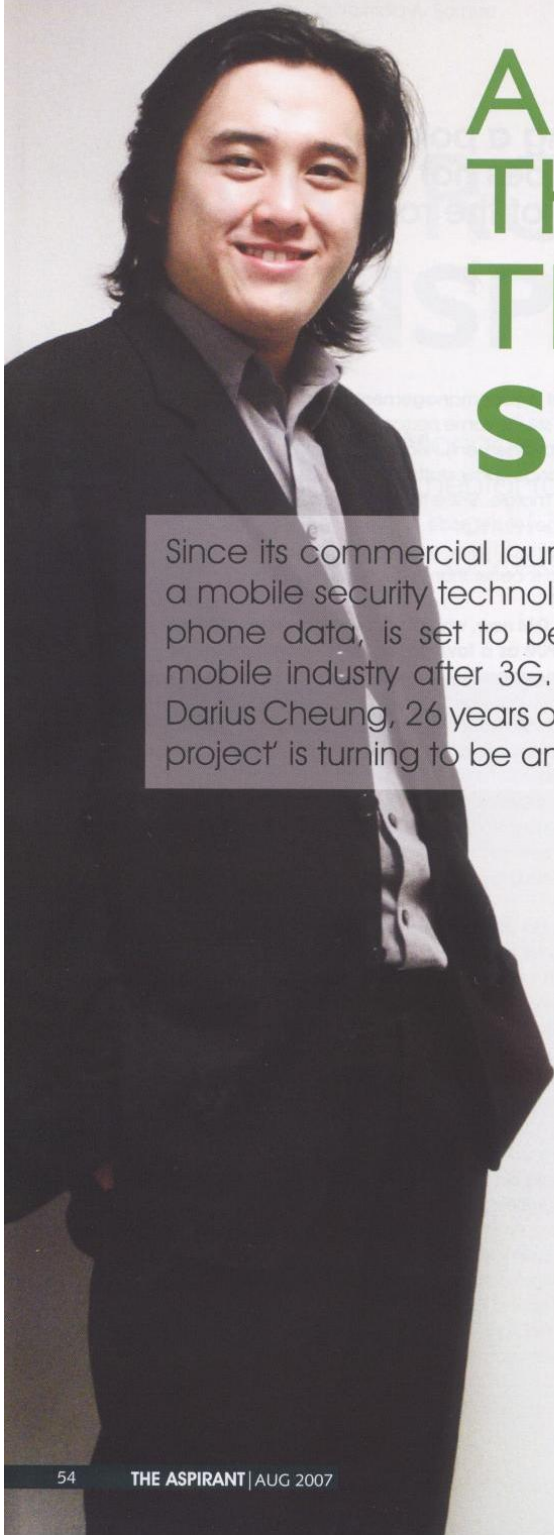


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# A THOUSAND TIMES THE SUCCESS

Since its commercial launch two weeks ago, WaveSecure, a mobile security technology that can backup your mobile phone data, is set to become the next big thing in the mobile industry after 3G. The CEO of its maker, tenCube, Darius Cheung, 26 years old shares with us on why this 'hobby project' is turning to be an important business today.

**Firstly, what makes the IT business so competitive?**

IT business has always been competitive, which is a good sign as it means business in the industry is good. It's getting more competitive presently because of the ever changing technology. People in general are more sorry on what they want and suppliers are breaking new grounds on software, hardware and also IT infrastructure. Therefore, IT firms like mine have to keep up in putting something new to the market.

**How do you differentiate yourself from the rest?**

We have created a new one-of-its-kind product, WaveSecure, a new technology that allows

by Alshidiq A. Samad



**“ I have constant desire for more achievements, one after another. ”**

Darius Cheng

mobile phone owners to back-up and retrieve data from their missing phones. It will also prevent unauthorised usage of the phones by locking it. There are only a few other competitors overseas and that give an edge especially in this region. This product will be a useful tool in the development of mobile business and usage.

**What are the marketing strategies you have planned for WaveSecure?**

Marketing WaveSecure has been pretty easy for us so far as there is no competition in Singapore. We rely much on print and word-of-mouth. This product has received very encouraging market response. Partly also due to the fact that this technology is new and relevant to the needs of most people here.

**It is no surprise that WaveSecure catches the eyes of big players in the security industry. Tell us how you manage to clinch deals with them.**

We are working with big companies and organisations and one of them is the Singapore Police Force (SPF). We sent a proposal to them after we developed the prototype. They found it useful, thus we've been working hand-in-hand closely with them for more than a year now. There are also other key establishments that are using WaveSecure. Basically, it's the nature of this technology that interests them.

**How do you see tenCube and WaveSecure in the next five years?**

Currently, we are in talks with local and regional telecommunication players. If the outcome is positive, we are in for a big thing in the near future and we very optimistic about the prospects. And next year, you might even see this product used

in as far as Dubai. We foresee this product has a good potential for overseas market.

**Threats like hackers and viruses pose a big challenge in running an IT firm. How do you cope with that?**

First of all, we have some of the best people working with us to ensure that we have a very strong security domain. In fact I am confident to say we have one of the best domains in Singapore. The security system has been tested and proven. You can even see it through the confidence shown by our reputable clientele.

**Tell us your success formula in setting up tenCube?**

Hiring good people has also been a very tough challenge for me so far due to the nature of the job and demanding commitment. But we have grown from four to 26 staffs since we first started two years ago. I have staffs based in India, and monitoring their progress takes a little more time and effort, especially in making sure that there are no miscommunications between the programmers in Singapore and over there. It is important to make the staffs happy and motivated constantly. We are flexible and we try to create the best working environment. After all we are one big happy family here.

**How do you view your own success story?**

I don't think I'll ever consider myself successful because that is just my personality. I have a constant desire for more achievements, one after another. Everyday I wake up thinking that I could have done better than the previous day. On what I have achieved with tenCube, I'd say we are pretty much on track with the target we set for ourselves when we first started. **A**