MYNIC INITIATIVES AS ENABLER IN MALAYSIA’S DIGITAL ECONOMY

5 September 2019
Jen Hotel, Puteri Harbour, Iskandar Puteri
Background

“With the Fourth Industrial Revolution already upon us, it has become more crucial than ever to develop essential skills among young Malaysians, which requires not only data-driven skills, but also mental agility, particularly when disruption has become the norm in our everyday lives”

Tun Mahathir Mohamed
18 April 2019

“The government is committed to move forward by focusing on the digital economy to help Malaysians communicate and stay connected and seeing local businesses compete positively as they grow into global brands”

YB Gobind Singh Deo
23 February 2019

“The government has a responsibility to ensure that Malaysians do not get left behind in the digital economy”

YB Gobind Singh Deo
11 October 2018

“The National Fiberisation and Connectivity Plan (NFCP) launched last year with the aim of providing reliable, fast and affordable broadband services to the people, targeted to cover at least 98 per cent of key populated areas with speeds of at least 30 Mbps by 2023”

YB Gobind Singh Deo
23 February 2019
Our Focus
Digital Economy Ecosystem

DNS and DNSSEC are the critical elements in the Digital Economy Ecosystem.
Our Focus Areas

**Accelerate Adoption**

Accelerate adoption of digital presence by running a pilot program targeting specific focus group.

For this project the focus group is the entrepreneurs who are in the sub-urban and rural areas.

**Collaboration To Promote The Adoption Of Digital Presence**

Collaborate with agencies, states, NGOs and industry players to promote the adoption of digital presence.

Some initiatives may introduce new domain categories for specific groups.

**Enhance Government Security**

Enhance the government security related to the usage of domains.

Protecting government agencies against cyberthreats by leveraging on DNS as 1st layer defence.

**MYNIC Branding, Awareness & Other Initiatives**
The Plan:
Short Team
Medium Term
Long Term
Strategic Approach Plan

E.S.S.A is the approach that will be used in the initiatives by MYNIC to produce optimum result.

**ESTABLISH**
Engage desired focus group & secure more high-level collaboration with MOU & agreement signed.

**SEEDING**
- Execute industrial development programs to focus groups. Provide guidance, training programs and marketing assistance as well as mentor-mentee concept.

**STABILIZE**
- Managing the performance.
- Improvise & enhance the process based on check & balance result.
- Monitoring of the progress & sustainability of the program.

**AMPLIFY**
To propose & suggest additional value that can be added to the program from time to time.
Accelerate Adoption of Digital Presence at Sub-Urban and Rural Areas

- In the World Bank 2018 Report, Sep ‘18, the agriculture industry scores the lowest penetration point (1%) in digital technologies adoption and online presence.

- Digital economy provide advantages and opportunities that are not found in a traditional business model. With the adoption of the digital presence, the sub-urban and rural entrepreneurs will gain many benefits such as:
  - Enabling the entrepreneurs participate in direct B2B and B2C.
  - Opening up opportunities for entrepreneurs to expand market reach locally and globally.
  - To prepare the entrepreneurs for future global digital economy.

- Pilot project commencing with series of launching, training and monitoring programs from 20 April 2019 onwards being held at Jasin Melaka, runs parallel with NFCP launched by YB Gobind Singh Deo on 8 Jan 2019 at the same venue.

Establish web presence | Drive web traffic via SEO | Establish social media presence | Conduct digital marketing to target customers
Mr. Ibtisyam started his online business after joining MYNIC’s training program early this year. By selling chicken through online presence, the sales have increased drastically. Started selling from 500 chicken in April 2019, the order has increased up to 2,000 chicken after he used online marketing method through Website, WhatsApp and Facebook Page. Selling online really does help him in introducing his business not only in Malaysia but also at international market.

Samtani.my success story video
Success Stories

Ayzpicture.my

AYZ PICTURE is founded in January 2014 and located in Malacca. She has more than 5 years of experience to capture precious moments of their customers and portray them in the form of beautiful pictures. Her mission is to offer high quality pictures with varieties of services and packages. Started from RM1,000 per month income, she applied marketing strategy adapted from the training to entice local customers by using online marketing tools via Website, WhatsApp and Facebook Page, and now she has increased her income up to RM3,000 per month.
Nor Hazimah Hanapi has more than 3 years of experience in making rubber stamp and established her own shop since March 2016. Her online website pakarrubberstamp.my was established in July 2019 when she enrolled into MYNIC’s training. She started to have her own website and make use of media social marketing tools. With a humble beginning with just a very small shop and average monthly revenue about RM 1,800 to RM 2,500, the revenue has increased up to RM5,000 per month.
Collaboration To Promote The Adoption Of Digital Presence

• Every organization has their digital initiatives in transforming the industry players towards digital economy. It is synergistic for MYNIC to collaborate with the organization ie states, agencies, NGOs and industry players to accelerate the adoption on the digital presence and centralizing industry information.

• By adopting digital economy, the organization will able to promote their business to expand the market reach locally and globally. MYNIC is the enabler that combines the various industry players into the unified digital platform.

1. Build a digital platform
2. Categories industry
3. Establish social media presence
4. Conduct digital marketing to target customers
MYNIC Branding, Awareness & Other Initiatives

MYNIC’s Collaboration With States, Agencies And Other Industries Players In The Digital Economy

Engaging with Selangor on digitalization initiative e.g Selangor.my

Engaging with Melaka on digitalization initiative e.g Melaka.my

Collaboration with SSM for purpose of mandating .MY to all companies and businesses registered with SSM

MYNIC-MYIPO to be launched in Q1 2019. Collaboration with MYIPO is to protect the online branding via registration of .MY domains, trademarks and intellectual properties of Malaysia businesses

Engaging micro SMEs on awareness & providing platform going online and protecting digital branding

As trusted platform for e-commerce and secure online transaction
MYNIC Branding, Awareness & Other Initiatives

MYNIC’s Branding Initiative To Promote Awareness With Industry Players.

Engagement and awareness campaign among pharmacists and get them be presence online

Partnering with Wired Music Week (largest Asia Electronic Music Conference & Festival) in promoting .MY and the importance of Digital Branding in Music industry

A tech submit event that showcase the AnyCast, Search Engine Optimization, Digital Identity, Blockchain, DNS Analytic and how these technology are being used adopt in the digital economy on 24 January 2019

Collaboration with NCBM to create awareness of website accessibility for the blind community by complying to established standard
Enhance Government Security Using DNS As 1st Layer Defense

• In the 2017 security trends shows there is an increased of **92% in malware activities** that ranges from identities theft to ransomwares. These cyberthreats crosses boundaries and government core infrastructure were being targeted.

• Due to these cyberthreats, MYNIC to implement **DNS Analytics to protect government websites** and to protect government agencies against hacking, spamming, fake news/sites, and ransom wares.

• This initiative is essential for the government to increase trust in the public e-services.

• The DNS Analytics initiatives to be expanded by collaborating with NACSA, CSM, MAMPU and MKN to enhance our national security defence against cyber threats.
DNS Security & Analytics Workshop

The purpose of the workshop:

• Spur greater awareness and interest among government servant on the importance of cyber security

• Create lead-up event to better hype National DNS Security & Analytics initiative.

• Share an overview on National DNS Security & Analytics roadmaps and agenda

• Collaborators to share their experiences and thoughts

• Consultation on enablement/configuration of DNSSEC for .gov.my
Critical Success Factors (CFS)

- **Policies**: Understanding and streamlining of policies and procedures including of legal requirements that being adopted by each government and state offices.

- **Infrastructures**: Bridging the gap for IT infrastructure and resource readiness up to standard connectivity by sub-urban and rural communities.

- **Secure**: The need of safer internet by providing secured access to internet communities.
Thank you