

STUDENTS & ALUMNI

Alumnus Launches DIGITAL Marketing Start-up



Donny Soh (CS programme, 2003 intake)

Instead of taking the well-travelled route, Dr Donny Soh, SMA-1 2004 SM graduate from the SMA Computer Science Programme, prefers to chart his own career path. Along with two partners and a little help from the NUS Venture Support, he launched a start-up company, Tactica Labs Pte Ltd a year ago. His new company provides big-name clients such as Ogilvy & Mather and ExxonMobil with a suite of digital marketing channels and data mining services. These include Sales Analytics, Data Audit and Digital Marketing services.

Tactica Labs is the second venture that Donny has started. He founded Frensville in September 2005, a handphone application that reads its users' usage patterns to offer suggestions for activities. Just like Frensville, Tactica Labs customises its solutions according to their client's interests.

Donny, Chief Data Officer, recounted that he set up Tactica Labs with his partners to bridge the gap between technology and marketing. Donny met his business partners in NUS during his undergraduate days. Being proficient computer programmers, the trio actually developed their own digital marketing products from scratch. Clients are impressed that they are equally adept at both Microsoft programming languages and open source languages such as Java. In fact, Donny revealed that Tactica Labs was profitable within a year.

According to Chief Software Architect Cen Lee, the company's strategy is to fill a niche that has opened up in the digital

marketing industry. Cen said that very often, marketing campaigns do not leverage on the full potential of technology. Tactica Labs however aims to close the full marketing loop. Instead of just generating reports and charts, Tactica offers clients a suite of products that can analyse consumer patterns and trends, then proactively make recommendations for sales segmentation, cross-selling, up-selling and forecasting.

In addition to data mining, Tactica aims to develop cohesive and impactful branding for client campaigns. The company can design interactive web micro-sites that are linked to their clients' customers via push/pull SMS, MMS and Bluetooth technology. One such example is the rewards and loyalty portal that Tactica developed for local company, Hygeia Singapore Pte Ltd.

When asked for Tactica's success factors, Donny paid tribute to SMA, saying that the course taught him to learn along the way, to adapt and be flexible to deal with real-life work situations. He was also inspired by the SMA ethos of encouraging entrepreneurship.

Despite the quick success, the trio is not resting on their laurels. They are planning a Finance and Investment portal for remisers and would-be investors that would provide a common platform to post stock breakouts, market summaries, trading tips, investment advice and reach out to a wider audience.

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