

# E=MAX

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PASSION

FOCUS

RESPONSIBILITY



## MESSAGE FROM CHAIRMAN/CEO



In conjunction with the celebration of Enovax Pte Ltd's 5th year in the IT Enterprise Solution Business in Singapore, I am particularly pleased to launch the inaugural issue of our ENOVAX Group's quarterly newsletter, "E=MAX" - aptly named to reflect our team's pledge to uphold ENOVAX's core values of Passion, Focus and Responsibility in areas pertaining our client service delivery, staff advancement commitment and corporate social responsibility expectations.

Our aim in the long-term is to build ENOVAX Group (through our two companies Enovax Pte

Ltd & Onestop Security Platform Pte Ltd) into a house-hold name and "brand equity" every employee, business partner and investor would be proud to be associated with. We will strive to meet the most discerning service standards demanded by our customers, and contribute towards a more enterprising and innovative IT business landscape in Singapore, and increase our value chain.

With the deepening and undiminished support of customers, business partners and our staff, we are able to grow from strength to strength, and by the end of this year, we expect to hit the \$3 million mark in sales. Since our inception, we have gained much industry's acceptance and recognition. Today, we are geBIZ registered (EPU/CMP/10 at financial grade S2) and capable of taking on Government assignments. We will continue to post new milestones as these are vital indicators of our total commitment to our pursuit of service enhancement.

Going forward, in spite of the uncertainty in the global

economy, ENOVAX Group will continue to improve its service quality, grow the business and provide better career opportunities for our employees. We are definitely committed to long-term survival and expansion of our business portfolio, in line with our mission to be the IT business solution knowledge leader in Singapore.

I would like to take this opportunity to express my deep appreciation to all my team players, especially the IT team of Software Architects, Consultants, Engineers, Programmers, Designers and Support Team and Management staff for their undivided efforts in helping to raise the bar of our Group's commitment to service standards.

At this juncture, I am also pleased to announce that ENOVAX Group has added another member, Onestop Security Platform Pte Ltd (OSP) to the ENOVAX brand name in October 2015. The company, creator of a security manpower matching service portal that links security agencies with security officers in a fast and cost-effective manner -resulting in a "win-win" solution for the industry. With this new development, ENOVAX Group is now ready and better poised to cater to the growing needs of our clients in diverse sectors of the economy through both our companies' range of services.

In this inaugural issue of our newsletter "E=MAX", I take this opportunity to wish all our business partners, associates, employees and friends, all good tidings in 2016 and the years ahead. We also welcome your comments and suggestions to make this publication a more interesting, exciting and informative communication channel between management and staff of ENOVAX Group and our valued business partners and friends.

Thank you.

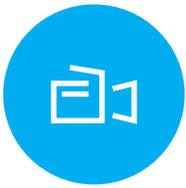
Erwin Foo

ENOVAX Group wishes all Employees,  
Clients and Business Associates a

**"MERRY CHRISTMAS,  
HAPPY NEW YEAR – 2016 &  
PROSPEROUS LUNAR NEW YEAR"**

### In This Issue.....

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## THE SUNDAY TIMES – MEDIA COVERAGE



## OUR MAJOR PROJECTS

### “IT Boss Vowed to make Good at 5”



For a few years now, The Sunday Times publishes a weekly must-read series on “IT CHANGED MY LIFE” which features awe-inspiring and motivational real life stories of people who pushed the boundaries to achieve their dreams. Singapore Press Holdings (SPH) Senior Writer Wong Kim Hoh helms this column and has churned out countless successful account of outstanding individuals who made a big difference in their lives.

Enovax Chairman/CEO was featured on 15 November 2015 in this special editorial. Published in the popular INSIGHT section, this is a compilation of inspirational stories in the series and is part of Standard Chartered Bank’s initiative to celebrate Singapore’s Golden Jubilee. From this series, a Commemorative Book was conceived and published by the Bank, launched at UE Square on 25 November 2015.

Headlined “IT boss vowed to make good at age 5”, and sub-titled “Poverty and a family tragedy spurred Erwin Foo to make the most of his opportunities”, Mr. Erwin Foo was credited with building a multimillion-dollar firm through sheer hard work, determination and a childhood dream to realize an unfulfilled aspiration of his late brother when he was only 5 years old. His

parents were devastated when his eldest brother died in his sleep and in his little mind, Mr Erwin Foo told himself that he would work very hard and be successful so that his parents would never be sad again. A promise he was able to make good after he established Enovax in 2010.

When asked why he picked to study in Taiwan, Mr Erwin Foo revealed that he heard a lot about how Taiwan has a thriving SME (small and medium-size enterprises) scene and he wanted to see that for himself. He wanted to go overseas and learn to be independent. Taiwan also allowed students to work legally whilst studying and this helped him and his twin brother to ease the family financial burden.

In the article, Mr Erwin Foo stressed that Taipei was a game changer for him as the city was dynamic and exciting. Riding the crest of the dot.com boom opened his eyes and upon graduation, he decided to establish his career in Singapore in the IT field which afforded him opportunities to grow his knowledge.

Senior Writer Wong Kim Hoh traced Mr. Erwin Foo’s modest beginning in the story, citing his visions and belief in transforming Enovax Pte Ltd. This, according to the Senior Writer, was a classic rags-to-riches story. Even when he started out alone in 2010 from his study room in his condominium, Mr. Erwin Foo had big dreams. Today, the company operates out of a well-appointed 5,000 sq ft office and boasts a staff strength of 25 professionals with a gamut of IT, Management and Financial expertise.

The article concluded on a highly inspiring note. Mr Erwin Foo was cited as saying, “I don’t want to be the richest, but I want to help industries transform. I want to find a group of people to do things that we all could be proud of. I don’t want to wake up at 50 to find that I have done nothing”.



Erwin Foo (right) & Wong Kim Hoh

As more customers entrust ENOVAX with their IT enterprise solutions contracts, there is an emergence of an urgent need to increase our standards of service delivery to meet our varying business obligations with the enlarged clientele base.

ENOVAX has been around for 5 years and in these number of years, the Company is blessed with the support and dedication of a group of professionals, some of whom have been with the Company since its inception.

As we enter our 6th year in the IT business solution trade, we look back with a certain degree of pride on how we have steadily built our credentials and brand name. The journey through the years was a challenging one but it held fond memories for the founder Mr. Erwin Foo. Whilst championing to be a people-oriented Organization, Enovax also remember that the business has survived and thrived only because its very back-bone lies with the dedication of employees who help to align ENOVAX with the big boys in the highly competitive IT business solution business.

**Here are some outstanding and representative projects successfully executed for our clients :**

### Poh Cheong Concrete Pte Ltd



Developed Poh Cheong Enterprise Resource Planning (ERP) System to increase the company’s operational efficiency and productivity, now used in all their operations in Singapore, Malaysia and Myanmar.

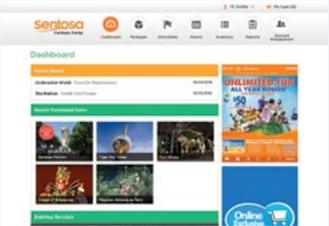
## SENTOSA DEVELOPMENT CORPORATION

### Sentosa B2C Online Ticketing Portal



Sentosa's first B2C online ticketing portal, a comprehensive online system to facilitate and support the selling of admission tickets to events, activities as well as the island's attractions, was successfully developed by Enovax.

### Sentosa B2B Online Ticketing Portal



Awarded by Sentosa to implement their first B2B online portal to facilitate worldwide travel agencies to purchase attraction tickets more conveniently and effectively via the portal.

### XMob project



Awarded by Sentosa for the XMob project, transform the whole entire tourist experience via interactive information kiosk and ticketing kiosk to allow Sentosa to manage their manpower more effectively.

## GOLDEN VILLAGE QUICK TIX



Successfully developed Golden Village "Quick Tix" - a QR code for quick cinema admission for movie-goers - one of the first to be launched in Asia.



## MFLG



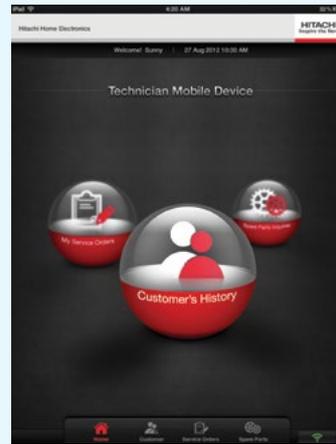
Awarded by MFLG to implement their first B2C Online Ticketing System.

## SAFRA



Awarded by SAFRA to implement the comprehensive swimming pool ticketing kiosk & gantry system for all the 5 clubhouses.

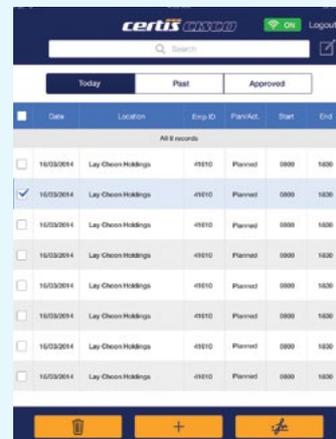
## Hitachi Home Electronics Asia



Successfully developed the Hitachi Asia Technician Mobile Solution, which is the first in Hitachi company worldwide and showcased in their major international meeting hosted in Japan. The Apps greatly improve the Technician productivity and provide more prompt and accurate services to their customers. The System also provides a survey system which allow them to collect feedback and survey more effectively as compared to the previous manual and paper-based system.

## Certis CISCO

### eACs



Awarded contract by Certis CISCO to provide customized attendance monitoring/tracking of Marshalls at FORMULA 1 GRAND PRIX 2015.

### CASHPOINT+



Successfully implemented the CASHPOINT+ kiosk system for Certis CISCO. This is the F&B kiosk system which provides a comprehensive food ordering system and fully integrated with the cash & coin machine.



## ENOVAX BRANDING INITIATIVES

Branding can make or break a company and recognizing its importance, efforts are being concerted in promoting ENOVAX brand equity. In this connection, the ENOVAX brand name is further boosted by numerous initiatives ranging from printed materials and media relations to display banners and wall posters, amongst others. As our sales efforts intensifies, we came up with a new corporate and marketing brochure to raise our corporate image and promote our service offerings, complete with explanatory

charts, illustrations and photographs.

Upon acquisition of Onestop Security Manpower Platform Pte Ltd, it was also necessary to produce a dedicated brochure for the company to showcase its capabilities and to raise the brand image and reputation. More branding & publicity materials will be rolled out as we move along in the months ahead to educate our clients, business partners and the public of ENOVAX Group's presence in Singapore.



◀ Enovax Brochure

Enovax Pull-up Banner ▶



◀ Enovax Fact Sheet

OSP Brochure ▶



## OSP JOINS ENOVAX FAMILY



Recognizing the importance of increasing the value chain to clients, ENOVAX acquired Onestop Security Platform Pte Ltd in October 2015 as a service extension to provide a more holistic array of business solutions, leveraging on our existing IT knowledge and technology to empower OSP's capabilities in managing its security manpower services as our strategic business unit.

This partnership no doubt further enlarges ENOVAX's service portfolio, allowing the Group to be in a stronger position to offer our clients a more comprehensive range of IT solutions and security services, as these two business areas are commercially linked.

OSP, licensed by Ministry of Manpower (MOM), is a unique Online Operating System focusing in the security industry to bridge the gap of good security officers with good security agencies. Operating like a "match-maker", we help seek out, scan and hand pick the right security officer for the right security agency to deploy to their clients. With technology and data management, OSP will be able to help security companies to improve staff retention, save recruitment advertising expenses and recurring training costs.

Working closely with security associations, government agencies, and security service buyers, we aim to raise the standards and image of the security industry and conduct our business in line with the guidelines of Ministry of Manpower, National Wage Council, Tripartite Committee on Employment of Older Workers (Tricom), Union of Security Employees (USE), Security Association Singapore (SAS), Association of Certified Security Agencies (ACSA) and National Trade Union Congress (NTUC).



## “CAMOTE” WINS CAG INNOVATION CONTEST



Our ENOVAX colleagues' team, “CAMOTE” came in Second in the open category.

Changi Airport Group (CAG), winner of the most “World’s Best” accolades, continually strives to find new ways to improve and stay ahead of competitors.

CAG’s initiative, the “CHANGI HACKATHON” invited start-ups and passionate citizens to take a fresh look at the traveler experience – from even before the traveler sets foot in the airport, to the experience of millions of transit travelers the airport hosts every year, to our visitors who land at the airport to begin their Singapore trip.

In October this year, over a hundred people came to the airport and spent the weekend there. Unlike a million travelers passing through the airport every day, they weren’t taking a flight but ‘hacking’ out new ideas to deliver a Changi ‘wow’ experience at the Changi Airport Hackathon.

Three of ENOVAX’s Senior Software Consultants, namely Jensen Ching, Johnathan Ryan Choy Ang and John Christian Celendro were amongst the contestants to partake in Changi Airport Group’s first open innovation initiative that offers a fantastic opportunity for the community to co-create new solutions to engage travelers in-transit or on their arrival, or before they arrive at the airport for their flights.

Our ENOVAX colleagues’ team was called “CAMOTE” and they emerged Second in the Open category. Their idea involves eNook @ Changi which is an online media streaming platform that provides Changi guests, whether departing or in-transit passengers, video and ebook content via Changi’s local wireless network. The platform is designed to be accessible across all kinds of devices, from mobile phones to tablets to laptops, and even through Changi’s own computer terminals. Based on the user’s flight and travel details, it provides contextually relevant, user-tailored content as well as useful flight information and timely notifications, such as boarding alerts and gate changes.

**Certis CISCO successfully launched CASHPOINT+ at their annual appreciation party at “BANG BANG”, Pan Pacific Hotel on 12 November amidst much fanfare and jubilation. As a business partner and vendor, ENOVAX was given the opportunity to showcase our company’s profile at the event which was attended by some 300 industry titans and Certis CISCO top management.**

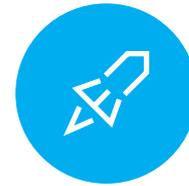
Our approach in meeting our business vision is one of complete flexibility, responsiveness and cost-effectiveness. We promise every project/client handled will be accompanied by a unique, unparalleled package of service excellence and total customer care.

Since our first project with Certis CISCO for the FORMULA 1 Grand Prix attendance tracking system for security officers deployed at the Marina Bay circuit, we have established a robust business relationship with them. Our team’s efforts were recognized by Certis CISCO who complimented ENOVAX on our responsiveness, proficiency and resourcefulness.

Customer satisfaction is our top priority when we were awarded the contract to Develop CASHPOINT+. As a visibly happy customer, they were eager to work with us and experience our special brand of performance efficiency.

Certis CISCO CASHPOINT+ is a cash payment module which consists of a Cash Handling Unit, Middleware and a Secured Enclosure. It is a key component block for the construction of a self service kiosk which can accept cash payment terms. It has an open architecture and easily interfaces with any POS or ordering platform on iOS, Mac OS, Windows and Android.

CASHPOINT+ is ideal for all end-users like F&B outlets and bill payment at agencies, ordering systems/POS systems vendors and platform suppliers. Viable commercial applications for CASHPOINT+ cash payment module include food and beverage ordering and payment kiosks, goods and services payment kiosks or simply an “automated” payment collection station.



## CASHPOINT+ SUCCESSFULLY LAUNCHED





## ENOVAX TEAM BONDING

ENOVAX has once again lived up to its name of a “caring employer” by organizing various celebrations & staff bonding sessions.

A strong advocate of corporate bonding, our CEO Erwin Foo makes sure that social interaction amongst staff, management and clients is a regular feature in the company’s calendar. Apart from industry events, a series of “makan” sessions & movie nights were organized to reinforce group dynamics, team spirits and staff bonding.

ENOVAX believes in the saying “All work and

no play makes Jack a dull boy”, so a company bowling tournament was held on 2 October where 4 teams pitted their sporting skills against each other to score the highest points. The individual top scorer title went to OSP General Manager Colin Quek who won a pair of sophisticated head-phones.

It is also ENOVAX Group’s corporate culture to demonstrate staff appreciation and Birthdays are appropriate times for members to gather, rejoice and spend time over these auspicious occasions.



## INTRODUCING OUR NEW SENIOR SALES MANAGER



Ms Choo Sin Wee  
SENIOR SALES MANAGER

Enterprise Account Manager, she built and grew InterCall’s sales and market share across the region.

Her sterling performance as Sales Manager with NEC Asia Pacific Pte Ltd also spoke volume of her strong customer relationship management skills, resulting in a much envied proven track record of generating excellent revenue streams, often trebling monthly sales quota.

Prior to joining ENOVAX, Ms. Choo Sin Wee was the Risk Assurance Senior Manager at PricewaterhouseCoopers where she helped clients to identify, manage and monitor risks across the risk landscape to protect and strengthen every aspect of their business, from people to performance, systems to strategy and business plans to business resilience.

Effectively proficient in English, Mandarin and Malay, Ms. Choo is also a dynamic team player with a wealth of experience in developing, defining, negotiating, and closing business relationships. With her attributes, ENOVAX will be able to reach out to a wider spectrum of customers and grow from strength to strength.

In line with our expansion plans, a new Senior Sales Manager, Ms Choo Sin Wee joined ENOVAX on 1 December 2015. Armed with 9 years of “hands-on” experience in the IT related industry, Ms Choo is a veteran in dealing with corporate honchos and negotiating major deals.

Graduating with a Bachelor Degree in Early Childhood Education in 2001 from the University of Malaya, Malaysia, she went on to pursue a Masters in Early Childhood Education (Communication & Behaviors) from the same University with First Class honors 3 years later.

Ms. Choo spent 7.5 years in Intercall Asia Pte Ltd, the world’s largest leading conferencing and collaboration cloud service provider. As their Regional



## WHY “E=MAX” ?

As ENOVAX Group embarks on its branding and market positioning journey, it is necessary to improve the communication channels with both employees and clients alike. With a regular and structured two-way information flow, our newsletter “E=MAX” (pronounced Emax) will not only help build a stronger rapport between ENOVAX Group Management and Staff, but also create a more positive image of the ENOVAX brand name in the industry.

The rationale for “E=MAX” is because the name is short, simple and direct. “E=MAX” looks like a scientific equation. “E” is often association with EVOLUTION, ELECTRONICS, ENGINEERING & E-COMMERCE (linked to I.T., Science and Technology which is the business space ENOVAX is in).

“MAX” is short for MAXIMUM. The ULTIMATE, the BIGGEST, the MOST, the BEST.

So, in essence “E=MAX” means : ENOVAX = The BEST (in evolution, electronics engineering & e-commerce). “ENOVAX is the Best” aptly typifies the industry’s expectation of ENOVAX’s IT enterprise solution business.



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