COMSOF
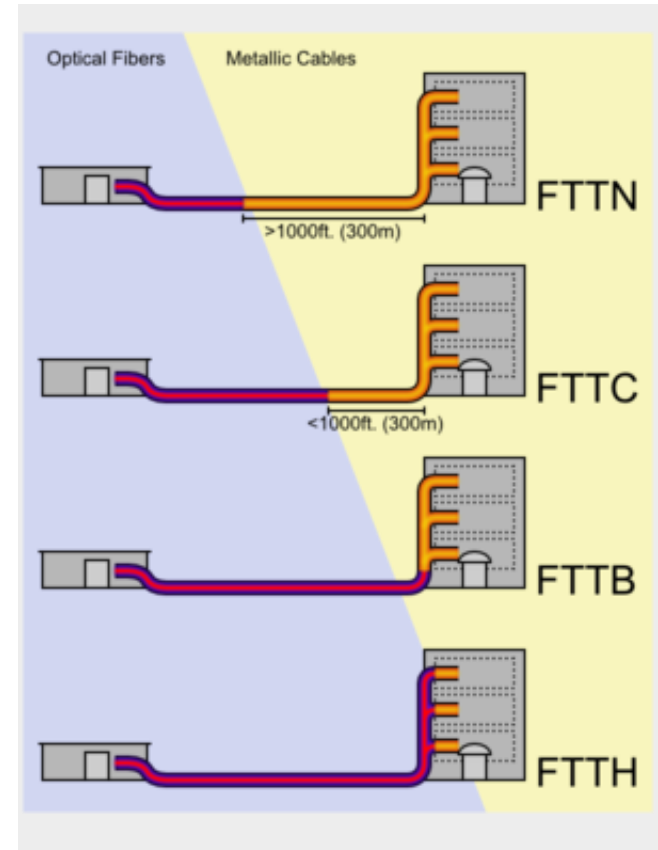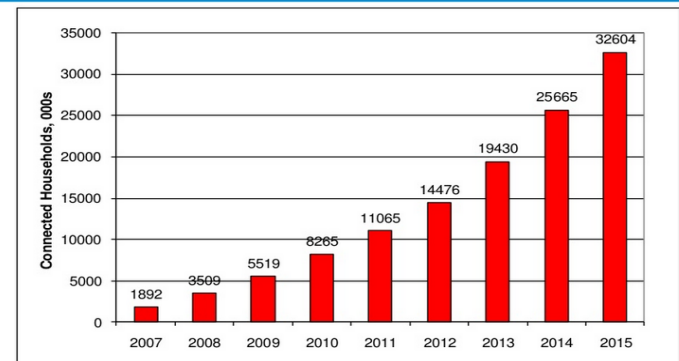
Edmund | Shao Qi

Introduction

- Spin-off company in 1998
- Fiber network consultancy company
- Two products:
  - FiberPlanIT
  - INCA

FiberPlanIT

INCA

Optical Fibers | Metallic Cables

FTTN — >1000ft. (300m)

FTTC — <1000ft. (300m)

FTTB

FTTH

European Region FTTH Forecast

Connected Households, 000s

Year	Value
2007	1892
2008	3509
2009	5519
2010	8265
2011	11065
2012	14476
2013	19430
2014	25665
2015	32604

SWOT ANALYSIS

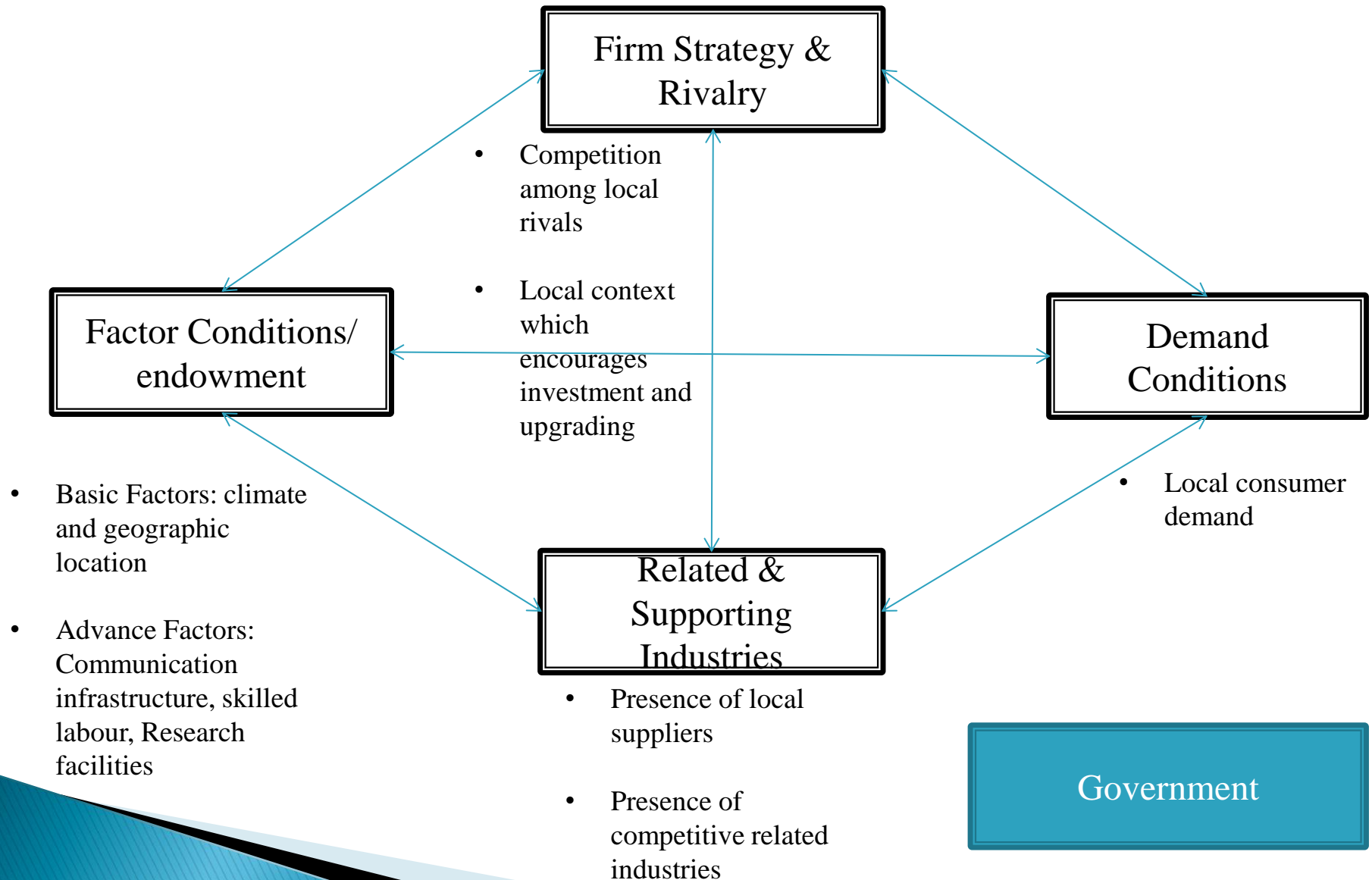| Strength	Weakness
Professional & Experienced	Thin resources in human capital
Dedicated Products	Lack of global presence
Good reputation	Little exposure of demo video and testimonials
Scalable business model	Insufficient marketing strategy
Flexible revenue model	

SWOT ANALYSIS

QaDIM

Complementary functions	Add a feature	Embed
Combine two products	Existing Product	Separate into two products
Substitute components, materials	Remove a feature	Reduce components / size

Opportunity	Threat
Extend consultancy service areas	Indirect competition from other companies
Expand markets	
Complementary functions	

Asia Expansion : Singapore

Firm Strategy & Rivalry

- Competition among local rivals

- Local context which encourages investment and upgrading

Factor Conditions/ endowment

- Basic Factors: climate and geographic location

- Advance Factors: Communication infrastructure, skilled labour, Research facilities

Demand Conditions

- Local consumer demand

Related & Supporting Industries

- Presence of local suppliers

- Presence of competitive related industries

Government

Porter diamond model of locational competitive advantage
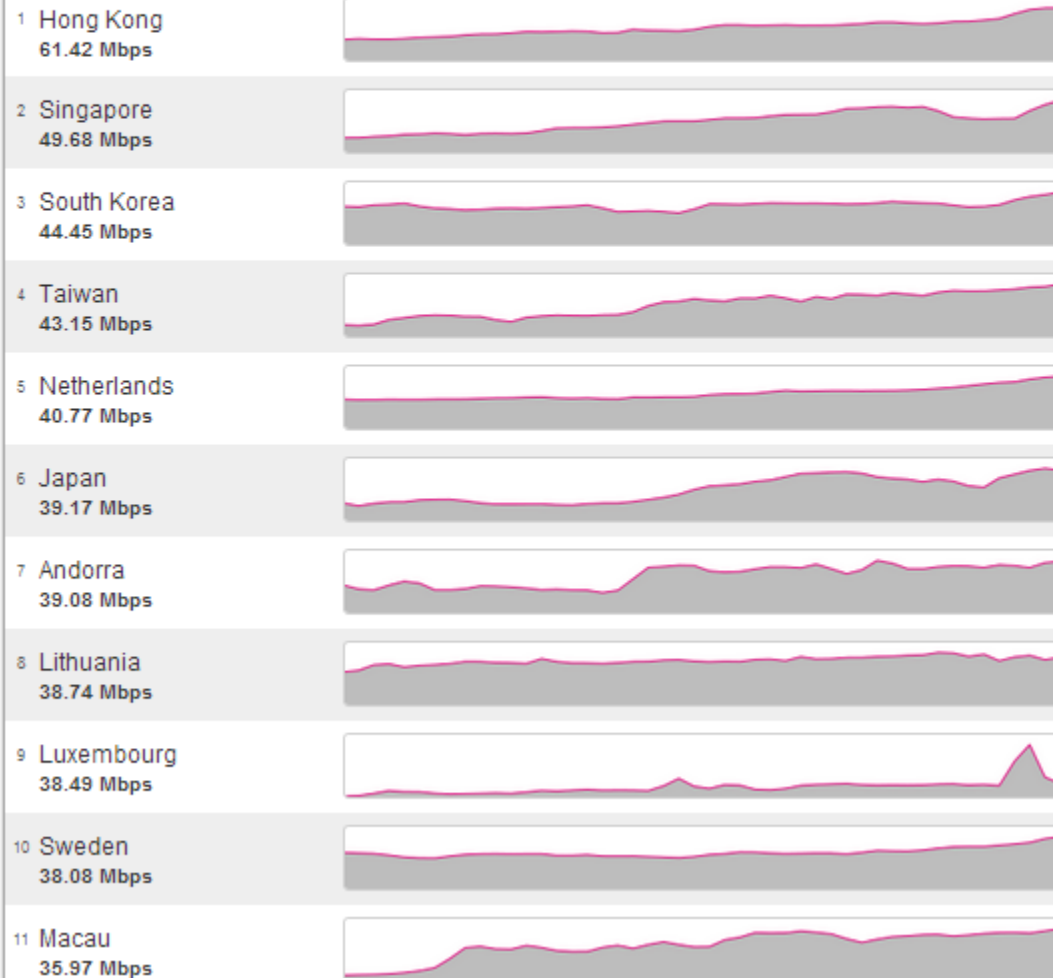
Household Download Index

Based on millions of recent test results from Speedtest.net, this index compares and ranks consumer download speeds around the globe. The value is the rolling mean throughput in Mbps over the past 30 days where the mean distance between the client and the server is less than 300 miles.

15.25 Mbps

ALL COUNTRIES

Graph Period:
Apr 6, 2011 – Oct 5, 2013

Rank	Country	Speed
1	Hong Kong	61.42 Mbps
2	Singapore	49.68 Mbps
3	South Korea	44.45 Mbps
4	Taiwan	43.15 Mbps
5	Netherlands	40.77 Mbps
6	Japan	39.17 Mbps
7	Andorra	39.08 Mbps
8	Lithuania	38.74 Mbps
9	Luxembourg	38.49 Mbps
10	Sweden	38.08 Mbps
11	Macau	35.97 Mbps

http://www.netindex.com/download/allcountries/

Government Support

Speech by Minister for communication and information on 18 June 2013

- Sets the direction for Singapore's infocomm and media

- New Infocomm Media Masterplan for year 2025

http://www.mci.gov.sg/content/mci_corp/web/mci/pressroom/categories/speeches/2013/harnessing_convergencetotransformsingaporeforthefuture.html

Fiber Optic Scene

Operating companies

Network company

Optical Fiber Subscription

	JUL	AUG	SEP	OCT	NOV	DEC
Total Optical Fibre Broadband Subscription (i.e., offered via PON or Active Ethernet) [12]	198,400	212,800	231,200	247,600	266,500	284,700

- OpenNet announces that the number of fiber broadband subscribers reached about 380,000 as of end June 2013
- 192,000 of them are Singtel subscribers

http://www.opennet.com.sg/press/record-high-demand-for-fibre-in-june-2013/
http://info.singtel.com/annualreport/2013/operating-and-financial-review/singapore-business.html

Future Possibilities

- Long term partnership with telecommunication company like Singtel (associates with 25 countries)

- Collaboration with University projects to have wider exposure on the technology and application

Thank you!