

Technology Entrepreneurs

INSPIRED TO SUCCEED

Genius is 99% perspiration and 1% inspiration, goes the age-old adage. But for Stephen Teang, the 1% inspiration he received from others was enough for him to chart his own future in entrepreneurship. "I started my business in 1999, having been inspired by a company which used to be called LGC Wireless," says Teang, CEO of BSmart Technology Sdn Bhd.

Born in Kangar, Perlis, Teang first came to Kuala Lumpur to further his studies at Kolej Tuanku Abdul Rahman. He eventually completed his Masters of Science in Electronics in the UK after which he joined LGC Wireless. It was there that he received his inspiration.

"My philosophy was simple — no risk, no gain and that's what the people at LGC Wireless taught me," he explains. Armed with determination and very little capital, Teang began BSmart Technology and the 10-year-old company has since received a number of noteworthy accolades, including the MSC Malaysia

APICTA 2008 award for Best E-Logistics solution, the Gold Medal for British Invention of International Award 2005 (the UK) and the Golden Europe of Quality Award 2006 (France). BSmart Technology raked in a turnover of RM15 million for 2008 and is expected to do the same this year.

According to Teang, BSmart Technology provides telematics wireless systems specially designed to be integrated into vehicles for the commercial, private, public transport and institutional sectors. Telematics is the application of electronics, telecommunications and GPS technology to vehicle systems.

Teang says he chose to get into this business because there are not that many players around.

"We have heard of ICT for homes and buildings," he explains. "But there are not many players involved in employing ICT for vehicles as this is quite a complicated technology. I believe this is a growing sector as there are a number of applications for devices in areas such

as security, logistics and automation."

Besides Malaysia, regionally, BSmart Technology has customers in Singapore, Indonesia, Thailand, Hong Kong/China, Dubai, Oman, Saudi Arabia and South Africa.

Besides providing customised telematics solutions for various companies, Teang says BSmart Technology is also engaged in the services business, using the build, operate and transfer (BOT) model. "If clients should require a full network management control centre to monitor their entire fleet, we are able to do that using the BOT model.

"After building this centre, we will pass on the management of the centre to the clients for them to operate."

Teang describes himself as a person who loves to solve problems. Asked what personal areas need improving, Teang says, "I could do better with my public relations and communication skills." On his management style, he says his core belief is that teamwork must rule at the end of the day.



Stephen Teang
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