

# Leading the way as top omnichannel e-commerce provider



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SITEGIANT Sdn Bhd recently won the Best Omnichannel Provider award in the e-commerce category at the Pikom Digital Excellence Awards 2024.

Founded by Stanley Lim, who is also the chief executive officer, the company is a leading omnichannel e-commerce platform that offers a comprehensive system. It enables merchants to seamlessly sell across webstores, Lazada, Shopee, TikTok, and retail stores.

With over 10 years of experience, SiteGiant is trusted by more than 10,000 merchants and has processed over RM20 billion in gross merchandise value to date.

**What does winning the Pikom Digital Excellence Award mean to you and your company?**

This award reflects our commitment to excellence and motivates us to keep pushing the limits of technology. This recognition strengthens our credibility, boosts team morale, and reinforces our leadership in the industry. We're proud to be acknowledged by such a prestigious organisation and excited to keep delivering great value to our customers and the tech community.

#### **How have your solutions helped your customers in their business?**

SiteGiant's omnichannel e-commerce solution helps merchants build a strong sales presence across various channels, including webstores, Lazada, Shopee, TikTok, and retail stores. This enhances operational efficiency by streamlining manual processes and saving time on managing multiple channels from a single platform. SiteGiant makes it easier to manage multiple channels, improves efficiency, and is cost-effective, supporting busi-

ness growth in a competitive market.

#### **What was the turning point in your business career?**

Initially, SiteGiant focused on delivering webstore solutions tailored to help businesses establish an online presence through their own webstores. As the e-commerce landscape evolved, we observed the rapid rise of marketplaces like Shopee, Lazada, and TikTok, which began to dominate online retail. Recognising this trend, we enhanced our solution to integrate with these marketplaces and began promoting the concept of multi-channel selling. This shift allowed us to stay ahead of the curve and offer a more comprehensive solution, ensuring that our clients could succeed in both web stores and rapidly growing marketplaces.

**What are some common mistakes entrepreneurs make in pursuing their goals?**

Many tech entrepreneurs get excited about new technology and forget what really matters — meeting customers' needs. Adding the latest features or trends is pointless if it doesn't solve real problems or improve user experience. While advanced technology is great, ensuring your product is useful and solves real problems is crucial. Balancing innovation with practical, real-world value is the key to creating a successful product.



**STANLEY LIM**  
Founder and Chief Executive Officer,  
SiteGiant Sdn Bhd

