

Waze is out. What should Malaysia build next?

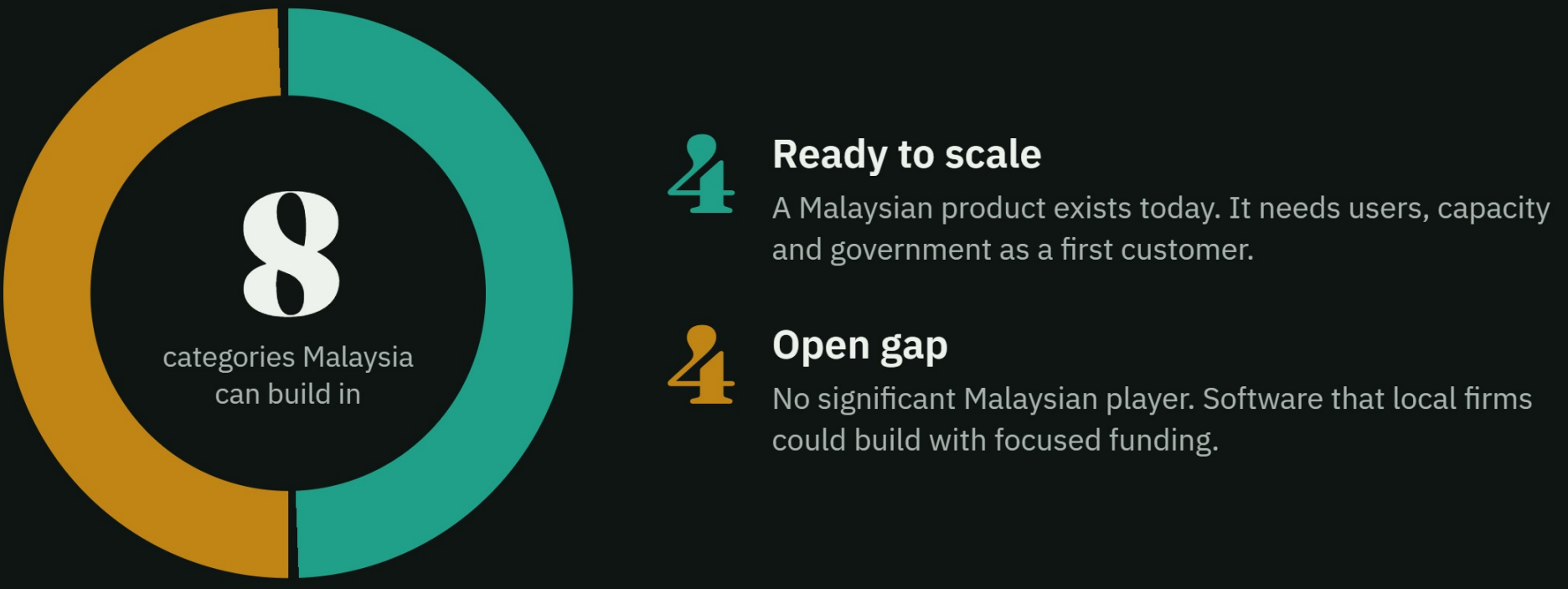
\$1B

What Google paid in 2013 for Waze, a navigation app that started in one small country. **Malaysia can build the next one.**

2 days From PMX's call to switch to TuJu (20 Oct) to the app buckling under demand (22 Oct)	11 Israeli-incorporated products in common use, by the same test the government applied to Waze	4 everyday categories where Malaysians rely on an Israel-linked product and no Malaysian firm competes yet
---	---	--

READINESS CHECK

Eight categories. Half are ready now.



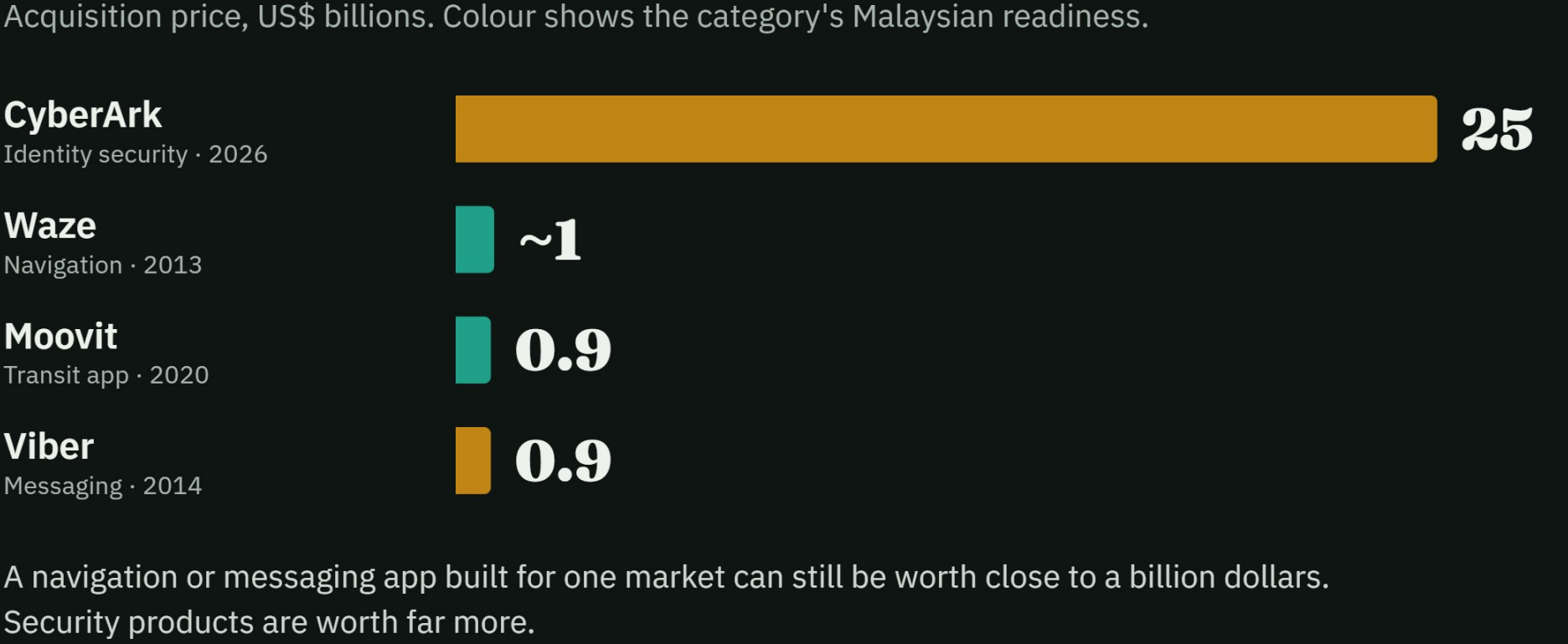
CATEGORY BY CATEGORY

Who Malaysians use now, and who could replace them

CATEGORY	USED TODAY	MALAYSIAN POSITION
READY TO SCALE		
Navigation	Waze (Google)	TuJu by LLM. Needs server capacity and map coverage beyond highways.
Public transit app	Moovit (Mobileye)	PULSE by Prasarana. Covers Rapid KL lines; could add other operators.
Website & shop builders	Wix	Exabytes , EasyStore , SiteGiant already serve Malaysian SMEs.
Security audits	Check Point (services)	LGMS and other local firms for testing and audits.
OPEN GAP		
Messaging	Viber (Rakuten)	No significant local player. Strongest case for government-grade secure chat.
Freelance marketplace	Fiverr	GoGet covers local errands. Nothing local for global digital gigs.
Work management	monday.com	No significant local player in team and project tools.
Firewall & identity products	Check Point, CyberArk (Palo Alto)	Local firms sell services, not products. The hardest gap, and the most sensitive.

THE PRIZE

What Israeli firms in these categories sold for



A navigation or messaging app built for one market can still be worth close to a billion dollars. Security products are worth far more.

THE ASK

A ban creates demand. *Malaysian firms* should be ready to meet it.

Buy local first Make government agencies the first customer for the four ready categories, starting with TuJu capacity.	Fund the gaps Target grants and procurement at messaging, work tools and security products, where no local player exists.	Publish the test A clear, published data-sovereignty standard tells local firms exactly what they need to build to.
---	---	---

Ready to scale Waze (Google) · Moovit (Mobileye) · Wix · Check Point (services) Local: TuJu (LLM) · PULSE (Prasarana) · Exabytes · EasyStore · SiteGiant · LGMS	Open gap Viber (Rakuten) · Fiverr · monday.com · Check Point (products) · CyberArk (Palo Alto Networks)
--	---

Scope. Consumer and business software categories where a widely used product is incorporated in Israel or was founded there. "11 Israeli-incorporated products" counts companies meeting the government's Waze test in our full ledger. Surveillance tools sold only to governments are left out.	Readiness. Ready: a Malaysian product competes today. Open gap: no significant Malaysian player. Ratings are our judgement from public information, not a product audit.	Limits. Shows corporate links only; it does not claim any product leaks Malaysian user data. Acquisition prices are announced headline values. Figures as of 24 Oct 2026; ownership changes often.
--	---	---

SOURCES

1. **Bernama**, 21 Oct 2026. Govt bans civil servants from using Waze over data security concerns.
bernama.com/en/news.php?id=2623648

2. **Malay Mail**, 20 Oct 2026. From Waze to TuJu? Anwar backs Malaysian navigation app over data security concerns.
malaymail.com

3. **The Star**, 23 Oct 2026. Govt might ban Waze in Malaysia if alternative navigation apps available, says Anwar.
thestar.com.my

4. **Bloomberg**, 22 Oct 2026. Malaysian traffic app draws ridicule after officials banned Waze.
bloomberg.com

5. **Lowyat.NET**, 21 Oct 2026. Anwar Ibrahim encourages Malaysians to use TuJu instead of Waze.
lowyat.net/2026/407982

6. **New Straits Times**, 21 Oct 2026. MPs seek explanation for Waze ban on civil servants.
nst.com.my

7. **Reuters** via Ynet, 21 Oct 2026. Malaysia bans Google-owned Waze for government workers over Israeli origins.
ynetnews.com

8. **Calcalist**, Oct 2026. Malaysia bars civil servants from Waze; Google acquired Waze in 2013 for about \$1B.
calcalistech.com

9. **CRN Asia**, Feb 2026. Palo Alto Networks completes \$25B acquisition of CyberArk.
crnasia.com

10. **NoCamels**, May 2020. Moovit acquired in a \$900M deal, now part of Mobileye.
nocamels.com

11. **TechCrunch**, 2016. Israeli technology and the future of transportation (Rakuten's \$900M Viber deal).
techcrunch.com

12. **Bernama**, 21 Oct 2026. Ban on Waze reflects Malaysia's commitment, says Cinta Gaza Malaysia.
bernama.com/en/news.php?id=2623763

13. **The Edge**. LGMS eyes SME market amid rise in cyberattacks.
theedgemarkets.com

14. **Company websites**. Exabytes, EasyStore, SiteGiant, GoGet, Prasarana (PULSE).
exabytes.my · easystore.co · sitegiant.my