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## Building a brighter future by empowering communities through digital technologies

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ACCESS to fast and reliable internet should not be limited to those who live, work or operate a business in major cities. In the 2023 Budget, Prime Minister Datuk Seri Anwar Ibrahim emphasised the importance of fast and dependable Internet connection for the people, stating that it has become an essential aspect of modern life that should be accessible to all.

In a recent survey by the Department of Statistics Malaysia, 95.5% of households in Malaysia are connected to the internet in 2021. However, of that figure, only 41.2% are connected to the internet via fast and reliable fixed broadband.

While mobile broadband connects the majority of households (94%), users often face issues such as unreliable performance, speed fluctuations based on location and number of connected users, as well as data usage limitations.

One of the main stumbling blocks to connecting household in the rural and suburban areas with fibre optic broadband is the hefty investment needed to provide the infrastructure. Allo Technology Sdn Bhd (Allo), as a subsidiary of Tenaga Nasional Berhad (TNB), provides a solution to a cost-effective and faster deployment of fibre optic connectivity.

By leveraging on TNB's fibre optic network in Peninsular Malaysia, Allo can provide fast and reliable fibre optic connectiv-



Allo strives to bridge the digital divide and empower Malaysians in underserved areas.

ity in underserved areas where it would be prohibitively expensive for others to lay and maintain.

The effort will bridge the digital divide and empower Malaysians in underserved areas via various aspects, such as digital economy development, education and

community development.

### Connectivity to drive an inclusive digital economy

As digital technologies proliferate, the digital economy will become the bedrock of the modern economy. It is now impera-

tive for Malaysia to accelerate the digital economy and ensure inclusive participation of all Malaysians in the digital ecosystem.

"Having a reliable internet connectivity means it is easier to enter the digital economy nowadays," said Muhammad Azli Ibrahim, whose wife runs an online business out of their home in Kulim, Kedah.

Azli, who connects to the internet via Allo's fibre optic network said connectivity is crucial for e-commerce, as it provides infrastructure for digital transactions to take place. "Businesses today can use the internet to reach new markets and customers."

With the success of the National Digital Network Plan (JENDELA), Malaysia has made significant progress in improving the state and coverage of its fibre optic infrastructure.

With presence in Melaka, Perak, Kedah, Penang, Selangor, Kuala Lumpur and Johor, Allo is proud to be part of JENDELA that strives to make fibre optic broadband accessible, particularly in underserved areas.

Allo aims to widen the door to technological access and support the digital transformation of rural and suburban communities with its connectivity solutions that are fast, reliable and affordable.