

AKN MTECH Win Frost & Sullivan Malaysia Telecoms Awards

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AKN Messaging Technologies Berhad, "AKN MTECH" receives the Frost & Sullivan Malaysia Telecoms Awards for Mobile Content Provider of the Year for its dominance in the local mobile content market, extensive geographical presence and strong competitive position in both mobile entertainment and mobile enterprise segments for 2004.

In evaluating the contenders for this award, the following key criteria were employed:

- Revenue growth
- Product innovation
- Breadth of mobile data services

AKN MTECH is the market leader, commanding 20.5 per cent of the local mobile content market in 2004. AKN MTECH's revenue grew by 46.2 per cent year-on-year to 35.9 million ringgit by end 2004. Amid the keen competition in the overcrowded industry, AKN MTECH's above-average competitive position is supported by its strong relationship with service providers and proven track record, having handled high traffic volume - a pre-requisite for the corporate and banking based-clientele, which contributed 60 per cent of total revenues in 2004.

AKN MTECH's extensive geographical presence augurs well for the company given its accessibility to the expertise and experiences in similar markets regionally, which can then be imported and customized according to local consumer preferences. To date, AKN MTECH has extended its market reach to Hong Kong , Macau , Singapore , Thailand , Indonesia , Pakistan and China . Although these overseas operations are still loss-making, the management expects them to break even by end 2005.

AKN MTECH's mobile entertainment is marketed under the strong brand name of the E-buzz mobile data portal, while its corporate-based solutions are marketed under AKN MTECH. The latter includes the development of mobile advertising, SMS portal for financial institutions, SMS stock alert, and was the first to offer a comprehensive suite of mobile soccer content. Supporting its product innovations is its in-house development of products and services scalability which enables flexibility for customization.