



Pioneering Innovation in Integrated Security Solutions

OneSystems Technologies continues to establish strong foothold in Singapore with strong track records and revenue streams

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"Failure is not defeat; it is the pathway to success. So enjoy the process, stay focused, and make your dreams come true," says Ms. Eunice Hong, CEO of OneSystems Technologies. Her unwavering resolve, fueled by a childhood dream of becoming an entrepreneur while growing up in the small village of Kulai, Malaysia, has propelled her to become one of the most successful entrepreneurs in Singapore today. Despite facing numerous setbacks, she views failure as an opportunity to learn, which enabled her to build OneSystems Technologies from the ground up on March 30th, 2005.

The company has reached numerous milestones over the 19 years since its establishment, including being honored with the prestigious E50 award in 2023. Today, OneSystems Technologies is recognized as a leading system integrator, specializing in communications and security systems for businesses across diverse industries, including multinational corporations and government agencies. The company's clients include prominent names such as Siltronic and Micron.

Birth of OneSystems Technologies

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. This dissatisfaction ignited her determination to create a company where her vision and efforts would be truly recognized. Even after leaving her former company, her expertise continued to attract clients seeking her advice for communication and security services. During one such interaction, Eunice encountered a customer struggling with the installation of a security system involving fifty CCTV cameras.

The challenge was not just the product but the entire installation process. Recognizing a market gap and the need for fully integrated, turnkey solutions, 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.



OneSystems Technologies proudly secured 18th place in the prestigious Enterprise50 Awards 2023.

With this vision, and alongside her then-fiancé, Jason Lee, Eunice took the bold step of founding OneSystems Technologies, committed to offering comprehensive solutions that bridge the gap between security and communication.

Building Trust from Humble Beginnings

When OneSystems Technologies first started, it was a modest team of three with no track record or established customer base. Convincing clients to place orders was challenging, especially given their limited resources and lack of publicity. To overcome this, the team focused on securing one valuable customer—someone who wasn't just looking for a one-time purchase but had the potential for repeated business. They identified a small manufacturing company that needed fewer than ten cameras. Despite the modest size of the initial order, the team recognized that this customer could be the gateway to other opportunities in the manufacturing sector.

By delivering exceptional service and ensuring a high-quality installation, they began to build their reputation. Word spread within the industry, and slowly but steadily, OneSystems Technologies accumulated financial strength and trust, eventually securing larger contracts, including becoming the first security systems provider for the Singapore National Day Parade.

Role in Singapore National Day Parade

OneSystems Technologies secured a major breakthrough as the first security systems provider for the Singapore National Day Parade in 2005. Eunice, who had connections within the event's planning network, discovered that the security solution in use was heavily reliant on manpower. With up to 60 soldiers being deployed over six weeks of rehearsals to guard the parade, Eunice proposed a more efficient, technology-driven approach.

She 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. Despite the challenge of convincing the parade organizers, who were initially hesitant to entrust such a big task to a woman in a male-dominated industry, Eunice demonstrated the system's capabilities through detailed demos and regular progress updates. She built trust gradually, proving that her technology could handle the demands of a large-scale event like the National Day Parade. Although the project did not generate any profit, Eunice saw it as an opportunity to build a track record.

With no competitors venturing into digital systems at that time as many still use the analog approach, OneSystems Technologies stood out, proving their capability and setting the stage for future success. This project was pivotal, not just for the company's reputation, but also a good demonstration of their ability to handle large-scale, high-stakes events, even without extensive resources and publicity.

Growing Success

Following the success of the Singapore National Day Parade, OneSystems Technologies embarked on a monumental project with Siltronic, a Munich-based manufacturing company of wafers for the semiconductor industry. The project took roughly a year, with it beginning in 2006 and concluding in 2007. Despite still being a small team of just three, Eunice and her team took on the \$3.5 million project, which involved integrating data infrastructure, CCTV access control, and revamping six other systems for Siltronic. Initially, one of the competing companies, a German multinational technology conglomerate, was the likely choice for Siltronic, given Siltronic inclination toward contractors with a strong international presence. However, Eunice's relentless determination and perseverance shifted the momentum. She showcased how OneSystems Technologies could provide a localized solution, with a team on the ground in Singapore offering day-to-day support and a superior technical solution.

The project's scale and complexity pushed the team to their limits, and Eunice often found herself in tears while walking to the site, overwhelmed by the task at hand. Nevertheless, she remained resolute in her commitment to the company's vision of becoming a leading system integrator of ICT and security system partner for all businesses. Her perseverance paid off as OneSystems Technologies emerged as the first contractor to complete the project, securing a significant achievement for the company and solidifying its reputation in the industry.

Brink of Bankruptcy

Shortly after the Siltronic project in 2007, OneSystems Technologies seized a major opportunity with Micron, one of the world's largest semiconductor companies specializing in

memory and storage chips. Despite the success of securing the Micron project in 2008, OneSystems Technologies found itself on the brink of bankruptcy when a customer's engineer insisted that the company absorb an unjustified \$1.3 million cost. Although frustrated and concerned about the situation, Eunice remained committed to completing the project to the highest standard, even at significant financial risk. Her focus was on effectively managing the project, regardless of whether it meant breaking even or incurring losses.

Two months later, the customer's project manager reviewed the financials with Eunice, meticulously going through the cost calculations on a whiteboard. It soon became clear that the customer's engineering team had made a significant mistake. The situation quickly shifted—Eunice was not only absolved of the unjustified cost but also received a commendation from the project manager for her unwavering work ethic in such challenging circumstances.

The team's dedication, which underscored OneSystems Technologies' commitment to delivering high-quality results even in the face of adversity, enabled the company to further solidify its reputation as reliable and technically proficient partners. Many of their existing customers continue to choose and stay with OneSystems Technologies to this day.

Initially managing a single project over the course of a year, OneSystems Technologies expanded its capabilities to handle multiple projects annually. This growth trajectory led the company to achieve over \$10 million in revenue and expand from a small team of three to over 100 employees by 2015.

Commitment to its Employees

OneSystems Technologies offers comprehensive training and development programs to equip their over 100 employees with the skills needed to excel in their roles. These programs include upskilling courses, leadership and management training, and overseas immersion trips. Throughout its impressive journey of growth and success, OneSystems Technologies has always recognized the unwavering commitment of its employees. Many of these employees have made significant personal sacrifices, such as leaving their families behind in their home countries, to join the company. Recognizing and acknowledging these contributions, Eunice has consistently prioritized the well-being of her employees and their families, viewing them as the cornerstone of OneSystems Technologies' achievements.

As a meaningful gesture of appreciation, Eunice launched an education support program in 2016. This initiative was created to express her gratitude and to uplift her employees by directly benefiting their families.



OneSystems Technologies is committed to giving back to its employees through various programs and events.

The program provides tuition fee coverage for all permanent staff members with children under the age of 18. Through this initiative, Eunice aims to empower the next generation, ensuring that the children of her employees have access to the educational opportunities they need to succeed. She believes that through education, these children can change the trajectory of their families, creating a positive influence for generations to come. This initiative has also fostered a sense of value and recognition among her employees, enhancing their motivation to continue contributing positively to the company's success. By 2020, the company expanded its workforce from 100 to over 150 employees.

Giving Back to Society

Beyond OneSystems Technologies' commitment to its employees, the company is also committed to creating a positive impact on society. For the past decade, while tirelessly growing her company, Eunice has been equally devoted to improving the lives of children in need.

Her passion for this cause stems from her own aforementioned challenging journey to entrepreneurship. Believing that education is a fundamental right that every child deserves, Eunice felt compelled to take action when she learned about the harsh realities of child trafficking in India and South Africa. Determined to make a difference, she joined the fight to rescue trafficked girls in these countries. She also provided them with education and helped rebuild their lives. Her compassion also extended to the orphaned children in Myanmar, who were deeply affected by the 2019 Covid pandemic.

Guided by the vision of creating an ecosystem that supports children and women in need, Eunice founded OneSystems Technologies' first CSR initiative, "The Story of Hope." Through this project, she and her team aim to bring hope to the hopeless, working alongside employees, partners, and clients to ensure that no child is left behind.

Implementation of the ERP System

Just as Eunice's commitment to her employees and societal impact reflects OneSystems Technologies' broader values, the company's dedication to improving its internal processes underscores its commitment to excellence and efficiency in all aspects of its operations. Recognizing the need to scale and manage its expanding operations effectively, the company transitioned from manual record-keeping to digital solutions by implementing a robust ERP system in 2020. This upgrade was particularly important as the company began working with more sophisticated clients, including those in the Fortune 500, whose expectations for efficiency, accuracy, and speed were exceptionally high.

This ERP system allowed the company to integrate and streamline its operations, providing a centralized platform where critical business data could be accessed in real time. Employees gained immediate access to essential project information such as profit and loss statements, inventory levels, and cost reports. This not only improved the speed and accuracy of decision-making but also enhanced transparency across all levels of the organization. Moreover, the ERP system facilitated better communication and collaboration between departments, breaking down silos that had previously hindered efficiency.

Early Journey into International Markets

Three years after this significant digital transformation, OneSystems Technologies embarked on its international expansion in 2023, beginning with the Malaysian market and subsequently venturing into Indonesia and the Philippines. Malaysia was chosen as the initial overseas venture as it allowed OneSystems Technologies to leverage the existing client base that it had established in Singapore.



OneSystems Technologies' first CSR initiative, "The Story of Hope."

These clients, having set up factories in Malaysia, requested OneSystems Technologies to extend their security and communication solutions to their new factories. The cultural similarities between Malaysia and Singapore also contributed to the decision, making it a logical and straightforward entry point for OneSystems Technologies.

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 the significant capital investments required. These challenges prompted Eunice to reevaluate the business model, recognizing that the end-to-end solution approach might not be suitable for international markets. In response, OneSystems Technologies pivoted to a consultancy-focused business model for its overseas operations. This new approach emphasizes on design and project management, with the actual implementation entrusted to reliable local partners.

Although OneSystems Technologies is still in the early stages of its international expansion, its vision "To be Asia's most trusted ICT and security systems partner" is well on track. The company has already embarked on several international projects.

Looking into the Future

Looking ahead, OneSystems Technologies has achieved remarkable growth, with 20%-30% year-on-year revenue increases over the past three years. The company has also maintained a strong track record, generating a total revenue of \$30 million and consistently achieving a financial level of at least \$1.5 million. Additionally, they are registered with the BCA under workhead ME04 at the highest L6 grade in Singapore, a distinction held by only 28 companies as of June 2023.

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. One of the core strategies involves the evolution of OneSystems Technologies's business model in overseas markets. Recognizing the need for a more flexible and cost-efficient approach, the company is shifting its focus towards consultancy-based solutions. By leveraging its deep industry knowledge and technical expertise, OneSystems Technologies can deliver high-value services that are less capital-intensive and offer better margins compared to traditional end-to-end implementations.

In addition to refining its overseas business model, the company is also taking proactive steps to diversify its revenue streams. A key initiative in this regard is the uptake of innovative solutions like the IOT Power Link Box. This cutting-edge, sector-agnostic technology is designed to be easily deployed across various industries, significantly broadening the company's potential market. By expanding its offerings to cater to a wider range of sectors, OneSystems Technologies is opening new avenues for growth and securing a more stable and diversified revenue base.

As the company continues to navigate the complexities of a dynamic global market, its ability to anticipate challenges and respond with strategic agility will be crucial. With a strong foundation of expertise and a clear vision for the future, OneSystems Technologies is well-positioned to maintain its growth momentum and consistently deliver exceptional value to its clients.

“At OneSystems Technologies, innovation is a cornerstone of their mission. By continuously investing in research and development, they strive to stay at the forefront of technological advancements in the security and communication industry. This commitment is encapsulated in their mission statement: to provide organizations with cutting-edge, reliable, and cost-effective turnkey solutions in security and communication systems.”



OneSystems Technologies' Dinner & Dance 2023 that celebrated the hard work and dedication of its employees over the past three years during the pandemic.