

# E=MAX

ISSUE 3, JUNE 2016

MCI (P)143/12/2015



PASSION

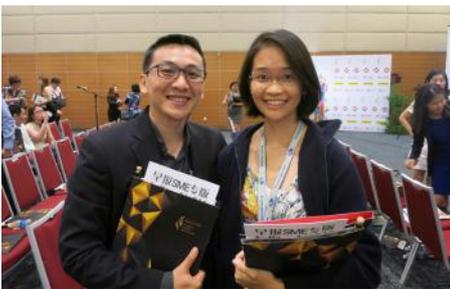
FOCUS

RESPONSIBILITY



## CEO FEATURED IN THE SUNDAY TIMES

### “Taiwan Quake A Moving Experience For Chief Exec”



Erwin Foo with SPH reporter Sheryl Lee.

#### In This Issue.....

- \* CEO Featured In The Sunday Times
- \* USE Supports OSP Portal
- \* ENOVAX Goes International with “MAGNOLIA”
- \* Re-engaged For “Bukit Batok By-Election”
- \* HomeTeam NS, An Appreciative Customer
- \* “Alpha” – Our IP Brand Name
- \* New ENOVAX Web-site launched
- \* VMS Marketing Brochure Ready
- \* Meet ENOVAX’s New Family Members
- \* Honoring Administrative Professionals
- \* Celebrating Staff Birthdays

Following the touching story on ENOVAX Chief Executive Officer Mr. Erwin Foo in mid November last year in The Sunday Times, a second article was published on our Chairman in the INVEST section of The SundayTimes on 27 March 2016.

In the first full page (broadsheet) editorial in the last quarter of 2015, the story angle was on “IT CHANGED MY LIFE” where Mr. Erwin Foo shared the trials and tribulations of growing up poor and how with determination and conviction, he turned around his fortunes and built ENOVAX into a successful business. This time round, the media focus was on “ME & MY MONEY” where Mr. Foo spoke about his investment strategies, investment portfolio and his passions in investment instruments – from his growing up years to the present. He also shared his views on money matters and his immediate investment plans to grow his companies ENOVAX and Onestop Security Platform (OSP) with his team.

A highly popular weekly feature, ME & MY MONEY has been around for several years now and is a must-read series on entrepreneurs and individuals who pushed the boundaries to achieve their dreams through sound investment strategies and decisions. This full page feature again captured the spirits and passion of Mr. Erwin Foo’s gradual and steady ascent in the corporate world and his journey towards becoming his own boss.

Lauded in the article as a “firm believer of team work”, Mr. Erwin Foo was credited with building a multimillion-dollar firm through sheer hard work. Although a beneficiary of strong corporate support from major clients, he made it a point to cultivate a corporate culture of group dynamics to strengthen the core values of the company in preparation for more sustainable growth.

Mr. Erwin Foo got interested in investing in his two companies ENOVAX and OSP when he saw them growing and the impact they could make. When asked what were his immediate investment plans, Mr. Erwin Foo said that he planned to buy his own office space in a more central location like Raffles

Place and turn this liability into an asset as currently ENOVAX is renting its office in Ubi Avenue.

SundayTimes Reporter, Ms. Sheryl Lee traced Mr. Erwin Foo’s modest beginning in the story, crediting his success through carefully calculated investment strategies and seizing opportunities as they evolved. Even when he started out alone in 2010 from his study room, Mr. Foo had big dreams for ENOVAX. Today, the company operates out of a 5,000 sq ft head quarter and boasts a staff strength of 30 people.

The article concluded on a highly positive note. Mr Erwin Foo was cited as saying, “We’re also looking into coming up with our own products, under our own brand names, for recurring income. For our own products, we’re going to build our own experience in ticketing solutions, as well as in the F&B and security industries”.





## USE SUPPORTS OSP SECURITY PORTAL

### “Recruitment at USE CSC”

In view of the importance of the role our OSP Portal can play in the security industry, the Union of Security Employees (USE) has become an active supporter of the OSP business venture. With USE's support, it is envisaged that we will be able to create a powerful security manpower solution portal/platform for the security industry which will help mitigate the acute labor shortage problem, increase productivity and raise the image of the security trade.

To accelerate the acquisition of the Security Officers into the Portal, a team of Executives from OSP was officially activated at USE Office in Waterloo Centre in mid March to help with the registration work. In the longer term, we anticipate that the Portal's capabilities will escalate to a level where we will be able to support Singapore's aspiration to be a “SMART NATION” pooling the strengths of the different stakeholders and work towards a National Security Agenda.

The Security Officer registration program in USE Office has swiftly helped built up a strong base of manpower which Security Agencies

(SAs) registered with our OSP Portal could tap on. The next phase of software development work to introduce mobile apps and digital devices to reinforce the internet-linked capabilities of the Portal has garnered favorable response of the end users in the security industry.

This second phase of the revamped Portal is a much needed shot in the arm to transform the entire Portal into a truly powerful machine. Designed to employ App applications and incorporate other pertinent security players like security equipment manufacturers, technology system integrators, security service providers, training schools, trade associations, etc, OSP Portal is poised to act as a catalyst to bring security standards to the next level.

Early feed back from Security Agencies has been very encouraging on the effectiveness of the Portal. Here is an example :



**SUCCESSFUL RECRUITMENT** 

Date: Mon, Apr 18, 2016 at 12:19 PM

From: **Stanley Chang** <changnchangstanley@outlook.com>

To: **"colin@osp.sg"** <colin@osp.sg>

Dear Mr Colin,

I am writing to you to express my appreciation to your company for a job well done.

To share with you, on the third day after my company signed up on recruitment of security employees via your recruiting system on 11 April 2016, we had successfully recruited three new security officers who have just obtained their security licence. Two of them have already being deployed whilst the third, on this coming Wednesday, 20 April 2016.

My company had, for a long time, been not that successful in our recruitment effort, especially in getting in newly trained security officers but now I find that your company has found a new way in recommending security newbies to security agencies, and perhaps good companies.

I wish you and your company great success and my company would definitely continue to work closely with you.

Thank you and Best Regards.

**Stanley Chang**  
Managing Director  
**CHANG & CHANG Security Management Pte Ltd**  
200 Jalan Sultan #11-04 Textile Centre S(199018)



## NEW ENOVAX WEB-SITE LAUNCHED

With the rapid expansion of ENOVAX, it is necessary to recreate a new web-site to reflect the latest developments and new milestones of the company - all hyper linked to provide a more concise picture of our business scope and activities.

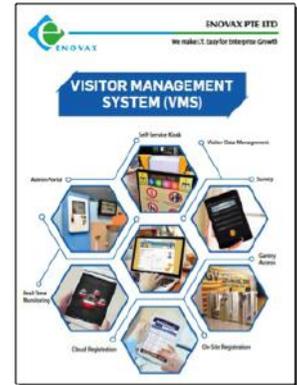
The revamped web-site went live from early April 2016, and progressively fine-tuned as we unfold new service and products offerings. Our original version of the web-site was developed when we first commenced operations in 2010 and was very much in need of an update. Our full complement of capabilities and achievements has never been adequately showcased, so we are very happy to launch our new website and share our business journey and success story.

Moving ahead, we will constantly add new features in our web-site to keep it relevant with timely updates and corporate information as we move into overseas markets. Check out our website today at [www.enovax.com](http://www.enovax.com)



## VMS MARKETING BROCHURE READY

To further market and publicize our own IPs in the areas of ticketing solution and Visitor Management System (VMS), specially designed brochures are prepared for our marketing efforts. We envisage that over time, this business segment will grow and be an important revenue generator for ENOVAX.



## MEET ENOVAX'S NEW FAMILY MEMBERS



**SIEW KAE YEE**  
SOFTWARE CONSULTANT

Siew Kae Yee is already a familiar face in ENOVAX before joining the company in May 2016 as Software Engineer. This is because he interned with our company whilst pursuing his degree at National University of Singapore (NUS). During his internship with ENOVAX, he helped revamp the Fuji Xerox registration program by using C#.NET MVC containing more than 50,000 customer's data and 1,000 users in order to minimize the process of data retrieval and improve customer relationship management.

A keen archer, Kae Yee was the Team Captain in NUS Archery Club, exhibiting his leadership skills by coaching his team to win the first and only Challenge Cup (overall champion) of NUS Archery Indoor Championships Institutional in June 2013. An outdoor person, he also went on a Student Exchange Program in Scandinavia where he was attached to the Technical University of Denmark. He gained invaluable insights into European culture through his stint there for half a year where he learnt to live independently.

Kae Yee graduated from NUS in May this year with a Bachelor of Sciences (Applied Mathematics) degree, Honours with Minor in Computer Sciences and Economics.



**GRACE TIONG**  
ACCOUNTS EXECUTIVE

In preparation for a career in Finance & Accounts, Grace Tiong started acquiring professional knowledge in the 1980s by qualifying for the London Chamber of Commerce and Industry Examinations Boards' LCCI Higher Accounting & LCCI Higher Cost Accounting. In June 1991, she secured the Chartered Association of Certified Accountants, ACCA Level 1 pass in ACCTNG, C&MA1, ECONS, BM & IT.

This is not all, Grace also sat and passed the City & Guilds of London Institute's Certificate in Computer Programming and Information Processing. She also spent 2 years at the Singapore Polytechnic studying Electrical & Electronic Engineering in the mid 1980s. Her past employers included Woodside Oilfield Supplies Pte Ltd, RISIS Pte Ltd, Wearnes Peripherals International Pte Ltd and Linde Material Handling Asia Pacific Pte Ltd. Grace becomes a member of ENOVAX family as Accounts Executive at the end of April 2016.



## COMPANY ACTIVITIES



### HONOURING ADMINISTRATIVE PROFESSIONALS

In line with Singapore Press Holdings' celebration of Administrative Day to honor all Administrative Professionals, our colleague Ms. Collean Chua was nominated by our company to enjoy this special acknowledgement. Our message to Ms. Chua:

"Collean, you are ENOVAX's woman of all seasons. You are the company Administrator, Financial Officer and HR Manager all rolled into one – with only one single salary. You are always so efficient, pro-active, reliable and ahead of schedule. We know we can count on you – in any difficult work situations, any time and anywhere".

In recognition, Ms. Chua was presented with a beautiful flower bouquet and a greeting card from Singapore Press Holdings.

### 1st QTR 2016 PRODUCTIVITY WINNERS

In an effort to reward staff for their outstanding performance and productivity, Shopping vouchers were presented to Sophia, Hou Tou and Wu Pei Pei. Senior Management staff will be included in the next round of recognition.



Sophia



Hou Tou



Wu Pei Pei

### CELEBRATING STAFF BIRTHDAYS

Amongst our MAY Birthday celebrants is our CEO Mr. Erwin Foo who marks his BIG "4" this year. Born in the year of the Dragon in 1976, he becomes 40 on 15 May 2016. The others rejoicing in the auspicious April & May celebrations are Sheng Yang, Izman Hassan & Bernard Chow.



### ENOVAX GROUP

ENOVAX PTE LTD  
ONESTOP SECURITY PLATFORM PTE LTD

33 Ubi Avenue 3  
#02-02/03 VERTEX  
Singapore 408868

Tel: +65-6908 1875  
Fax: +65-6491 5786

E-mail: [info@enovax.com](mailto:info@enovax.com)  
[www.enovax.com](http://www.enovax.com)  
[www.osp.sg](http://www.osp.sg)



## ENOVAX GOES “INTERNATIONAL” WITH MAGNOLIA

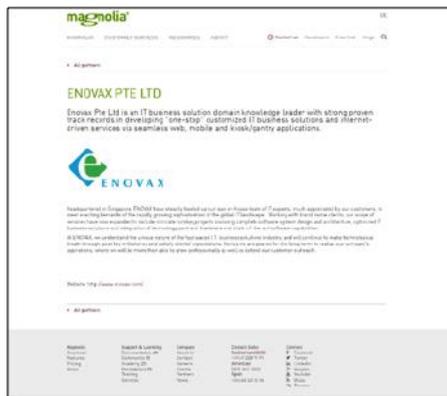
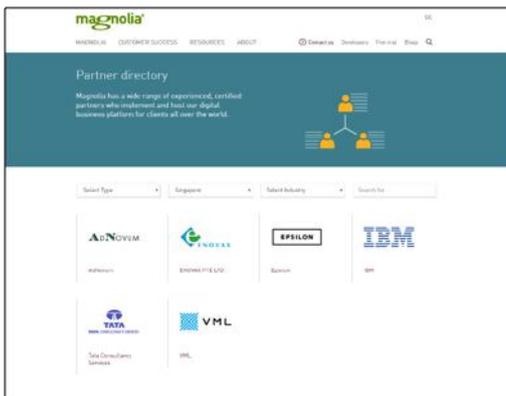
### Building a “Partnership Culture”

With more IT applications in companies, life-style and entertainment industry, it becomes increasingly common to see all sorts of technological innovations which makes it more convenient for consumers in the market place. Riding the mobile & kiosk/gantry friendly wave, ENOVAX is gearing up to garnering more sophisticated digitalizing business.

In a recent development, Magnolia International, based in Basel, Switzerland, proudly appointed ENOVAX as a PARTNER. We become the first local IT Company in Singapore to be bestowed with this much coveted appointment – alongside giants like IBM, TATA Consultancy Services, AdNovum and VML.

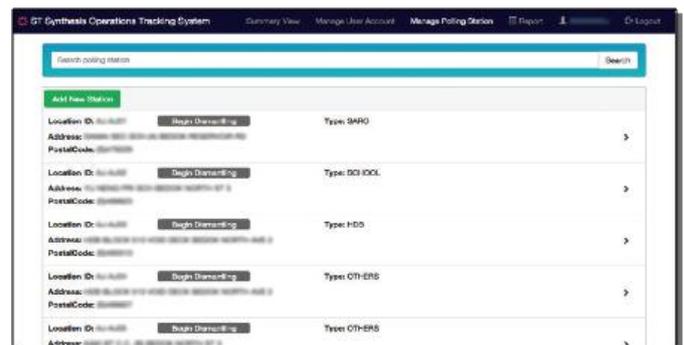
Magnolia is a digital business platform with a CMS at its core. With Magnolia, we can help businesses create compelling digital experiences for their web, mobile and IoT (internet of things) initiatives. With this partnership, ENOVAX will be able to further offer clients with fast and easy integration of third-party systems and adapt quickly to changing business priorities. In addition, we will be able to create outstanding multi-channel personalized digital experience with best-of-breed tools.

As Magnolia accredited partner, ENOVAX will enjoy support with their enablement services like project development assistance to ensure successful projects delivery.



## RE-ENGAGED FOR “BUKIT BATOK BY-ELECTION”

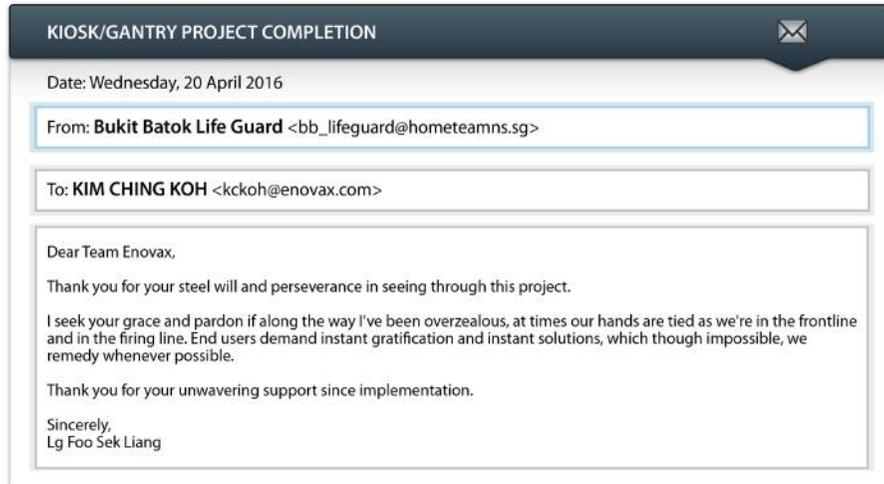
Having successfully implemented the Singapore General Election 2015 Tracking System for ST Synthesis, ENOVAX is once again engaged to work on the 7 May 2016 Bukit Batok By-Election. Again, our team worked extremely hard and fast to ensure that the system greatly improved the efficiency of the polling station setup process update and allowed the key stakeholders to monitor and manage the progress promptly and acutely. The award of this national project spoke volume of the confidence level we have garnered for Government-linked contracts.





## HOMETEAM NS, AN APPRECIATIVE CUSTOMER

Providing top-class service delivery has become a way of life at ENOVAX but receiving commendation for a job well done from HomeTeam NS is like having special icing on the cake. It makes our Team happy that our efforts have been truly recognized.



## “ALPHA” – OUR INTELLECTUAL PROPERTY BRAND NAME

Since our inception, Enovax Pte Ltd has evolved from a mere IT business solution provider to an integrated enterprise growth enabler. We have enlarged, enhanced and enriched our business scope to create value for clients by working closely with them to develop customized solutions to grow their business.

Our partnership with clients allows ENOVAX to be more innovative and bold in our service offerings. Today, we are developing our own products and services and in a search for appropriate names to publicize, promote and market our products and services, a contest was held in the company to invite entries for suggestions on brand names that best represent our own Intellectual Properties (IPs).

With our strong domain knowledge, expertise and proven track records in Ticketing Solution, Visitor Management System (VMS), and F&B Food Ordering & Payment System, we are focusing on these sectors to kick start our brand ownership journey which forms the extension of our business model.

Launched in mid March, this contest attracted active participation from our company staff. An interesting range of catchy and quirky names were submitted and after an intensive round of judging, ENOVAX Management ultimately decided on the following names :

- **Ticketing Solution** : “Alpha”Tic
- **Visitor Management System** : “Alpha” Vis
- **Food Ordering & Payment** : “Alpha” Bite



As there were no clear winner, Merit awards of \$100/-each were presented to the participants. Marketing efforts will be carried out to publicize the names to create a stronger brand recall for ENOVAX’s products/services and reinforce our market position.

The rationale for adopting “Alpha” is the fact that it is the first character of the Greek alphabet. It can also represent that ENOVAX will redefine the ticketing experience right from the beginning. “Alpha” has the value of 1 as well :

- #1 ticketing solution
- I unified Ticketing Solution (Mobile, web, kiosk, gantry)