

MEDIA SYNOPSIS

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Kompas – Mega Bazaar

Digital technology set to boost corporate productivity

The demand for digital technology is on the rise. How are industry players catering to changing technology needs? Jeffrey Bahar, Deputy Chief Executive Officer of Spire Research and Consulting, shared his insights in Kompas – Mega Bazaar – a leading newspaper in Indonesia.

Digital technology enhances the way we work. In the digital realm, productivity takes precedence – especially in the corporate segment. Technology and features that accompany a device are always changing, encouraging innovations along the way.

Bahar opined that IT spending worldwide is about 2-3% of the total revenue of all of the companies in the world. The banking and financial industry in Indonesia has a higher level of IT spending when compared to the average in other industries.

This is where Lenovo – the number one PC manufacturer globally – seems to understand the changing demands from society. It constantly innovates – with its latest edition in the multimode devices under the business segment. Its latest offering – ThinkPad Yoga – combines convenience with security and

specifications to die for. These consist of a four-way flip and fold design, 1TB of storage as well as a responsive touchscreen, to name a few.

About Spire Research and Consulting

Spire Research and Consulting is the leading research consultancy in global emerging markets. Spire's competitive advantage lies in its ability to deliver actionable intelligence on the external business environment in support of its clients' strategic decision-making in marketing and business development. Spire's clients include 50 Global Fortune 1000 companies and government agencies in 15 countries. For more information, please visit www.spireresearch.com.

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