

Case Study: Singapore Tourism Board

Singapore Tourism Board (STB) was established in 1964, with the mission of developing and positioning the tourism sector as a key driver of the country's economic growth as well as focusing on developing and adopting new technologies to enhance the competitiveness of the tourism industry and its partners.

In line with promoting Singapore's image as the regional 'Information Technology (IT) Hub', STB purchased close to 400 units of Fujitsu LifeBook S6240 for its staff in 2006, as part of its ongoing efforts to encourage the use of IT within its departments for the majority of its day-to-day operations.

This proved to be a resounding success as staff members were able to integrate usage of the notebooks smoothly into their daily operations which contributed to increased productivity within the board.

The Challenges

Prior to the upgrade, STB staff had to contend with older computers that made loading files, retrieving data, or even completing simple word processing tasks labourious.

Realizing the implications if its systems were not upgraded, STB performed a complete overhaul to replace their computers with newer machines that worked at higher efficiency levels, and were infinitely more reliable.

STB also took this opportunity to fully equip its facility with wireless connectivity so that all employees are fully connected anytime, anywhere.

Ideal Solution

STB decided to lease new laptops to replace their existing computers where procurement requirements include durability, low failure rate, good ergonomics and reliable after-sales services.

Several models were evaluated but the popular thin-and-light Fujitsu LifeBook S series was chosen as the reliable and user-friendly notebooks matched STB's requirements well, making them the ideal choice for this change.

"We ordered the LifeBook S6240 as they met our work requirements perfectly. It's very light, so it's a breeze to carry around. We also did not have to worry about losing sensitive information thanks to its set of comprehensive security features," said Mr Ng Soon Poh, Information Systems Department Engineer, STB.

The Key to Reliable Notebooks

Stringent conditions were set for the notebook PCs that would be required to execute the work at STB. The new Fujitsu LifeBook were portable, durable, and equipped with built-in wireless connectivity.

"The LifeBook S6240 is very reliable and weighs less than 1.6 kg, so it is perfect for our staff who are constantly on the move." Ng explained, "The notebooks are sleek and professional looking which definitely creates an impression on our clients."

Mr Mok Wai Tong, Vice President of Sales, Fujitsu PC Asia Pacific added, "STB is known for setting new standards and establishing best practices in its field. We are more than happy to assist them in their technology upgrade to facilitate their day-to-day work,"

"We ordered the LifeBook S6240 as they met our work requirements perfectly. It's very light, so it's a breeze to carry around. We also did not have to worry about losing sensitive information thanks to its set of comprehensive security features," said Mr Ng Soon Poh, Information Systems Department Engineer, Singapore Tourism Board.



Extensive Benefits

Besides the impressive performance packed in the unit, STB found the 13.3-inch XGA AG TFT screen size and quality particularly useful for the company. "As you know, a picture speaks a thousand words and nothing captures the essence of the zoo better than seeing the friendly face of Ah Meng on a sharp screen," Long hours spent looking through numerous documents had also become less tedious.

Each LifeBook S6240 is also equipped with a wireless switch, which enhances the productivity of certain departments which are more mobile. The wireless connectivity can be switched off when not needed, allowing users the luxury of choice while extending battery life.

One popular feature of the notebook that STB staff finds particularly useful is the intelligently-designed scroll bar button that is positioned ergonomically below the touch pad. The process of scanning through long documents and web pages is now much more effortless with this design.

In addition, LifeBook S6240 comes with a handy CD-RW/DVD-ROM combo drive housed in a modular plug-in drive bay. It is hot-swappable, which gives the user more options to replace with an extended bay battery

or a weight saver. The port replicator was also a big hit with staff at STB as its light form factor is a load off users' back when they are carrying the notebooks around. Another bonus to the portability of the LifeBook S6240, is the Secured Digital/Memory Stick® PRO flash card media which allows for quick and ease of saving files onto the memory card that can then be transferred to other applications.

STB is pleased with their system upgrade, and confident that the features of the LifeBook will see the organisation through for years to come.

All Fujitsu notebooks undergo rigorous and stringent testing according to the Qfinity management philosophy developed by Fujitsu, to meet standards that exceed contemporary industrial quality levels. Product testing consists of a drop test, shock test, vibration test, and concentrated pressure test on LCD cover, to name a few, to ensure the highest levels of performance for our customers. As such, only reliable products make it to the market, which makes Fujitsu a trust-worthy choice for the end-user.



Singapore Tourism Board

About Fujitsu

Fujitsu PC Asia Pacific Pte Ltd is the Asia Pacific Regional Headquarters for PC business of Fujitsu Limited, Japan. Its responsibilities include the marketing and sales of a wide range of personal computers for the corporate and end-user markets in the Asia Pacific.

Fujitsu PC Asia Pacific pledges "Built-In Confidence" for every product under its brand name to reassure users of product and service excellence. From high performance components to stringent quality control and professional after-sales service, Fujitsu stands for reliability and satisfaction.

The LifeBook S6240, from the company's best-selling thin-and-light LifeBook S series has bagged a number of awards in the Asia-Pacific region. Among these are the Best of the Best for Executives award by Capital Weekly, Editor's Choice award by PC Market in 2005, both based in Hong Kong, and Silver Award by the Hardware Magazine in August 2005, Malaysia.

"Singapore Tourism Board Building and Singapore city shot images courtesy of Singapore Tourism Board"