

Client: Exabytes Network
Publication: Enterprise IT News
Format: Online
Subject: Exabytes Network, Celcom Planet Join Hands To Drive Local Merchants' E-Commerce Presence
<http://www.enterpriseitnews.com.my/news/channels-partnerships/item/4068-exabytes-network-celcom-planet-join-hands-to-drive-local-merchants-e-commerce-presence.html>
Date: 16 December 2014
PR Value: RM 12,000



Channels & Resellers

Exabytes Network, Celcom Planet Join Hands To Drive Local Merchants' E-commerce Presence

Posted Date Tuesday, 16 December 2014 00:00

Exabytes Network Sdn Bhd ('Exabytes') today signs a Memorandum of Understanding (MoU) agreement with *Celcom Planet Sdn Bhd in bid to more effectively harness Malaysia's growing e-commerce market trends.

*Established in November 2014, Celcom Planet Sdn Bhd is a joint venture between Celcom Axiata Berhad and SK Planet -a leading Korean e-commerce open marketplace provider which is also a wholly-owned subsidiary of mobile operator, SK Telecom.

According to Exabytes' Founder and CEO, Chan Kee Siak, the Exabytes-Celcom Planet collaboration is a strategic move to value-add to Exabytes' existing e-commerce merchants by exposing them to a wider group of online consumers via Celcom Planet's e-commerce marketplace.

He says, "The e-commerce market today is fiercely competitive. Hence, partnering with Celcom Planet will allow the e-commerce merchants registered on Easystore.my (powered by Exabytes) to exploit more business opportunities presented in the digital economy by boarding onto an optimized e-commerce platform which is part of a global expansion.

SK Planet hosts '11ST' (pronounced '11 street'), one of Korea's top e-commerce marketplaces (www.11st.co.kr) serving more than 30 million consumers with gross merchandise value of USD5 billion (RM 16.6 billion) approximately last year. It has successfully expanded into Turkey and Indonesia.

Celcom Planet's CEO, Hoseok Kim shares that the Malaysia's version of 11ST is set to launch in the second quarter of 2015 and will be co-hosted by the country's leading mobile telecommunications provider, Celcom Axiata.

Celcom Planet will also be setting up its 'Seller Zone' in Klang Valley to serve as a learning platform and support facility for merchants to gain knowledge and increase their e-commerce business. Hoseok adds, "With 11ST expertise and know-hows, Celcom Planet will bring to the local market tools and features that enable both existing e-commerce merchants as well as brick and mortar merchants to take their businesses to the next level."

More Collaborations Required to Aid Local E-commerce Merchants

Chan shares, "Exabytes is a strong propagator of e-commerce amongst the thousands of local SMBs. Part of the partnership is planned to allow Exabytes' e-commerce merchants to drive up the visibility of their brands to the public."

"This partnership with Celcom Planet will offer not only an additional commercial channel for merchandising but it also opens doors for our e-commerce merchants to further strengthen their online presences on an international scale."

Chan highlights, "Exabytes will also be working closely with Celcom Planet to drive more visitors to the upcoming e-commerce marketplace via special promotions by our e-commerce merchants. At the same time, Exabytes aims to get a few hundreds more merchants on board by end 2016."

Hoseok ends, "Through this partnership, we hope to onboard and develop online merchants and their businesses and as a result provide variety and significant benefits to the Malaysian consumers through our soon-to-be launched e-commerce marketplace."

###

About Exabytes Network

Exabytes Network Sdn Bhd (Exabytes) is currently the No. 1 Web Hosting Provider in Malaysia. Exabytes has been specializing in providing web hosting services to small and medium size businesses, individuals and SOHO since Year 2001. Exabytes is now serving over 65,000 clients, with over 100,000 websites, and over 1 million email accounts worldwide from over 121 countries.

Today, Exabytes also owns the nation's largest online shopping mall, Easy.my. Some of the key solutions that Exabytes offers include shared web hosting, dedicated server hosting, reseller hosting, cloud hosting, SSL web certificate, Virtual Private Servers (VPS), Content Delivery Network (CDN), server management, Ebuzz Email/Voice/SMS Marketing, Kaspersky Hosted Email Security, TRUSTe Privacy Services, Server Co-location, student hosting, charity hosting, online shopping mall and hosted e-Commerce platform (Easy.my), domain registrations, website design, company logo design, Facebook fan page design and more. For more details about Exabytes, please visit <http://www.exabytes.com.my/>.

About Celcom Planet Sdn Bhd

Celcom Planet Sdn Bhd is a joint-venture company between Celcom Axiata Bhd and Korea-based SK Planet offering e-Commerce services in Malaysia. The joint venture is expected launch an optimized e-Commerce platform in 2015 that enables online shoppers in Malaysia to purchase an extensive range of products. Celcom Axiata is part of the Axiata group, a leading telecommunications operator in Malaysia and South East Asia. SK Planet is an online service platform company with e-commerce marketplace business in Turkey and Indonesia. For more details about Celcom Planet please write to Level 18, The Gardens North Tower, Mid Valley City, Lingkaran Syed Putra 59200 Kuala Lumpur.