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Netbook Sales in Singapore to Be Driven Further by Ease of Cloud Computing Singapore notebook spending forecast to grow 4% in 2009, according to AMI

By: Business Wire | 14 May 2009 | 07:00 AM ET

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SINGAPORE, May 14, 2009 (BUSINESS WIRE) -- Small businesses (SBs, 1-99 employees) in Singapore are set to spend US\$235 million this year on notebook PCs despite the economic downturn, according to AMI-Partners. The forecast represents a 4% growth over last year.

The findings, from a recent survey by AMI-Partners, reveal that Singapore small businesses are positive that business will pick up by 2010 and are expecting a 7% growth in portable PC spending by then. Compared to the rest of ASEAN, Singapore small businesses make up 13% of the total addressable portable PC market in 2009.

"Employees in Singapore SBs are increasingly mobile and telecommute more," says Anson Quek, Singapore-based analyst at AMI-Partners. "Businesses also expect employee productivity to increase with notebook PCs." In fact, 10% of SBs migrated from desktop PCs to notebook PCs, with 88% of them citing the need for employees to be mobile or telecommute. With wireless broadband coverage becoming more commonplace, employees in Singapore can stay connected at all times and anywhere, and be truly mobile. Staying connected on notebook PCs and the ultra portable netbooks while away from the office will allow employees to be more efficient and productive.

In a related trend, the Infocomm Development Authority of Singapore (IDA) is expecting its Next Generation Nationwide Infocomm Infrastructure initiative, with major internet service providers such as MobileOne, Starhub, Pacnet and Singtel offering seamless wireless broadband access, to bolster Singapore's efforts to be a leading nation in cloud computing usage, which can complement the use of netbooks.

A typical netbook has a screen size of 5.6 to 10.1 inches, an Intel Atom processor of 1.66GHz, in-built wireless LAN capability; it weighs about 1kg and has an average battery capacity of about 3 to 4 hours. In short, a netbook is what a mobile worker will want: lightweight, small form factor and convenience.

However, a common complaint about the netbook is that its Intel Atom 1.66GHz processor has insufficient processing power to handle the applications and tasks that notebook users are accustomed to on a normal Pentium Core2 Dual notebook.

"With a robust wireless broadband network, actual processing for applications will be transferred to servers or data centers, while the netbook - doing what it does best - displays web pages from a standard web browser." Similar efforts are seen in Malaysia, with YTL e-Solutions (YTLE) collaborating with Cisco Services to build a WiMax network throughout the country. Also, major telecom service providers in the ASEAN region are in the process of testing and implementing wireless broadband networks. All these wireless broadband networks can be leveraged by portable PC manufacturers and cloud computing service providers to market products and services that are "tailored for the mobile worker." "At the end of the day," argues Mr. Quek, "our analysis shows that SBs in industries such as financial services, retail, manufacturing, healthcare and wholesale will benefit from netbooks coupled with cloud computing." About our Studies AMI's Global IT Forecast Model provides an authoritative view of IT adoption and spending patterns in the SMB space across 28 IT sectors and 29 countries, with roll ups to regional and worldwide views. Updated in Q2 and Q4 each year, the Global Model provides ever-increasing strategic market planning value via expanding geographic and IT sector coverage. Sector specific adoption and spending patterns are further broken out by industry standard employee size and vertical market categories. Products and services covered include established and emerging hardware, software, applications, and business process solutions.

AMI's extensive surveys among SMB IT decision makers, one-on-one in-depth SMB interviews, combined with country specific economic and industry analysis provide the most

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comprehensive SMB focused strategic market planning tool to the IT vendor community. Based on AMI's annual surveys of SMBs across the world, our studies track a broad spectrum of issues pertaining to budgets, purchase behaviors, decision influencers, channel preferences, outsourcing, service, and support. Also covered are detailed firmographics and critically important technology attitudes and strategic planning priorities. These data point to key opportunities and messaging hot buttons for vendors and service providers seeking to match their offerings to SMB market requirements.

In light of global recessionary fears and the impact of economic downshifts on business, AMI - Partners has expanded its tracking studies to include several questions pertaining to SMBs' perceptions of their dependence on local, national and global economies as well as their expectations about economic growth. These questions gained added significance in light of the timing of this year's studies, which overlapped with the global financial crisis starting in mid-September. AMI-Partners' studies, thus, present a picture of an SMB market undergoing a major transition. Given that many SMBs are at the leading edge of this transition, AMI-Partners has included an additional analysis in this year's reports to assess demographics, attitudes, current IT adoption as well as planned IT purchases among "concerned SMBs" compared to the rest of the market.

(AMI-Partners defines concerned SBs as those that expect the local/regional economy will get worse in the next one year and concerned MBs as those that expect the local/regional, national or global economy to get worse in the next one year.) For more information about our studies, AMI-Partners, or our global SMB research, call 212-944-5100, e-mail [ask\\_ami@ami-partners.com](mailto:ask_ami@ami-partners.com), or visit us at [www.ami-partners.com](http://www.ami-partners.com).

About Access Markets International (AMI) Partners, Inc.

AMI-Partners specializes in IT, Internet, telecommunications and business services strategy, venture capital, and actionable market intelligence -- with a strong focus on global small and medium businesses (SMBs), and extending into large enterprises and home-based businesses. The AMI-Partners mission is to empower clients for success with the highest quality data, business strategy perspectives and "go-to-market" solutions. Led by Andy Bose, the firm has built a world-class management team with deep experience cutting across IT, telecommunications and business services sectors in established and emerging markets.

AMI-Partners has helped shape the go-to-market SMB strategies of more than 150 leading IT, Internet, telecommunications and business services companies. The firm is well known for its IT and Internet adoption-based segmentation of the SMB markets; its annual retainership services based on global SMB tracking surveys in more than 25 countries; and its proprietary database of SMBs and SMB channel partners in the Americas, Europe and Asia-Pacific. The firm invests significantly in collecting survey-based information from several thousand SMBs annually, and is considered the premier source for global SMB trends and analysis.

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