

● INNOVATORS

E-commerce is revolutionising shopping and how business transactions are conducted.

E-commerce is revolutionising shopping and how business transactions are conducted. EBIZ has scored several firsts by seizing the opportunities to expand e-commerce beyond the traditional medium of the internet.



EBIZ was formed in 1998 by Kuan Teik Guan and Pamela Lim.

We were the first company in the region to combine e-commerce and mobile commerce," noted Pamela Lim, EBIZ's Managing Director.

"Speed of response is crucial to business success. Our system caters to this need by allowing the internet to be accessed through mobile devices. Our mobile technology can be used even by school children."

"You don't need a power plug, computer or internet connection. Only a mobile device such as a handphone, pager, palmtop or PDA. Customers can therefore access services wherever they are. Organisations such as banks and trading houses can offer e-commerce as a convenience to their clients," added Pamela.

These services include direct real-time data from information providers including Reuters, Bloomberg and Telerate. For example, users can check their trading positions through their mobile devices and get the details listed by industry, country or portfolio.

The system can function as an online portfolio manager, allowing banks and trading houses to keep personalised trading profiles of customers in order to provide customised information. It can also act as a regional central dealing desk enabling customers of trading houses to buy and sell overseas products. Such orders are then routed directly to an overseas Stock Exchange, a Central Dealing desk or to respective countries' dealing desks.

The applications for mobile e-commerce are endless. Besides stock and currency trading, they include retail banking, business-to-business virtual communications and real-time auction.

Success has come swiftly to this 30-man outfit, which recently "graduated" from the Innovation Centre into its own office. EBIZ has two stockbroking firms and big names like Citibank using its systems.

EBIZ scored another first when it became the first company in the Asia Pacific to offer e-commerce, mobile and voice commerce systems. Its voice commerce technology is now used in currency trading applications. It recently tied up with a voice recognition company in the United States to produce an Asian version.

Barely a year into its inception, EBIZ has been identified by the National Computer Board as a Promising Local Enterprise. It is actively marketing its product in Malaysia, and plans are in the works to expand in Asia and beyond.

3rd-1