

Envox Asia aiming for Mesdaq listing in 2006

■ By MALCOLM ROSARIO

ENVOX Asia Sdn Bhd, a provider of contact centre solutions, says it may sell its shares on the Malaysian Exchange of Securities Dealing and Automated Quotation (Mesdaq) Market in 2006 to elevate its profile as well as raise cash to fund its business.

"This is a very optimistic target but, based on what we are doing at the moment, we are confident," said Envox Asia chief executive officer Rodney Yap.

"With Mesdaq being the pre-

ferred exit mechanism for venture capital investments in information, communications and technology and biotechnology companies, I think it is only right for us to seek a listing on that particular bourse," Yap told newsmen yesterday.

The listing exercise is timed to correspond with Envox Asia's expected strong presence in the European "contact centre" solutions market. A contact centre is defined as a service that routes all incoming calls to the best suited person.

In June, Envox Asia forged a partnership with Switzer-

land-based Ascom SA-NV, a well-established systems integrator in Europe.

Through the partnership, Envox Asia is able to tap into Europe's lucrative contact centre market.

"Ascom already has an 8 per cent market share for contact centres in Europe, and as a distributor of Envox Asia's contact centre solution, the latter has an indirect presence in Europe," said Ascom professional service manager Peter Edel.

He said Envox Asia's solution is best suited for the mid-market space for contact centres, a mar-

ket which is expected to be worth at least US\$1.4 billion (US\$1 = RM3.80) in 2005.

Envox Asia's solution is said to in be in demand as it is a powerful and flexible communications development platform. The solution is intuitive, and enables users to create and modify application workflows in response to changing business requirements.

"The contact centre solution can be implemented faster, with minimal disruption to business processes and ensures a much faster return on investment," Edel said.