

# A\*STAR helps turn around Skyfy's fortunes, enabling a revenue growth of more than 175 times in two years

## Within three years, Skyfy grew from a failing business into a profitable one.

When Joseph took over Skyfy, the company earned between \$10,000 and \$20,000 a year. From the start, he knew that the company's future depended upon advancing its existing technology while adding new services. With the help from A\*STAR – particularly under the Operation and Technology Roadmap (OTR) scheme – Skyfy began to fulfil these goals.

Joseph brought the company's management team to attend five half-day sessions under the OTR scheme. A\*STAR facilitators worked closely with Joseph and his team. Together they came up with a streamlined technology and business roadmap, wherein they identified new deliverables to address industry needs, new markets to enter and the technology and resource requirements for the implementation of these initiatives. This served as Skyfy's unified growth plan going forward.


As part of their OTR journey, Skyfy embarked on a technical feasibility study with SIMTech to integrate Skyfy's existing technology with SIMTech's. The result of the combined effort was the Last Mile Logistics Management software – a key platform technology offered under the Model Factory initiative.

The Last Mile Logistics Management software aims to help drivers optimise their routes. Joseph says, "Before the job gets sent out to the driver, it needs to be route-optimised. Every day, the company will get the jobs, input them into our system to optimise, and dispatch to all drivers."

Skyfy Technology provides GPS monitoring and innovative fleet-management systems to travel and logistics companies to monitor delivery fleets and increase productivity.

When entrepreneur Joseph Ng purchased Skyfy in 2015, the company was struggling to turn a profit. Joseph turned to A\*STAR's Operation and Technology Roadmap (OTR) to revive the company's fortunes. Today, Skyfy has a net worth of S\$3.5 million.





Computing a vehicle's size, cargo size and priority to the customer, the Last Mile Logistics system can calculate and take advantage of the best driving routes, in turn reducing time on the road while increasing delivery rates. Creating the metrics and testing the Last Mile Logistics software in an advanced research facility allowed Skyfy to expand its portfolio of services.

As a result, since 2015, Skyfy's services have grown to include fleet and vehicle management, operation and route optimisation, last-mile logistics management systems, waste-management systems and more. The company's client list is as extensive as it is impressive, with names such as ZTP, NTUC Unity and Ren Ci Hospital.

Always thinking a step ahead, Joseph is confident that the company can handle a regional expansion in Southeast Asia in the near future.

Apart from hard work and perseverance, Joseph credits Skyfy's success to its collaboration with A\*STAR. He looks towards the future and hopes to inspire other small and medium enterprises, saying, "This project with A\*STAR will further strengthen our vision and define our future, which is to serve, enable, empower and energise local SMEs."

*"We are also in discussion with A\*STAR for a potential T-Up to build our second-generation software, which will allow customisation of products and services to diagnose and cater to individual client's needs."*

- Joseph Ng, Director, Skyfy Technology



Technology for Enterprise Capability Upgrading (T-UP) is a scheme that allows business to identify and implement R&D projects for a period of up to 2 years, with the help of seconded research scientists and engineers from A\*STAR. For more information, please visit [bit.ly/astar\\_tup](http://bit.ly/astar_tup)



## CHALLENGES

- \* Low profitability till 2015: S\$10,000 – S\$20,000 annually
- \* Outdated technology unable to compete with business rivals



## SOLUTIONS

- \* Mapped out Skyfy's united growth plan after participating in A\*STAR's Operation and Technology Roadmap (OTR) scheme
- \* Co-developed new products with A\*STAR
  - Last Mile Logistics Management System – a solution (with proprietary GPS vehicle-tracking system) that is available for adoption under the Model Factory initiative
  - Mobile Digital Video Recorder (MDVR) and its own mobile application



## RESULTS

- \* Automated and reduced route-planning time by >50%
- \* Reduced delivery time, petrol and manpower costs by 20%
- \* Grows company revenue by more than 175 times in two years and achieves a current net worth of S\$3.5 million.
- \* Expanded clientele to over 1,800, including NTUC Unity Pharmacy, ZTP, Yummi House and Ren Ci Hospital



## Model Factory

*The Model Factory Initiative is introduced by A\*STAR in 2015. It is a live manufacturing production environment, coupled with a virtual environment, where companies can learn, collaborate on and develop Industry 4.0 technologies. It provides a safe environment where companies can learn and test newer Industry 4.0 technologies within a collaborative ecosystem of partners. For more information, visit [bit.ly/astar\\_mf](http://bit.ly/astar_mf)*