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ACTIVISE SOLUTIONS

PAVING A FUTURE-PROOF INFORMATION PATHWAY



Arthur Cheong, PBM AMIMEche,
Chairman & CEO

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ECTIVISE SOLUTIONS

PAVING A FUTURE- PROOF INFORMATION PATHWAY

By Karuna Gautam

IS FIBRE THE FUTURE OF DIGITAL COMMUNICATION?

While this question has been answered frequently and views have been exchanged in an infinite loop, not many in the telecom industry have been able to gauge the gravity of the deliberation. Arthur Cheong, PBM AMIMEche, Chairman and CEO of Ectivise Solutions, is one such seasoned veteran who is opening the industry's eyes to the numerous benefits of optical networking with his sheer grit and determination. When it comes to leveraging and proving the potential of fibre infrastructure, Cheong is all up for the challenge. Following his entrepreneurial streak and zest for a metamorphosis, Ectivise Solutions' genesis was a natural progression to further his resolve to 'fiberising the future.' Having pioneered 10 Mbps to the home in 1995, Cheong is the brain behind the evolution of Ectivise Solutions from broadband-to-the-home to the current fibre-in-the-enterprise. The company actively supports the upside of well-thought-out investment and, more importantly, replacement of copper cables in enterprise infrastructure with infinitely faster fibre optics.

Wee Jin YEOH,
Head of Sales and Marketing

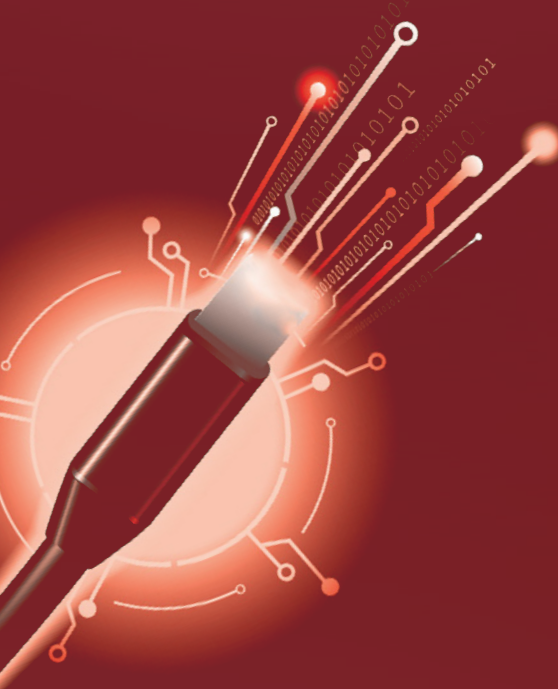
Theng Wee Heng,
Head of Engineering
Operations

Arthur Cheong, PBM AMIMEche,
Chairman & CEO

Hwee Har LIM,
Chief Operations Officer



BRINGING FORTH THE POWER OF GPONS, ECTIVISE SOLUTIONS IS AHEAD OF THE GAME, COMMITTED TO CHANGING THE MINDSET THAT CONTINUES TO PLAGUE THE BROADBAND NETWORK ARCHITECTURE



With Cheong at the helm, the company is a catalyst for efficiency and transformation in the networking space with its rich portfolio of Passive Optical Networks (PON) and Integrated Optical Backbone Architecture (IOBA) solutions that laser focus on significantly reducing CAPEX and OPEX. These solutions have empowered enterprises to transfer extensive data such as, but not limited to, 4K video at the speed of light.

To enable ultrafast data transmitting experience and save a vast amount of floor space and energy consumption as opposed to traditional copper networks, Cheong has a prescient vision of what optical fibre networks can accomplish. His idea to bring fibre technology closer to users emanates from Ectivise's ICT consulting services, outside and inside plant network design and planning, customized IOBA solutions, solution implementation, systems integration and on-site/remote maintenance across the Asia Pacific region. On the account of such extensive offerings, Ectivise's clientele has rapidly mushroomed across public sectors, healthcare, education, hospitality, and convention centres in Singapore and many other countries in Asia.

A QUANTUM LEAP IN FIBRE OPTICS

According to Cheong, while Hybrid Fibre-Coax (HFC) architecture is almost passé, gigabit passive optical networks (GPON) have put on a spurt. GPON, he says, is transforming the FTTx (fibre-to-the-x) architecture by bringing in higher bandwidth, cost-effective speed upgrades, flexible network topology, and legacy system compatibility. "Evolution of connectivity today continues to be defined by broadband network architecture using optical fibre. With time we've been pushing fibre deeper and deeper to the end user; it's no more about fibre-to-the-x, it's about fibre-in-the-x—fibre-in-the-enterprise," says Cheong.

To put that into perspective, fibre currently offers 1,000 times as much bandwidth as copper, across distances. With video streaming and wireless communications evolving as more standard business practices, the race for fibre optic infrastructure is on. The widespread adoption of fibre cables has allowed enterprises to embrace minimal signal loss and transmission, and much faster internet speed. "To continue using unshielded twisted pair (UTP) cables organizations require redefining their infrastructure for upgrading each and every copper cable completely with placing a repeater at every 100 meters. On the other hand, every switch and router is intelligent and efficient in a fibre system, which doesn't require change for the next 20 years, because 'light will be light' and it will be fast. The only thing that we will have to change is the bandwidth," he adds. With GPONs, Ectivise solutions are ahead of the game, committed to changing the mindset that continues to plague the broadband network architecture. Besides, ushering in the new era of blockchain technology, the company also equips buildings and infrastructure that need to be blockchain ready with a super speed, reliable and green fibre network.

Uplifting organizations in taking the leap to fibre infrastructure, Singapore-based Ectivise Solutions is an infrastructure solution provider, in particular, for optical fibre networks. The company facilitates clients with developing and delivering optical fibre infrastructures that are critical to the extraordinary growth of communications worldwide and proliferating use of the Internet. With GPON forming its backbone, Ectivise is paving a future-proof information pathway with consultancy, design, equipment supply, configuration, maintenance, and channel training services. The

company advocates the deployment of large-scale GPON solutions in Asia with IOBA—their premier network architecture solution. IOBA—compacts all the organizational wiring into an optical backbone, effectively extending the position of subsystems. Ectivise's unique, concise, stable, cost-effective and easily scalable IOBA design underpins the company's ICT backbone solutions for smart applications. Harnessing the potential of GPON technology, which allows consolidating multiple services onto a single fibre transport network, the network performance is delivered through IOBA, offering high bandwidth and scalability for organizations to keep pace with its increasing bandwidth requirements. "IOBA is designed in such a way that all the information transmitted will be at one end while all the end users on the other," says Wee Jin Yeoh.

At the core, Ectivise's IOBA design sharply focuses on the research, development, and manufacturing of optical technology. With a vision to foster the utilization of fibre technology, Ectivise aims to reduce carbon footprint and establish greener, cost-effective, and highly sustainable networking infrastructure. Through Ectivise's IOBA framework, fibre is cheaper than traditional copper or UTP cables, its durability, cheaper maintenance, and futuristic features make it a more promising medium for network connectivity to the end user, considering the long-term cost efficiencies and superior network experience in the form of ultrafast data transmission.

THE ECTIVISE DIFFERENCE

With highly skillful and trained personnel onboard, Ectivise ushers in a wealth of rich experiences and expertise for planning and implementing fibre networks for various customers. What makes the company second to none is its proven track record of consulting

and delivering large-scale complex ICT projects. The Ectivise team is challenging the orthodoxies in the realm by fostering upgrade from traditional cables to advanced fibre optics. Over the years, Ectivise Solutions has been a game changer for some of the leading organizations in the hospitality, healthcare, and infrastructure related industries. Ectivise's team of experts provides an in-depth analysis of floor plans to avoid guesswork in infrastructure designs. This not only helps to meet network requirements immediately but also enables to explore versatility. It is this approach and the commitment to energy efficiency that has brought tremendous results and success to Ectivise.



WITH A VISION TO FOSTER THE UTILIZATION OF FIBRE TECHNOLOGY, ECTIVISE AIMS TO REDUCE CARBON FOOTPRINT AND ESTABLISH GREENER, COST-EFFECTIVE, AND HIGHLY SUSTAINABLE NETWORKING INFRASTRUCTURE

With thought processes focused on diversity and optimism, the team develops an in-house consulting model for offering customized backbone solutions for different applications. This modularized and easily scalable model comprises inventory data available for forecast and demand assessment and multiple backbone design models applicable in different verticals. Further, the consulting procedure encompasses initiation, analysis, design, validation and closure phase that are created to meet specific project needs and translate into success stories for its clients.

Ectivise's ascension to success can be credited to its relationship with clients and its approach of reciprocal

craftsmanship. As Cheong puts it, "Our engineers are craftsman and we believe that our work reflects the highest respect we have for our customers. The quality of our work is analogous to how a Hermes craftsman creates a bag of the highest quality. Evidently, customers' confidence in our craft is reciprocated." The potential customers learn about this reciprocal craftsmanship from the company's existing customers. Testimonies of a trouble-free result and the highest level of craftsmanship offered at Ectivise generally seal the deal.

SPEARHEADING FIBRE OPTICS INNOVATION

In the wake of its ability to assemble a myriad of subsystems into a well-oiled fibre based network infrastructure, Ectivise has had a seamless journey to prodigiousness.

The next phase of Ectivise's rapid growth will be its partnership with Huawei. As part of Huawei's R&D initiatives, Ectivise contributes to their product design and roadmap by developing intellectual property that is relevant to the Asian markets. Backed by a strong product line along with an innovative team and inspiring leadership, Ectivise is also the founding member of the association of passive optical LAN (APOLAN) headquartered in the US.

While the telecom industry is perennially underpinned by the 'smart' paraphernalia, Ectivise is extending the frontiers of faster connectivity by leapfrogging to fiberisation. The core vision of Ectivise is deeply entwined with bringing fibre closer to the end user and exceeding customer expectation. In line with this vision, the company goes the extra mile to assist the customers in generating business value and enhancing running efficiency. With that said, Ectivise is all set to slingshot to fiberisation with an aim to empower clients with next-gen communication. Period. **ACO**