

Technology Trade Mission – Malaysia, 24-25th October 2018

Executive Summary

Following the mega-mission to Malaysia in 2017 with 40+ UK companies involved, DIT ran a focused mission with 9 UK companies pitching to key partners across 4 industry verticals (Telecoms, Banking, Oil & Gas and Healthcare). DIT adopted a targeted approach to recruitment and partner selection to ensure quality/relevance throughout the delegation with the goal of increasing the ratio of meetings to export wins/commercial opportunities.

The mission ran over 2 days and provided businesses access to panels of relevant senior executives within Telekom Malaysia, CIMB Bank, Ramsay Health & Malaysian Oil and Gas Services Council. The platform was a series of 10-minute pitches & Q&A to allow businesses to share details of their solution and generate interest in further discussions.

Results have been extremely positive with TM and CIMB coming back with 4 and 5 businesses they would like to work with respectively. Of the 9 companies in the delegation, 7 have secured interest from at least one Malaysian partner, with Ramsay and Malaysian Oil & Gas also coming back to us shortly. The results indicate this approach is effective in creating commercial opportunities for potential export wins, without the drain on resources (time and budget) created by a larger trade mission.

Delegation Recruitment

In July 2018 the Tech team met with Telekom Malaysia (TM) to identify procurement opportunities for UK businesses. We met with a number of senior stakeholders, including their CMO, and discovered TM were looking for solutions in the areas of sensors, health-tech, cyber security and network optimisation.

After the meeting DIT provided a long list of 40 UK companies in the requested sub-sectors for TM to conduct due-diligence. TM shortlisted 10 companies for the mission which made selling the mission to UK companies easy due to the pre-qualified sales opportunity with a large international organisation.

Day 1, 24th October - Telekom Malaysia

Time	Activity
12.00pm – 1.00pm	Networking Lunch at TM One, Level 23
1.00pm – 1.10pm	Remarks by Datuk Bazlan Osman Acting CEO of Telekom Malaysia
1.10pm – 1.20pm	Remarks by Natalie Black Her Majesty's Trade Commissioner Asia Pacific Department for International Trade
1.20pm – 1.30pm	Briefing by Aziz A Hadi Executive Vice President of TM ONE TM's wider engagement with the industries TM's business proposition Framework for pitching session + expected mission outcome
1.30pm – 3.30pm	Pitching to TM One Panel & Experience Centre Tour
7.00pm – 9.00pm	Networking Reception at High Commissioners Residence

Pitching Session Format

- 1) Ahead of the pitches, TM conducted significant research on all UK businesses, which was evident in the quality of their questioning
- 2) Each business had 4 PowerPoint slides and 7 minutes to pitch their solutions
- 3) TM had 3 mins of Q&A for each business
- 4) Advised that TM would review their solutions and contact information was provided

Panellists: 14 members TM's senior management

- Chief Marketing Officer
- Group Chief Digital Officer
- VP Partnerships
- 5 Vertical Directors & 3 Account Directors
- Product lead – leads on productisation of solutions
- Group IT Director for Cyber Security
- Solution Consultant lead

Results

Of the 9 companies that pitched to TM, 4 have signed NDA's to move forward with the business alliance and commercial negotiations. A success rate of 4/9 (45%) is far higher than typical missions. Successful businesses:

- Replify (WAN Optimisation)
- Digital Shadows (Cyber Security)
- Metasphere (IOT)
- Appliansys (cache boxes)

Day 2, 25th October – Pitching Session with Industry

Time	Activity
8.30am – 10.30am	Pitching Session at Malaysian Oil and Gas Services Council (MOGSC), Petronas Tower Industry: Oil and Gas
12.30pm – 2.30pm	Pitching Session at CIMB Industry: Banking, Financial Services and Insurance (BFSI)
3.30pm – 5.30pm	Pitching Session at Ramsay Sime Darby Industry: Healthcare

Format

On day 2 we travelled to the respective offices of the businesses we were pitching to. The format of the day was the same as the Telekom Malaysia session with 10 minutes for each business to present their solutions and answer questions.

Panellists

Malaysian Oil & Gas Services Council (MOGSC):

Innovation Manager – Petronas

General Manager - UMP

Business Development Manager & Executive – Dialog Group

Country Manager – Dialog Group

Project Manager – Techno Energy Solutions

Managing Director – Automation & Control Systems

Chairman – MOGSC

President – MOGSC

CIMB Bank

Head of Innovation

Manager – Data First

Head of Enterprise Architecture

Head of IT Security

Ramsay Sime Darby

Group Chief Innovation Officer

IT Director

IT Manager

Group Head of Transformation

Cyber Security lead

Results

We have received next steps from CIMB Bank and will be receiving feedback from MOGSC and Ramsay shortly. CIMB have chosen to move forward with 5 of the 9 businesses that pitched.

Successful Businesses:

- Trustonic
- Replify
- Jazz Networks
- Cambridge Consultants
- Digital Shadows

UK Business Profiles

<p>ApplianSys</p> <p>www.appliansys.com</p> <p>@appliansys</p>	<p>ApplianSys is a server appliance specialist that designs, builds and markets a range of network appliances. With headquarters in the UK and support offices in Kuala Lumpur and Austin, Texas, ApplianSys has customers in over 150 countries worldwide. Their mission is to make servers simple to deploy and administer, more reliable and secure, whilst reducing purchasing and operating costs and management headaches.</p> <p>In the sectors being addressed by this mission, the two products that provide appropriate solutions are DNSBOX and CACHEBOX.</p> <p>The CACHEBOX range combines high performance caching of modern web traffic, with the reliability and ease-of-use of the appliance format. A range of models enables customers to purchase a solution at best cost.</p> <p>DNSBOX comprises a range of DNS, DHCP and IPAM (DDI) appliances with a variety of models for different tasks. It combines the benefits of enterprise-class DDI management software, with the security, reliability and ease-of-use of an appliance, complete with a built-in DNS firewall.</p>
<p>Cambridge Consultants</p> <p>www.cambridgeconsultants.com</p> <p>@CambConsultants</p>	<p>A world leader in disruptive innovation, the Cambridge Consultants specialise in collaborating with clients - from large multinationals, to innovative start-ups. Working with clients to solve their most critical, high-risk challenges by advising on how to capitalise on technology, through leveraging our deep technical understanding to provide strategic advice, and to help our clients differentiate, grow and future proof their business in the rapidly evolving technology landscape. They have 800+ scientists, engineers, designers and consultants based in the UK, US, Singapore and Japan.</p>
<p>Digital Shadows</p> <p>www.digitalshadows.com</p> <p>@digitalshadows</p>	<p>Digital Shadows enables organisations to manage digital risk by identifying and eliminating threats to their business and brand. They monitor digital risk across the widest range of data sources within the open, deep and dark web to deliver tailored threat intelligence, context and actionable remediation options that enable security teams to be more effective and efficient. Protecting clients' data from being exposed by employees or through third</p>

	<p>parties putting them at risk and preventing clients' brands being misused.</p> <p>Digital Shadows was recently named a Leader in the 2018 Forrester New Wave for Digital Risk Protection.</p>
<p>Jazz Networks</p> <p>www.jazznetworks.com</p> <p>@jazznetworks</p>	<p>Jazz Networks is a cybersecurity company that protects organisations from data loss by simplifying the complexities of unpredictable human behaviour. Using a practical approach, organisation gain clear visibility into all actions made by employees and servers. They combine machine learning with human interactions, so security professionals get real-time, actionable data and can focus on high-impact events. Founded in 2016 to solve the emerging security threats, today Jazz Networks has more than 80 employees with offices in Oslo, London and New York.</p> <p>They are a startup, which had focused on proof of concepts, but have just announced General Availability on 5th September. So they are now ready to sell! Planning to be global and currently with sales offices in US, UK and Nordics (Sweden, Oslo). They plan to open a branch in Asia (HK, SGP at first) within the next 6 months. Thought Jazz Networks is a UK tech company, it is extremely international, with employees from UK, US, Norway, Sweden, Spain, Bulgaria, Israel, Egypt, India, China, Malaysia, Switzerland, Estonia, Netherlands and more.</p>
<p>Medopad</p> <p>www.medopad.com</p> <p>@Medopad</p>	<p>Medopad wants to create a world where people can live longer and where the best minds continue doing their best work. Their technology takes a modular approach which means they cover a wide variety of disease areas, to deliver better and more personalised care by transforming the way patients and data interact with clinicians. Their Artificial Intelligence division uses data collected through the Medopad platform to generate predictive insights which will be able to detect life threatening medical conditions. They partner closely with the world's largest healthcare systems, pharma companies, research institutes, insurers and technology companies like Apple and Tencent to solve some of the biggest problems in rare, chronic and complex disease monitoring. Medopad was recently named a \$1 billion health tech company in the making by KPMG.</p>

<p>Metasphere</p> <p>www.metasphere.co.uk</p> <p>@metasphereuk @Paul_Hart75 @fliptomlinson</p>	<p>Metasphere are the trusted telemetry provider to many Public Sector Water & Gas Utilities, as well as many private clients; designing, implementing & maintaining end-to-end telemetry solutions. Their 'Point Colour' range of battery powered RTUs integrate with ClearSCADA, and other 'top-ends' including 'Palette', Metasphere's own data visualisation & management platform.</p>
<p>Opinsta</p> <p>www.opinsta.com</p> <p>@Opinsta</p>	<p>Opinsta is a UK based company that builds Enterprise Apps and software that improves operational performance. Their award-winning solutions are used by clients such as Virgin, P&G and Bombardier and have helped increase employee engagement, improve customer experience and reduce costs. The company has recently closed its latest investment round and is positioned for rapid growth, supported by its offices in Dubai and Singapore.</p>
<p>Replify</p> <p>www.replify.com</p> <p>@replifyltd</p>	<p>Replify produces a software-based WAN Optimization solution to help reduce bandwidth consumption and improve application performance. Founded in 2007, Replify was one of the first WAN Optimization companies to market with a software only virtual appliance solution in 2009. Since then the company's software has been deployed globally across a range of demanding applications in Visibility and Control, Mobile Backhaul, Cloud Acceleration, Satellite and many more. Customer use cases range from retail network management to satellite communications links to private jets and ocean liners and the software is also available for OEM licensing across a wide range of platforms.</p> <p>The Replify Accelerator suite vastly improves application performance through compression, cross-protocol data reduction and application protocol optimization. Users will experience improved response times and download speeds over a wide range of applications e.g. email, content, browsing, back-up, collaborative and enterprise applications.</p>
<p>Trustonic</p> <p>www.trustonic.com</p>	<p>Trustonic's mission is to embed the best security into the world's smart devices and to empower mobile and IoT developers to build the trust required to deliver simple, fast and secure apps and</p>

@trustonic	<p>services. Trustonic's security technology is embedded in more than 1.5 billion mobile devices. Their software development tools secure critical mobile apps for banks, FinTechs, mobile payment providers, cryptocurrency and blockchain-based platforms, automotive manufacturers, mobile network operators, device manufacturers and government bodies. Trustonic's ground breaking IoT solutions deliver a new level of long-term security, trust and attestation to the IoT ecosystem. With use cases across verticals, Trustonic offers protection to the billions of devices that will provide data to the cloud, AI and machine learning platforms of the future.</p>
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