

ISSUE : **December 2009**

Innovative start-ups play a crucial role in providing high-value growth and helping Singapore stay ahead of the competition.

TECS

Teliwave Pte Ltd

Seamless Communication on the Move

In 2007, **Mr Ong Kok Choong** (right), CEO set up Teliwave Pte Ltd with the specific goal of bringing down telecommunications costs in business, particularly when roaming overseas. The solution came in the form of Hoiio Mobility, which extends an enterprise's existing IP-PBX system to mobile phones. With this product, companies are able to reduce communication costs by as much as 90%, increase mobile staff efficiency and gain extra administrative control.

Hoiio Mobility works by converting outgoing mobile calls into incoming calls through a call-back service. Callers overseas no longer need to bother with special dialling codes or PIN numbers, but simply dial as they would do at home. The system is integrated into existing phones and no extra hardware is required, a factor that has contributed greatly to adoption of the service by personal users and businesses alike.



Initially, Teliwave focused on product innovation development and improvements to its R&D capabilities. It was not long before it knew it had the right product ready to market, and is now confident of expanding overseas.

Finding the right partners to facilitate this was made possible through the networking and business matching service providers that Teliwave approached. Since then, site licenses have been secured with major reference customers for Australia, Indonesia and Singapore. In addition, the company has secured a licensing partnership to jointly launch Hoiio to customers in Singapore. Teliwave is currently in negotiations to bring seamless calling via Hoiio to Europe as well.
