
Singtel Business Connection Newsletter

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Your experiences reflect our journey together.

Learn how these SMEs have transformed their businesses through Information and Communications Technology (ICT).

Technology is leading us to a world of productivity - more is done in less time. For businesses like yours, Information and Communications Technology (ICT) provides a terrific opportunity to move from problem to solution quickly and effortlessly. Discover opportunities for productivity and find out how small innovations can mean big for your business.



Ravi Arumugam

CEO and Managing Partner, RT LLP

“Internally, cloud solutions allow us to work anywhere and everywhere. With cloud solutions, I can have video conference with my clients and share documents at the same time.”

? We understand that for audit firms in Singapore, the technology adoption is still at a rudimentary level. What prompted or motivated you to consider the adoption of cloud solutions for your company?

RT focuses on 3 corner stones – quality, delivery and productivity. The productivity part is looked at from internal and external value proposition. Externally, because we, as auditors get access to our client business systems, one way they can do that is through cloud solutions where there’s constant access. Also with cloud solutions, we’re able to run outsource accounting service and this is a value proposition to the client. They don’t have to pay as much as having in-house accounting service. We do this day-in and day-out, so we’re able to pass cost savings to them.

Internally, cloud solutions allow us to work anywhere and everywhere. With cloud solutions, I can have video conference with my clients and share documents at the same time. Our work is also monitored by partners of different expertise; therefore, they’re able to join us in the video conference in sharing their opinions.

? There’s a common mindset among SMEs that technology adoption is expensive and difficult to implement. What are your thoughts on it?

I came with the knowledge on how these things work, so I was not daunted with the complexities. At the onset, IT solutions may be expensive but the benefits always come later.

? How has the cloud solution improved the productivity of your business?


Communication with our clients is definitely faster. There’s a time difference when dealing with our US and Germany clients but with cloud solutions and without any disturbance, I can just pull out any info that I want.

Cloud nullifies working hours, it doesn’t exist. Since it doesn’t exist, I implemented Flexi Work arrangement in the office. It does not matter where people are, as long as they do not sacrifice the work quality



Ng Ying Jie

Executive Coordinator, Spireworks

 How would you describe your experience using the Push-To-Talk app? And how has the solution helped you in your operations?

"It was good because you get immediate response, with voice recording and the ability to send messages. We work with a big team of promoters and talents therefore we require fast response rate. The Push-To-Talk app allows me to do just that – it's quick, it's efficient."

When it comes to running a business, your voice matters.
Experience the joy of efficient communication in the workplace,
with Push-to-Talk.

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