REDtone and NIS Technology collaboration to drive digital transformation of businesses

Kuala Lumpur (28th July 2020): REDtone International Bhd (REDtone) and Natural Intelligence Solutions Technology Sdn Bhd (NIS Technology) announced their #GrowStrongBiz partnership program to support the digital transformation of local businesses.

The collaboration positions both entities as the only provider capable of offering end-to-end solution to facilitate enterprise-wide digitalisation that delivers real business outcomes.

The offering encompasses telecommunications network including 5G, cloud, virtual reality (VR), Internet of Things (IoT), analytics driven data visualization, Big Data, Artificial Intelligence (AI), Machine Learning, digital transformation strategy development and road mapping, as well as digital skills training.

REDtone Group Chief Executive Officer (CEO), Lau Bik Soon said, "Covid-19 has shown that businesses need to accelerate the pace of digital transformation, including adopting digital technology and increasing employees' know-how, as the rules of success has clearly changed.

"To get businesses on board with their digital transformation in support of the government's initiatives, we are pleased to collaborate with NIS Technology, a data science firm with a regional footprint, and part of the Berjaya Innovation Group."

NIS Technology CEO, Dr Farouk Abdullah said, "As the speed of change is increasing exponentially, organizations will need to adapt and transform fast to remain relevant. The key factors to a successful digital transformation program include mindset shift, cultural change, understanding the impact of technological change and realigning or redefining your business strategy.

"NIS Technology is delighted to form this partnership that addresses the whole digital eco-system challenges CEOs face in embracing digital transformation. The combined strengths of REDtone and NIS Technology will provide organizations a one-stop shop for all their digital transformation needs".

Initiatives under the #GrowStrongBiz program will be rolled out over a period of 12 months. The first involves assisting retailers to develop VR Stores.

"Covid-19 has accelerated the boom of e-commerce with even the uninitiated consumers moving to online shopping. To capitalize on these increasing high number of digital commerce adoptions in Malaysia and across the region, retailers need a new strategy – VR Store.

"The benefits of VR Store are huge. It is immersive, engaging and allows consumers to shop from the comfort of their home. Virtual retail reduces overheads, opens access to new markets, offers potential for rapid growth, and precise consumer intelligence for targeted marketing," Lau added.

Phase one also includes AI roadshows for CEOs and the introduction of AI enabled Smart Farming capabilities to support Malaysia's ambitions of being a digitalized nation.

Subsequent initiatives under the #GrowStrongBiz program involves investments and partnerships with government-link agencies to accelerate the adoption of smart solutions as part of the nation's digital transformation process.

More information about #GrowStrongBiz program can be found at www.redtone.com and naturalintelligencesolutions.ai

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About REDtone International Berhad
REDtone International Berhad is a subsidiary of Berjaya Corporation Berhad. Listed on Bursa Malaysia, REDtone is a leading integrated telecommunications and digital infrastructure services provider. A well respected home-grown brand founded in 1996, REDtone has evolved from a voice provider to one that offers an extensive range of services under three main categories: (i) telecommunications services – it offers data, voice and managed cyber security services to government, enterprises and SMEs. REDtone is the only service provider in the industry to provide infrastructure integration expertise. Its access to a unique suite of last mile technologies also enables it to offer broadband-on-demand. (ii) managed telecommunications network services – this includes building, maintaining and operating large scale WiFi hotspots, base stations and fiber infrastructure. (iii) industry digital services – it offers cloud services and applications, data centre services, virtual reality, Internet of Things (IoT) for smart cities and smart farming, and healthcare solutions to enterprises, government and the healthcare industry.

For more information, please visit www.redtone.com.

About NIS Technology
Natural Intelligence Solutions fuses the power of Data Science, Business Consulting, Data Management, and Deep Machine Learning to provide Solutions for real-world challenges and tell better stories for business and customers.

Founded in September 2015, NIS is headquartered in Malaysia with operations in Singapore & Philippines. NIS is a data driven group of diverse individuals from many disciplines with a common goal is to provide data driven solutions to business challenges. NIS work on all fronts for clients to find new customers, or different ways to expand, or just simply more efficient and cost effective ways to achieve their goal.

For more information, please visit naturalintelligencesolutions.ai

Media enquiries only
Tan Wai Fong
waifong@twfcomms.com
0173000032