

# Pioneering Industrial Network Solutions in Malaysia (TechNetLogy)

A partnership proposal to introduce advanced, cost-efficient network services with MOXA in the Malaysian market.



# Introduction: Why TechNetLogy and MOXA?

We are pleased to submit our proposal for a strategic collaboration with MOXA. Our aim is to spearhead the implementation of practical, cost-efficient industrial network services within Malaysia, featuring MOXA's rugged managed and unmanaged Ethernet switches. Invited by MOXA's CO-CEO, Michael Lin, our partnership seeks to address critical market needs. With over 10 years of expertise, TechNetLogy specializes in developing high-quality, budget-friendly industrial network architectures, a vision directly aligned with MOXA's mission for dependable connectivity in real-world environments.



# Meet Our Executive Team



**CEO – Ong Yi Xin**

Provides overall leadership and strategic direction, makes high-level business decisions, and ensures the company grows sustainably.



**CTO – Chia Ming Yi**

Leads all technology development, oversees system architecture, ensures product reliability, and drives innovation in networking solutions.



**COO – Boo Kai Jie**

Manages daily operations, ensures projects run smoothly, coordinates between departments, and optimizes workflow efficiency.



**CMO – Low Kim Hong**

Leads marketing strategy, builds brand visibility, manages customer engagement, and drives market expansion for the company.



# Why MOXA Wins Over Phoenix Contact & Belden/Hirschmann



## Ruggedness & Extreme Environment Reliability

- Moxa leads in rigorous testing for extreme temperatures, vibration, shock, dust, and EMI (Electromagnetic Interference).
- Outperforms competitors in harsh-environment certifications for unparalleled durability.
- Guaranteed survival in the toughest industrial conditions: rail, mining, oil & gas, outdoor.



## Network Redundancy Speed

- Moxa's Turbo Ring / Turbo Chain achieves network recovery in milliseconds.
- Significantly faster than competitors' RSTP/MRP solutions.
- Ensures minimal downtime and superior safety for mission-critical industrial operations.



## Full Industrial Ecosystem (Legacy to IIoT)

- Comprehensive solutions: Industrial Ethernet, Serial-to-Ethernet, Media converters, Wireless, Edge gateways, Protocol bridging (Modbus, serial, CAN).
- Seamlessly integrates legacy equipment with new IIoT systems.
- Eliminates multi-vendor complexity by offering a complete industrial ecosystem.



## Bridging Global Innovation with Local Expertise

MOXA is globally recognized for its robust and reliable industrial networking hardware. However, navigating the unique dynamics of the Malaysian market requires specialized local insight.



### MOXA's Global Excellence

World-renowned for strong, reliable, and long-lasting industrial networking hardware.



### Local Market Understanding

Our 10+ years of experience provide deep insights into Malaysia's industrial growth and technical needs.

# Addressing Malaysia's Industrial Networking Challenges

Malaysian industries, from food production to logistics and transport, are rapidly moving towards Industry 4.0. This transformation demands secure and stable networks to support automation, IoT devices, and real-time data.

## The Challenge: High Costs

Many companies, especially SMEs, struggle with the high cost of enterprise networking hardware.

## The Consequence: Delayed Upgrades

This leads to slow performance, increased downtime, and higher cybersecurity risks.

## Our Solution: MOXA Partnership

By integrating MOXA's industrial-grade, affordable hardware, we empower companies to accelerate digitalization efficiently and securely.



# Our Strategic Implementation Plan

To support MOXA's expansion and help Malaysian businesses transition to advanced networking, our plan focuses on capability building, hardware validation, and targeted adoption.



## **Partnership Engagement & Authorization**

establish a formal partnership with MOXA by submitting authorization documents and aligning on terms



## **Technical Evaluation & Validation**

evaluations and troubleshooting tests to verify MOXA hardware performance in real-world scenarios



## **Solution Development & Integration Design**

develop complete, industry-aligned solution packages based on MOXA equipment



## **Staff Technical Training & Certification**

Train and certify our team through MOXA's technical programmes to ensure professional delivery



## Pilot Deployment with Selected Clients

Deploy pilot projects with selected clients to validate real-world performance and gather credible success references



## Market Expansion & Online Promotion

Expand market reach through online promotion, MOXA-branded materials, and briefings with industrial businesses



## Feedback & Improvement

Gather feedback throughout all phases and conduct end-of-stage reviews to refine and improve the overall plan

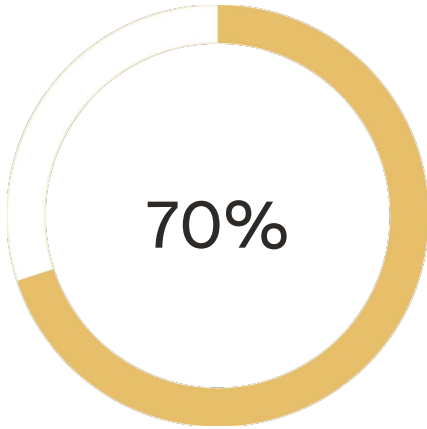


# Project Schedule: Key Milestones

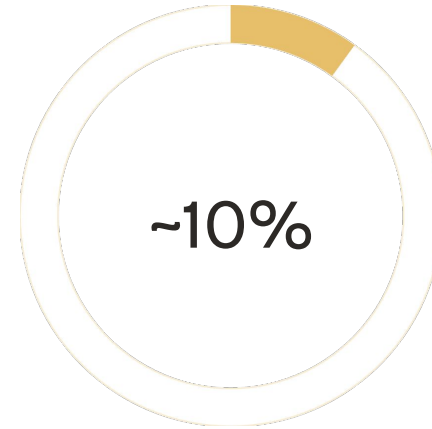
Our detailed timeline outlines a systematic approach to ensure a smooth and efficient partnership launch.



# Astronomical Cost?



Cisco Market Share  
of Malaysia market using Cisco

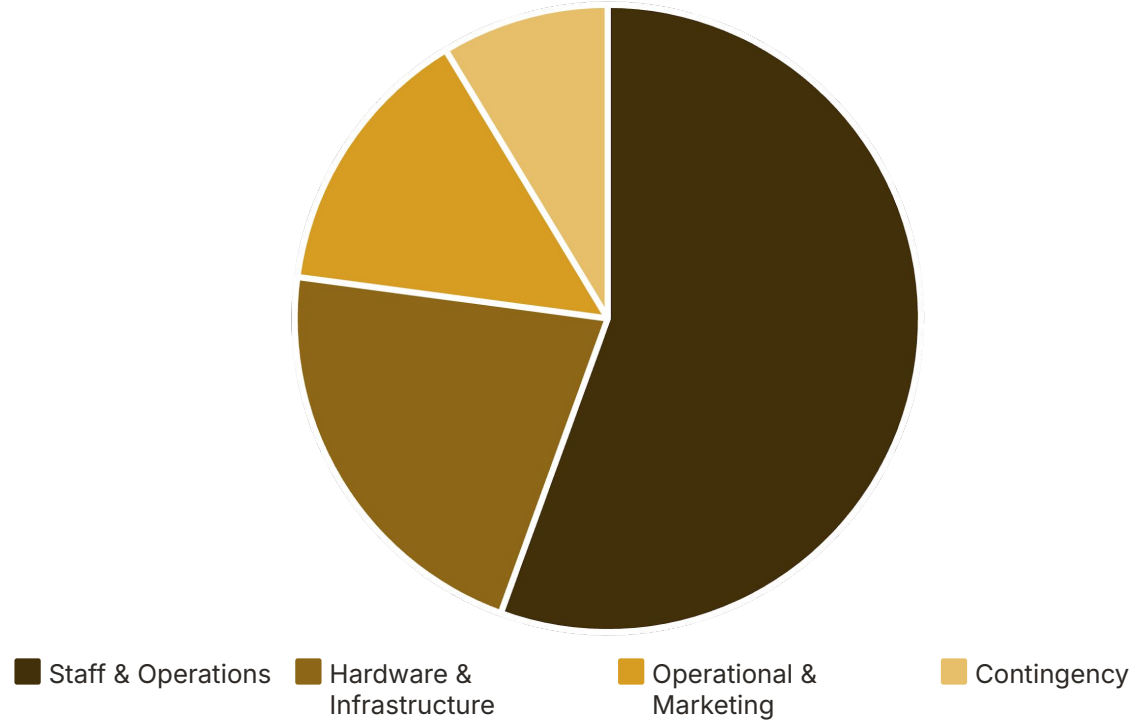


Operation Cost  
Current operation cost percentage

**Why not try out MOXA?**

MOXA: Less than Half of the Cost of Cisco!

# Budget Estimation: Strategic Investment



Total Estimated Budget: **MYR 885,700**



## Why to Choose Our Team?

Over 10 years of experience

Industrial Clients: Rapid KL,  
McDonald's

Reliability and Excellent Service

Close Partnership: Fortinet & TM

Professional Technical Team

### Project Team:

Led by Ms. Ong Yi Xin

- 15 years experience
- Siemens Digital Industries
- APAC Industrial Connectivity  
Award 2021

Supported by:

- 3 technical engineers
- 2 solution specialists



# Our Unwavering Commitment and Guarantee

## Targeted Growth & Support

We are confident this proposal will drive a 20% increase in MOXA's subscription within one year, significantly contributing to expansion in the Malaysian market. Our team is dedicated to full responsibility and transparent communication throughout our partnership.

## Performance-Backed Assurance

If not meet the 20% subscription target, we willing to provide extra support as compensation. This includes 2 months of complimentary marketing services for MOXA and a 5% share of our profit, underscoring our deep confidence and commitment to this collaboration.

# Thank You

Thank you for the opportunity to present this proposal and for considering a partnership with MOXA. We are excited about the potential for collaboration and the positive impact we can create together.

For any questions or further discussion, please feel free to reach out:

**TechNetLogy** Email: [TechNetLogyadmin@888gmail.com](mailto:TechNetLogyadmin@888gmail.com) Phone: 018-8888-888

## Next Steps for Collaboration:

01

### Proposal Review

Please take your time to review our comprehensive proposal and discuss it internally.

02

### Schedule Follow-up

We are available to schedule a follow-up meeting to address any questions or discuss specifics in more detail.

03

### Initiate Partnership

We look forward to initiating a successful and mutually beneficial partnership with MOXA.