



## Business Ideas

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### TENCUBE MOBILE PHONE SECURITY SOLUTIONS

The next time you trade in your phone for a newer model, or even lose your phone for the umpteenth time, there is a new service that protects your mobile information and it might just be the solution for you.

I'm Melanie Yip and this week in Business Ideas, I speak with Darius Cheung, Founder and Chief Executive Officer of TenCube, a business specializing in mobile phone security.




Darius first lists the common mistakes that mobile phone users tend to commit.

**DC:** For one, when you are selling a phone, people often forget to format their phone. So if they do not do that, the data is often inside and if you try to buy a second hand phone from a second hand phone shop, often you will find the data belonging to the original owners in it. So you should select the option "restore factory settings" and that will restore your phone back to its original state. This will ensure that your data is gone from

no choice but to return it. On top of that, we help you keep a copy of your data on a safe server. You can always have a copy of it and we can help you, at a click of a button, read the data off the phone, and thus protecting your privacy.

Darius adds that based on positive feedback from corporate clients who've tested this service, ten cube felt that this was the best time to launch the wave secure service to consumers.

DC: I think from the security point of view, they actually really need this, so this is why we started off. But interestingly, also as a security product, we are one of the few security products out there where we find the users like it. Many security products, you don't see them, you don't use them and you may not like them when you are corporally enforced to use them. We are surprisingly one of the products where end users like it, because we help them back up data and they can see the data, and see the context online, or the sms conversations, they can see their calendars online. Some of the features which we built, it is user friendly, so on top of a security product, it is also a utility product that helps you do a lot of other things that you may want to do.



The image is a promotional graphic for WaveSecure. At the top left, the 'WaveSecure' logo is displayed in white and red. Below it, the text reads 'Introducing WaveSecure' and 'Our technology. Your peace of mind.' To the right, a smartphone is shown with a red lock screen that says 'WaveSecure', 'This is a lost phone and it has been locked.', and 'Please call owner at 91234567 to return it.' Below the phone, there is a list of features: 'WaveSecure is the essential security companion for your phone. With WaveSecure, you will never have to worry about losing your phone, your data and your privacy ever again.', 'At the click of a button, you can remotely lock down the phone and track it down. It automatically helps you securely keep a copy of your data online, and enables you to wipe data off your phone.', and 'Click on any of the following to find out about WaveSecure.' Below this list are three icons with text: 'What it is', 'Why get it', and 'Sign up now'. At the bottom left, there is contact information: 'For enquiries about Enterprise Edition, please email enterprise@WaveSecure.com'. At the bottom right, the text 'TenCube Pte Ltd.' is visible.

Consumers might want to know how they can sign up for this service.

DC: You can go to [www.wavesecure.com](http://www.wavesecure.com) and you can request for an invitation. Right now, it is an invitation only product and during the free trial period, you can get an invitation by directly requesting it from us, or you can get it from one of our partners which we will announce on our website. This is also a period for us to gauge how people value this product, and what it will cost us to maintain the support for this product. Based on this calculations, we can come up with a price range that will be comfortable for consumers.

Do log onto [www.wavesecure.com](http://www.wavesecure.com) to find out more about this mobile security service.