



OneSystems Technologies Singapore: Pioneering Innovation in Integrated Security Solutions

By Aldric Tan, Cheryl Peh, Enrique Chee Zheng Long, Ng Shi Hui and Shermaine Boey
Supervising Professor: Lilian Ho

OneSystems Technologies is a Singapore-based company in integrated security and communication solutions, renowned for its innovative approach to connecting and protecting organizations across various industries. Founded in 2005, the company has built a strong reputation for delivering reliable, end-to-end systems that range from cutting-edge audio-visual setups to robust network infrastructures. Through its strategic partnerships with industry giants and a commitment to excellence, OneSystems has also expanded its footprint internationally, solidifying its position as a trusted global player in the technology sector.



OneSystems Technologies and its many employees contributing to its success

From Humble Beginnings to Global Reach: The Remarkable Journey of OneSystems Technologies

In the fast-paced world of technology, where innovation and agility are keys to survival, OneSystems Technologies stands out as a company that has not only weathered the storm but has emerged stronger and more resilient. Founded in 2005 in the bustling city-state of Singapore, OneSystems Technologies began with a vision to revolutionize the way organizations manage their security and communication systems. What started as a small venture has now grown into a global player, known for its cutting-edge solutions and unwavering commitment to excellence.

The Genesis: A Vision to Connect and Protect

Eunice's motivation to establish OneSystems Technologies was driven by a profound sense of unfulfillment and feeling undervalued in her previous role within the security trading and distribution business, despite her significant contributions in her previous company. During one interaction with a customer, Eunice encountered a customer struggling with the installation of a security system involving fifty CCTV cameras.

Recognizing a market gap and the need for fully integrated, turnkey solutions, the founder, Eunice envisioned a company that could provide both high-quality end-to-end security solutions and integrated communication systems on a single, cost-effective platform. This approach would streamline operations for customers, eliminating the need to juggle multiple providers and ensuring seamless integration. With this vision, and alongside her then-fiancé, Jason Lee, Eunice took the bold step of leaving her former company and starting OneSystems Technologies, to achieve her vision of offering comprehensive solutions that bridge the gap between security and communication.

With this vision, OneSystems Technologies was born. From its early days as a 3-man start-up, the company relied heavily on word-of-mouth promotion and focused on building strong partnerships with industry leaders like Panduit, CommScope, and Cradlepoint, which allowed them to leverage cutting-edge technologies in their projects. Their reputation for quality and reliability quickly grew, earning them a trusted name.

A National Milestone: Contributing to the National Day Parade

One of the pivotal turning points in the company's history came when they were selected to contribute to Singapore's National Day Parade (NDP) in 2005. Known for its grandeur and precision, the NDP is a highly anticipated event that showcases the nation's pride and unity. OneSystems Technologies was tasked with providing the communication and security systems for the parade—a monumental responsibility that underscored the company's growing reputation.

The team designed a digital surveillance system using multiple types of cameras strategically placed, including in key locations such as the Mass-Rapid-Transport (MRT) stations near the parade. The system transmitted data via mobile networks to a central command center, offering a more reliable and less labor-intensive solution. Their systems played a crucial role in ensuring the smooth execution of the event, from securing the premises to facilitating seamless communication among organizers and participants. Despite not being profitable, this achievement not only

highlighted OneSystems Technologies' capabilities but also cemented their standing as a key player in national projects.

Surviving the Storm: From the Brink of Bankruptcy to Rebirth

Despite its early successes, OneSystems Technologies faced a critical juncture that threatened its very existence. Back in 2008, OneSystems Technologies won a significant project with Micron, one of the world's largest semiconductor companies specializing in memory and storage chips. Despite being smooth-sailing initially, OneSystems Technologies suddenly found itself on the brink of bankruptcy when a client's engineer insisted that the company absorb an unjustified \$1.3 million cost. Although frustrated and concerned at the situation, at significant financial risk, the team remained committed to completing the project to the highest standard.

Two months later, the client's project manager reviewed the financials with Eunice, meticulously going through the cost calculations on a whiteboard. It soon became clear that the client's engineering team had made a significant mistake. The situation quickly shifted and the team was not only absolved of the unjustified cost but also received a commendation from the project manager for its unwavering work ethic in such challenging circumstances. Through sheer determination and a relentless focus on innovation, the team emerged from the crisis more robust and better equipped to handle future challenges.

Expanding Horizons: From Singapore to the World

Having survived its most trying period, the team expanded its project capabilities year on year. Bouncing back from the global Covid-19 pandemic, in 2023, OneSystems Technologies began to set its sights beyond Singapore, beginning with the Malaysian market and subsequently venturing into Indonesia and Philippines.

However, the journey into international markets was not without its obstacles. The team faced difficulties navigating foreign regulatory environments and struggled to recruit a skilled talent pool. Attempting to replicate the successful Singaporean business model overseas also increased OneSystems Technologies's financial risk exposure due to significant capital investments. These challenges prompted Eunice to re-evaluate the business model, recognizing that the end-to-end solution approach might not be suitable for market entry. In response, OneSystems Technologies pivoted to a consultancy-focused business model. This new approach emphasizes on design and project management, with the actual implementation outsourced to reliable local partners.

Looking Forward: The Future of OneSystems Technologies

As OneSystems Technologies looks to the future, the company remains focused on innovation and growth. Nevertheless, the company's path ahead will not be without challenges. The influx of multinational corporations in Singapore has intensified competition, and the rising cost of inputs due to inflation has added pressure on margins. However, OneSystems Technologies has developed strategic plans that position the company to not only weather these headwinds but thrive in an increasingly competitive landscape.

The journey of OneSystems Technologies is a testament to the power of vision, resilience, and adaptability. From its humble beginnings in Singapore to now being a regional player, the company has shown that with the right blend of innovation and determination, anything is possible. As they

continue to expand and evolve, OneSystems Technologies remains committed to their founding principles and vision "to be Asia's most trusted ICT and security systems partner".