

# INTERNATIONAL BROADCAST

**MR AALE RAZA**  
*WHITEWAYS SYSTEMS PTE. LTD.*

Established in Feb 2011, Whiteways Systems is a broadcast systems integration company that offers complex systems for TV, Radio, Teleports, Cable TV, DTH like satellite uplink and downlink, control rooms, studios, master control rooms as well as outdoors broadcast vans and trucks.

Primarily a dealership in its inception, Whiteways Systems eventually grew its capabilities to include the designing and building of complex broadcast solutions. Due to the high levels of expertise required, the perennial challenge was in getting specialised manpower. Mr Raza formulated a robust plan to grow slow but steadily, optimising but not straining their human resource. A more tempered rate of growth also enabled the company to maintain its high service standards. The aim was to cement a reputation of reliability, thereby securing the future of the company.

To keep up with the growing demands of the industry, Whiteways Systems regularly sends its staff for professional training. They also take part in exhibitions and symposiums and are members of industry bodies such as the Asia Pacific Broadcasters Union and Asia Pacific Institute of Broadcast Development. There are already plans to join more such communities and also showcase the company in regional exhibitions.

At the same time, through good relationships and a steady stream of business, Whiteways Systems has obtained strong support from local equipment manufacturers. This empowers them to offer technically competent solutions at very competitive pricing. This has been the company's key winning combination.

As it could take years to close a sizeable deal, the company works on a pipeline of prospects over many years, whilst seeking to expand its geographical footprint. Just last year, Whiteways Systems clinched a large deal in Mongolia, another significant milestone for the relatively new company.

Reflecting on his company's success, Founder and CEO Mr Raza notes that his greatest business achievement has been to expand into new territories and new markets, including Papua New Guinea, Fiji and Mongolia. "Venturing into these countries, finding customers, convincing them to give us large complex projects and then executing them under tough conditions is something we are extremely proud of!" says the distinguished-looking CEO with a smile.

Mr Raza worked in a similar organization prior to embarking on his startup. After the former was acquired by an American NASDAQ listed entity, he decided it was time to build his own legacy in the industry. Noting the importance of his work experience, Mr Raza is also quick to acknowledge the need to acquire new skills and adopt new technologies - essential elements to tackling an industry that evolves rapidly.

As part of their future growth plans, the company is looking to become a manufacturer, bringing their backward integration strategy to completion. Additionally, Mr Raza intends to grow the company horizontally by venturing into emerging markets, ultimately finding a foothold in the online, streaming, OTT and social media universe. His ultimate goal? Converting raw materials into complex high-tech solutions for their clients.



**EGO COGITO, ERGO SUM**  
**(I THINK THEREFORE, I AM)**

## UP CLOSE & PERSONAL

### What excites you about the future of your industry?

Video and audio are growing exponentially, both in traditional medium and on the internet. The traditional barriers to growth are vanishing. Radio as a mass media medium is making a come back. Social media has led to the widespread distribution of both audio and video content. The propagation of content has become increasingly liberal (if we may use that term) - leading to a huge demand for content production tools and technology. All this is obviously great news for us. I believe we are seeing a content revolution and this expansion will continue for decades to come.

### How do you approach problems in life?

Every problem has two sides to it. Our business problems are likely also problems our competitors face. If our competitors are not willing to go the extra mile to serve the customer, but we are able to deliver - then we can charge a premium. As such, every problem can be seen as an opportunity.

### Passion or Practicality?

Passion is what drives me. I love my business, my industry, my company, my employees, my customers, my suppliers and the people who help me conduct my business.

### How has your past experience helped you as an entrepreneur?

I started business at the age of 45. By then, I had already garnered the experience of running a company and weathering trials and tribulations. I had the tremendous fortune of being acquainted with closing large multi-million dollar deals and managing cash flow. I understood the value of spending money only after earning it. All these helped shape my business philosophy and I am pleased to share that we have not faced a problem with our cash flow till today!

### How do you stand out from your competitors?

We have two main groups of competitors - the first being European or Australian companies. These companies charge a hefty premium. Asian customers tend to be price sensitive - so if we are able to provide a technically competent solution at a lower price, we are in a good position to win the deal.

The second group of competitors are other Asian companies. To compete, we push ourselves to prove to the customer that we have the superior solution at a similar price point.