



OUT OF THE BOX

Mr. Aaron Lee Wai Loong & Mdm. Rachel Wong - Gabkotech Innovations Pte Ltd

Gabkotech Innovations Pte Ltd has formulated mobile apps that makes repetitive and onerous tasks such as manpower planning and scheduling doable on the fly, necessitating just a few touches on their devices. Service technicians seeking for a fast and easy way to report work done on sites can also utilise an array of mobile apps designed by Gabkotech Innovations Pte Ltd to do so.

As technology advances and becomes more available, the ownership and usage of smartphones has become more ubiquitous as well, especially in developing countries such as Singapore.

With the increased possession of smartphones, mobile app usage has become widespread as well, allowing users to conveniently perform tasks in a whole new revolutionary way that has never been experienced before.

Gabkotech Innovations Pte Ltd is a local mobile application development company that aims to tap on the boundless capabilities that technology offers through mobile applications, helping service management and building maintenance companies to boost productivity and efficiency.

Witnessing the inefficiencies in industries and how processes can be streamlined and be more cost effective, Mr Lee was motivated to correct this fault with the introduction of the usage of modern technology, regardless of where, when, and the device that workforce is possessing, sparking off Gabkotech Innovations Pte Ltd.

Founded in 2012, Gabkotech Innovations Pte Ltd specialises in creating mobile apps on the iOS, Android and Windows Phone platforms that interacts with sensor technology to improve daily work tasks more convenient and efficient, while saving the environment and costs by eliminating the need for paper to carry out work.

At Gabkotech Innovations Pte Ltd, each client is walked through the process of design, consultancy, project management, training, qualification and business continuity alongside the firm, for a cohesive and seamless experience to realise clients' goals and objectives.

What sets Gabkotech Innovations Pte Ltd apart from its competitors is the firm's determination for innovation and to promote smart mobility in building maintenance and service management industries, employing the use of Near Field Communication technology rather than barcodes to ensure optimal operation and minimising the risks of disruptions from vandalism of traditional barcodes.

Helmed by spouses Mr Aaron Lee Wai Loong and Madam Rachel Wong, Gabkotech Innovations Pte Ltd houses 10 information technology experts to design and optimally tailor the mobile apps and sensors to suit their clients' needs.

"Of course, when we first started we do not have such a formidable team as we have today." Mr Lee compared the strength of his team from the initiation of Gabkotech Innovations Pte Ltd, which he revealed to be the stumbling block of the firm at its start.



At the start, it was not easy to find capable staff that is able to carry out the line of work we do, and is willing to commit for long." Mr Lee says. "Also, as a new company, we were uncertain as to how can we capture new customers while preserving existing ones."

However, with persistent effort from the creative marketing and sales department, Gabkotech Innovations Pte Ltd is able to garner new customers. Previous clients also continued to seek the services of Gabkotech Innovations Pte Ltd by merit of its outstanding customer service and helpdesk department, which has been consistently seeking out the satisfaction level of customers and areas for improvement.

Mr Lee also quipped: "It is amazing to see how our products have benefited the industries, and minimised their workloads. Even a gentleman of 75 years old can use our technology to save time and effort on his daily work. It is very fulfilling to see that!"

The mobile apps and sensor systems created by Gabkotech Innovations Pte Ltd have been lauded by its customers and governmental body Infocomm Development of Singapore, which has awarded three consecutive years of pre-qualified intermediate package solutions to Gabkotech Innovations Pte Ltd. Till date, the firm has more than 600 deployments in Singapore and its products have been adopted by various government agencies.

"The motivating force behind the achievements of Gabkotech Innovations Pte Ltd today is the satisfaction of our customers, when they appreciate what we do for them and they integrate it into their daily lives. When I see people using our products, it makes me very happy!" Mr Lee revealed the spur behind his company. "I would also like to thank my wife, who has helped me along in the business, making my entrepreneurial journey a smoother one, and my father, who told me that the sky is the limit as as an entrepreneur, convincing me on this path." Mr Lee expressed his gratitude to his family which supported him along his path towards success.

"To me, entrepreneurship is to use innovative methods to change the traditional ways of doing things. Entrepreneurs do things differently!" Mr Lee replied when asked upon his definition of entrepreneurship.

"This is why a successful entrepreneur must have perseverance, determination, innovation, passion, integrity and a never say die attitude, as it takes time to change the ways that people do things." Mr Lee continues, listing the ideal qualities he perceives that a successful entrepreneur should display. Mr Lee also gave some advices to those who yearn to start their own business: "Believe in your ideals, and have the courage to realise it, don't let anyone hinder your thinking. You have to step out and experience it your self! Most importantly, don't be afraid to make mistakes and setbacks!"

As Gabkotech Innovations Pte Ltd grows, there is an increased need for a more substantial manpower, signifying the expansion of the company. Gabkotech Innovations Pte Ltd plans to establish itself regionally, providing its services and products to countries such as the United Arab Emirates, showing that the firm does not wish for its success to be just confined locally. For its contribution to the local workforce in enhancing efficiency and productivity, and its success in changing the traditional way of life for the better, more revolutionary regime aided by technology, the SME of the Year 2015 award is definitely well-deserved for Gabkotech Innovations Pte Ltd.



26 Sin Ming Lane #05-111
Midview City Singapore 573971

www.gabkotech.com

66844419