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LEVERAGING TECHNOLOGY FOR APAC BUSINESSES

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Company:

Silverlake Mobility
Ecosystem

Key Person:

Goh Peng Ooi,
Founder & Group
Executive Chairman,
Silverlake Group
Desmond Chan,
Co-Founder of Silverlake
Mobility Ecosystem &
Managing Director
Joseph Yeong,
Co-Founder of Silverlake
Mobility Ecosystem &
Executive Director

Description:

Delivers state-of-the-art,
disruptive, and innovative
FinTech and enterprise-
ready digital solutions to
financial institutions and
enterprises

Website:

silverlakemobility.com

Top 10 Enterprise Mobility Solution Providers – 2019

Enterprise mobility is an approach to work in which employees can do their jobs from anywhere using a variety of mobile devices and applications. It enables the use of mobile devices, such as smartphones and tablets, for business purposes. Enterprise mobility has become essential, as it increases employees' productivity and job satisfaction.

With the increase in the ability to use handheld devices for business purpose, there is a high risk for data breaches. In the early days of enterprise mobility, mobile device management (MDM) software was the primary security measure. This technology enables IT to remote-wipe devices, enforce the use of passcodes, blacklist, and white list apps. As employees are reluctant to give IT much control over their devices, it has led to the more granular enterprise mobility security measures, including the use of mobile application management (MAM). It allows IT managers to establish security policies on mobile apps, while identity and access management facilitate the protection of electronic or digital identities.

Besides, Enterprise Mobility Management (EMM) approach aims to simplify the management of multiple user accounts per employee, which can otherwise open organizations up to security risks. Unified endpoint management (UEM) is another strategic approach that unifies and centralizes the way enterprises manage their deployed devices.

The enterprise mobility landscape has evolved from MDM through MAM and EMM to UEM. While some organizations already adopted UEM, the complexity of transition is holding others back. To help them navigate this complex enterprise mobility landscape, our esteemed panel of CEOs, CIOs, CTOs, and analysts, including CIO Advisor APAC's editorial board has selected the top 10 companies offering best-of-breed enterprise mobility solutions. These companies provide robust solutions coupled with innovative strategies that can help organizations succeed.

We present to you CIO Advisor APAC's "Top 10 Enterprise Mobility Solution Providers – 2019."

Silverlake Mobility Ecosystem Disruptive-Innovative Fintech and Enterprise-Ready Solutions

For the longest time, cloud-based networking and IoT were mere buzzwords for financial organizations, until fintech companies came to their rescue. Today, with the widespread adoption of mobile-based banking, AI-driven service personalization, and blockchain-powered transactions, financial institutions all over the world are propelling into an era of digitalization and enterprise mobility. However, the holistic benefits of enterprise mobility services have not yet reached its tipping point in the APAC region. Stating its reason, Joseph Yeong, co-founder and executive director of Silverlake Mobility Ecosystem (SME), says, “Enterprise mobility depends entirely on the business vision and technical capabilities of organizations seeking to implement such solutions.” And, as digital transformation is still an elusive topic for most APAC companies, the notion of enterprise mobility has also not been able to make its impact. Taking charge of solving this problem is Malaysia-based SME, where its team focuses on delivering an advanced digital enablement platform that handles multiple touchpoints and omnichannel transactions, catering to the demands of today’s dynamic and evolving financial organizations’ digital transformation. “Customer mobile application is only one of the touchpoints, our digital platform handles other touchpoints such as website, branch, SMS/USSD, customer support, smartwatch, social media, and ATM/Kiosk,” he adds.

With a strong commitment to R&D and intent to digitalize the next-gen of fintech market through mobility, SME has developed numerous international (including USA, Australia, Japan, Singapore, Europe, and Indonesia) patented technologies since 2010. Additionally, the company also has numerous international patents pending in Europe, UAE, along with major APAC countries like China, Malaysia, and India for its unique methods of processing requests for

digital services and pairing mobile devices, where the two co-founders were the inventors. SME thoroughly understands the vast ecosystem of financial institutions. Based on their extensive knowledge, team SME developed a solution, Mobility Lifestyle Ecosystem Backbone (MLEB) platform, which caters to the growing mobility needs of today’s financial industry. The modus operandi of the platform lies in establishing a cohesive

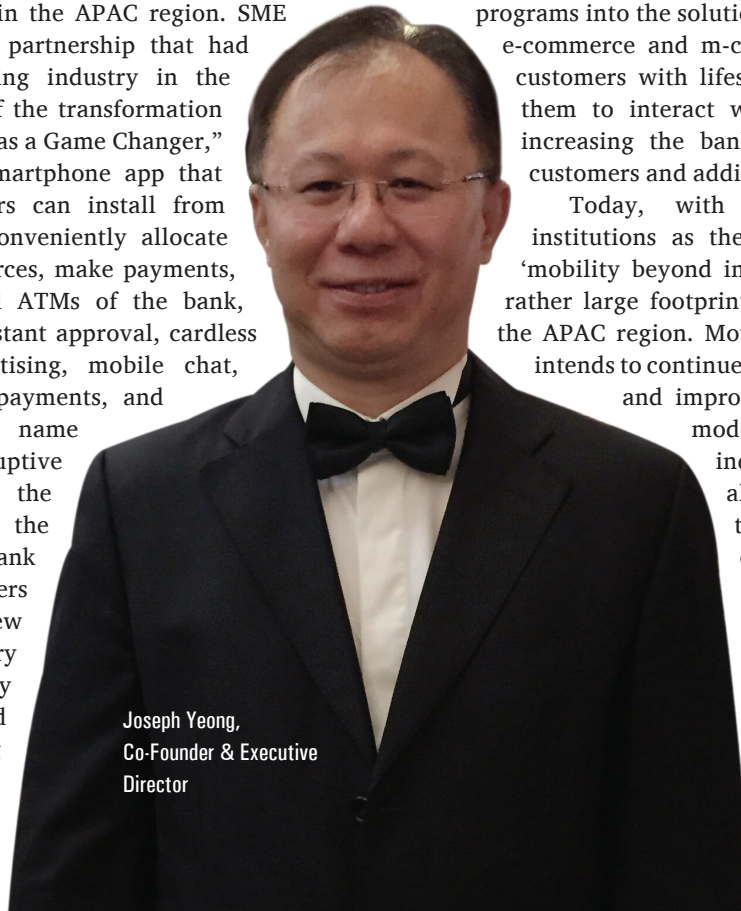


Today, with award-winning financial institutions as their clients and a vision of ‘mobility beyond imagination,’ SME has left a rather large footprint for enterprise mobility in the APAC region

mobile presence for financial institutions. The patented end-to-end digital solution effectuates a simple method of processing requests—for different digital services hosted by respective service entities—from users through digital media and streamlines various financial processes like fund transfer, payment, loan origination, wealth management, and loyalty programs. Alongside, the platform also helps banks coalesce multiple, siloed business operations. This results in improved workflows, quicker transactions, information management, and better security postures to achieve the organization’s business goals. “Through this streamlining, customers can conveniently navigate the organization’s online portal to perform an array of financial tasks,” expresses Joseph.



To further elucidate the company's core competencies, Joseph provides the case study of an innovative bank in the APAC region. SME offered a long-term partnership that had disrupted the banking industry in the country. With one of the transformation strategies, "Mobility as a Game Changer," SME developed a smartphone app that the bank's customers can install from the app stores to conveniently allocate their financial resources, make payments, locate branches and ATMs of the bank, virtual debit card instant approval, cardless ATM, digital advertising, mobile chat, QR-Code and NFC payments, and in-app purchase to name a few of the disruptive services. "Following the implementation of the application, the bank and its customers witnessed a new level of monetary liberty with timely transactions and simplified shopping



Joseph Yeong,
Co-Founder & Executive
Director

experiences, both online and offline," recalls Joseph. In addition to this, SME also incorporated loyalty programs into the solution to help the bank promote e-commerce and m-commerce, by engaging the customers with lifestyle products, encouraging them to interact with the bank more often, increasing the bank's mind share with their customers and adding value to the relationship.

Today, with award-winning financial institutions as their clients and a vision of 'mobility beyond imagination,' SME has left a rather large footprint for enterprise mobility in the APAC region. Moving forward, the company intends to continue developing digital solutions and improve its customer experience models to simplify banking for individuals and organizations alike. Alongside, recognizing the significance of enterprise mobility, "Our focus is to drive innovation in financial institutions in APAC countries through various digital financial services," concludes Joseph. [CA](#)