

Clearhub: Be Connected to a Mobile Lifestyle

On the side of CommunicAsia 2010, Telecom Review met with Mr. Kevin Chia, founder of Clearhub, to discuss its latest mobile value services offerings.



Mr. Kevin Chia, founder, Clearhub

Can you give us an overview of Clearhub?

Clearhub Pte Ltd (Clearhub) is a leading global company that creates solutions for mobile communications and mobile collaboration markets, increasing productivity and impact through technology.

Since its inception in May 2003, Clearhub focused its efforts on innovation with Research & Development as a critical advantage to its strategy. Clearhub has developed a cloud computing mobile service technology platform enabling any mobile service for virtually any mobile phone. This platform

is well supported with back-end service provisioning, customer care and billing functionalities to seamlessly integrate to service providers' platform, for both prepaid and postpaid subscribers.

Based in Singapore, Clearhub was founded by Mr. Kevin Chia and Ms. Michelle Chan, both veterans with an entrepreneurship track-record in the telecommunications industry. The founders of Clearhub previously founded iSoftel in 1998. Clearhub is privately held and was started under the Economic Development Board (EDB) startup scheme (SEEDS).

Do you have any presence in the Middle East region?

In March 2010, Clearhub has announced a strategic partnership with Allied Soft, a leader in IT service company operating in Egypt. This strategic alliance combines Allied Soft's deep knowledge and experience in Egypt, Africa and the Middle East with Clearhub's award-winning ringEmail mobile email with organizer and Instant Messaging (IM) service to reach out to the fast growing Egypt mobile subscribers' market.

Who are your major clients?

Clearhub's flagship product, ringEmail push Unified Mobility Suite has been launched by more than 10 large regional mobile operators: namely Telecom Italia (Brazil), Movistar (Chile), Vinaphone (Vietnam), Mobifone (Vietnam), Telkomsel (Indonesia), Telkomflexi (Indonesia) and etc.

Microsoft has collaborated with Clearhub to white-label ringEmail for Push Email with Windows Live Hotmail branding to be offered to mobile operators globally. Global mobile operators, service providers, content providers, device manufacturers, enterprises and the government prefer ringEmail, affordable cloud computing model, which is designed to be 50 times faster and 50 times less data usage.

What does your portfolio of solutions include?

Clearhub's flagship product, award-winning and patented ringEmail push Unified Mobility Suite, a secured and feature-rich suite of services that provides both consumers and IT with the mobile security and control

it needs, and users, with a great experience for mobile collaboration and connectivity on virtually any mobile phone (www.ringEmail.com).

Other Clearhub's services include: 12wap Personal & Enterprise Wap Portal (www.12wap.com) and mClassified Mobile Classified service (www.mClassified.com), are offered to Mobile Operators, Service Providers and Enterprises on a SaaS (Software-as-a-service) model.

What can you tell us about your ringEmail solution?

RingEmail push Unified Mobility Suite is a secured and feature-rich all-in-one.

- Push Email (support multiple POP3/IMAP, Microsoft Exchange and Lotus Domino mail accounts)
- Instant Messaging (with most popular IMs including Microsoft OCS & Lotus Samtime)
- Mobile Organizer (both ways synchronizing between Microsoft Outlook contacts, calendar, notes and tasks and your mobile phone – "cradle-free")
- Push RSS Feeds (choose from more than 3500 channels)
- Communication with smart call and smart sms

RingEmail service is targeted at the untapped mass market for a unified mobility suite of services on any mobile phone of choice and is white-labeled to MSN Group for Hotmail mobile push mail service.

How do you look at the future of mobile Value Added Services?

With the massive mobile data growth, it is driving transition for all players in the value chain between mobile operators, developers and equipment providers. Apple iPhone and iTunes ecosystems have changed the way we use our mobile phones and experience for mobile Value Added Services (VAS). With the mass adoption of China-made mobile phones, it has also driven demands for mobile VAS to be available for mass market mobile phones.

The future of mobile VAS would mean that for many consumers and enterprises, the internet will be mobile with social networking, mobile messaging and mobile collaboration, video and music, VOIP across most mobile phones available (service management and portability in a multi technology environment).

What differentiates your mobile applications and services from competition?

RingEmail push Unified Mobility Suite of services has contributed tremendous savings to our customers (not limited to below) as follows:

- Reduced Cost – Customers do not need to invest in expensive infrastructure but only pay for the service incrementally, saving them money. RingEmail service is designed with compression

technology to optimize data usage and thus ringEmail service saves the user time and money in terms of a 50 times faster and 50 times less data usage service when using ringEmail service.

- Highly Automated & Secured – IT personnel no longer need to worry about keeping software up-to-date as the ringEmail service will be maintained by Clearhub. Any new enhancements to the ringEmail service, users just need to download a new mobile client/application to their mobile device with the new ringEmail service enhancement without affecting their data in ringEmail service. RingEmail service with AES-128 encryption, authentication and symmetrical keys provide end-to-end security for all data.

- Flexibility & Ease of Use – Users change mobile device very often or prefer their choice of mobile device. RingEmail service mobile client/application is free to download to any mobile device and is accessed with a user name and password. RingEmail service supports virtually any mobile device.

- More Mobility & Increased Productivity – Users can multi-task on their mobile device with ringEmail service at the same time on a unified (one) mobile application with easy switching between the ringEmail suite of services, just as you would on your desktop computer. RingEmail enables

users with push connectivity to their multiple email accounts, instant messaging (IM) accounts, accessing RSS feeds, contacts, calendar, notes and tasks and enabling communications (Smart Call & Smart SMS), anytime and anywhere.

- Green Technology – RingEmail service designed for optimized data usage would result in low data consumption and low battery consumption for the mobile device – go green with ringEmail service.

What is next for Clearhub?

Clearhub has a proven track record of successfully capturing market transitions, beginning in 2003 with the reality that mobile messaging as the future killer: mobile applications and mobile email and mobile IM would all be one, moving from the PC world to the mobile space.

Clearhub owes much of this to customers as listening to their needs, ideas and challenges, etc. to help what is needed for their success. Thus, Clearhub is ready to help customers stay ahead of market shifts so that Clearhub will be able to assist customers as they evolve, as their industry and needs evolve. Clearhub is committed to innovation and research and development and there are several roadmaps in the pipeline to continue to address customers' needs for the future, staying ahead of competition. ■