch point, offering SMEs a better digital customer experience and value from joint offerings.

Serving Beyond Businesses

With the government sector and society-at-large also experiencing the benefits of a fully digitalised ecosystem, our aim is to make connectivity and digital services accessible to everyone. This is why we introduced exclusive postpaid offerings for individual employees in the corporate and government sector by providing affordable and value-for-money connectivity services and devices. For the government sector, we created specific SD-WAN offerings via our Maxis Business' Managed Internet for Government (MIG), which offers network solutions aimed at boosting productivity and efficiency amongst government agencies.

A New Identity: Maxis Business

The approach to how we transformed ourselves began with the reimagining of a new narrative, which sought to sharpen our focus on our customers and effective outcomes. This approach features success stories and testimonials from our customers to showcase real outcomes and benefits of our propositions.

Our participation in industry forums to discuss trends and the changing business landscape further amplified our role as a thought leader and business partner to many organisations. We also launched our new digital channels such as Maxis Business Insights and the Maxis Business LinkedIn channel to further strengthen our digital presence in an increasingly digital world.

2020, the Road Ahead

We see 2020 as an exciting year full of opportunities and breakthroughs in technology, which will continue to transform the way businesses work, operate and communicate with their customers. Technologies like 5G, cloud and IoT will play a fundamental role in challenging the status quo, revolutionise existing business models and give way to smarter, more efficient and secure ways to drive business growth. We believe Maxis Business is well equipped to serve our customers so that they can leverage the right technology and solutions to always stay ahead.