

PIKOM AND FUSIONEX TO INTRODUCE DIGITAL ENGAGEMENT PLATFORM FOR THE TECH INDUSTRY

- More than 1,000 companies to come on board
- Platform for members to promote products and solutions as well as a marketplace to trade

PETALING JAYA, 24 November 2020 – PIKOM, the National Tech Association of Malaysia, looks to increase engagement with the tech industry by introducing a new flagship platform for its members through a collaboration with multi-award-winning AI and Big Data technology market leader Fusionex.

At a recent MoU signing ceremony between PIKOM and Fusionex, this collaboration saw the envisioning of a digital interactive space that includes an ecommerce marketplace, an exhibition showcase and a B2B meeting space, all in a single platform.



"We are very excited to be providing this platform for our members to exhibit their products and services. It will enable them to virtually connect with their customers and create more opportunities to gain new customers. With all of the aggressive digital transformation activities currently taking place, this platform aims to become the ultimate all-in-one hub for our members to reach global markets," said PIKOM Chairman Danny Lee.

"Fusionex is proud to take our partnership with PIKOM to a new level. This platform will provide the impetus towards digital transformation. Those who utilize it can look forward to enjoying increased exposure and opportunities via the platform's embedded digital and performance-based marketing as well as AI and data analytics capabilities," said Fusionex Group CEO Dato' Seri Ivan Teh.

Following the MoU signing, PIKOM will roll out the platform for its members to exhibit and offer their products and services, organize B2B meetings and conduct webinars online. A soft launch for the platform has been scheduled for Q4 2020.



“Currently we see most businesses struggling to survive amidst the ongoing Covid-19 pandemic. Digital businesses have been one of the bright spots for the economy and as such members can easily come on board and use this platform to grow their businesses,” said Danny.

The PIKOM chairman also stressed that IT must remain an essential service in order to support businesses across all sectors that are looking to move towards digitalization. PIKOM, who represents over 1,000 members, remains focused in driving the move towards a digital economy. Anyone interested to be part of the platform is welcome to contact PIKOM at info@pikom.org.my.

About PIKOM

PIKOM, THE NATIONAL TECH ASSOCIATION OF MALAYSIA, is the association representing the technology industry in Malaysia. Its membership currently stands at more than 1,000 active companies involved in a whole spectrum of tech products and services, and which command 80% of the total TECH business in Malaysia.

There are 5 Chapters under PIKOM: OM; CIO; Cybersecurity; E-Commerce; Venture Investment. These chapters help improve and drive the business climate for all member companies, together with promoting industry growth in line with the Digital Malaysia roadmap / national aspirations.

As the Voice of the Tech Industry, PIKOM embraces the task of growing the size and capabilities of the tech industry in Malaysia by creating opportunities for its members as well as all Malaysians to capture the benefits offered by advances in technology by focusing on the following:

- Spearhead, promote & encourage development of resources, professional skills and programmes in Malaysia's digital and technology industry.
- Represent the local tech industry to the Government and private sector both local and overseas.
- Provide a platform for tech players and users to meet, network, learn and share ideas in order to grow the industry and improved applications.
- Foster high standards of conduct, service and performance throughout the tech industry.
- Promote and market local tech services to the region and overseas.

For more information, contact Azlina Ishak, GM Corporate Affairs at azlina@pikom.org.my

About Fusionex

Fusionex is an established multi-award-winning data technology leader specializing in Analytics, Big Data, IR 4.0, Machine Learning, and Artificial Intelligence. Its offerings are focused on helping clients unlock value and derive insights from data. Featured on Forbes, Bloomberg, Gartner, IDC, Forrester, Edison, and Huffington Post, Fusionex is the largest Big Data Analytics company and market leader in ASEAN, bringing state-of-the-art, innovative, and breakthrough data-driven platforms to its stable of clientele (including

Fortune 500, FTSE companies, large conglomerates, as well as a wide array of small and medium enterprises (SMEs) that spans across the United States, Europe, as well as Asia Pacific. Fusionex is also a MDEC Global Acceleration and Innovation Network (GAIN) company as well as an MSC R&D MGS award recipient.

Gartner's 2018 report on Modern Analytics and Business Intelligence shortlisted and commended Fusionex's data technology platform. In addition, Fusionex has been identified as a Major Player in IDC's MarketScape Report for Big Data & Analytics. Fusionex is the only ASEAN-based company to be featured in both reports, cementing its credentials in the data technology market for this region.

To learn more about Fusionex, visit www.fusionex-international.com.