ABOUT US

Started in June 2008 by technology journalists in Singapore who share a common love for all things geeky and digital, Techgoondu includes segments on personal computing, enterprise IT and Internet culture.

Key mission:

Provide an unbiased, independent and trusted source of news that impacts the digital lives of technology users.
Businesses are being forced to digitally transform during coronavirus crisis

March 26th, 2020 | by Ashraf Reza

There are many things that could come out of this terrible coronavirus pandemic that has already killed thousands of people in a short few months.

One is surely a heightened awareness of the threats posed by such viruses, as places such as Singapore and Hong Kong were transformed after the 2003 SARS outbreak.

Another is the sweeping changes to normal life as we know it. Even when the world returns to a sort of normality – and it’s too early to say when that could be – things won’t be business as usual.

For many businesses, changes to some long-held practices are already taking place.

As face-to-face meetings are reduced and offices emptied with work-from-home arrangements, many have taken to digital processes that have stayed in the pipeline but never rolled out on today’s scale.

Remote working is one such practice that has been forced on businesses now, with a third of humanity under lockdown, from India to the United States.

Even in Japan, where checking in and out of an office has been an enduring practice, the government has told employees to work remotely instead of turning up in the office.

How has that experience been? For some, this would have been a simple exercise in firing up Zoom, Microsoft Teams, Skype for Business, Cisco WebEx or any other such collaboration tool.

Everyone would log in, and so long as nobody accidentally turns on his or her camera while everyone is in the virtual meeting room, all would be well.

But what about the 26th March?

By the end of the day, I had seen more in half an hour than I had seen in years of having to travel to meetings in real life.

26 March, 2020

About Us

Published by Goondu Media Pte Ltd, a company registered in Singapore.

Since 2008, an authoritative source of trusted news, features and opinions on technology and digital developments in Singapore and Asia-Pacific.
Content segments include personal computing, mobile, enterprise IT, telecoms, media and Internet culture.

Techgoondu writes for the technology user, whether you are a consumer who's new to smartphones or a corporate IT head deploying cloud services and cybersecurity solutions.
CONTENT

Special highlights
Techgoondu Think: Thought-provoking opinion pieces on industry trends, issues

Tech Leaders Q&A: Monthly interviews with industry leaders on pressing issues
Special highlights
Goondu reviews: Regular tests of gadgets and software, with special awards for deserving products
AUDIENCE & REACH

- Between **160,000 and 350,000** page views a month (average 200,000)
- **~30,000** users visiting Techgoondu site each month
- **>10,000** fans on Facebook page
- **>1,000** followers on Twitter
## AUDIENCE & REACH

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Country</th>
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</tr>
</tbody>
</table>

[view full report]
AUDIENCE & REACH

- Audience comprises consumers, PMEBs, key business decision makers and other thought leaders in business and government.

- Main demographic: 25-34 and 35-44 professionals who are confident of using technology.
AUDIENCE & REACH

- Readership cuts across a broad audience range
- Includes tech-savvy consumers and B2B professionals from the IT, telecoms, fintech industries and beyond
ADVERTISING OPTIONS

SPONSORED CONTENT
Special features paid for and owned by the advertiser, who can re-purpose them for other channels

Advertiser has full control over content, including defining story angle and vetting copy

When people speak about artificial intelligence (AI), much of the conversation is still focused on future uses. The technology, however, is already making inroads in various industries in Asia-Pacific, despite still constantly evolving all the time.

From agriculture to healthcare, in multinational companies and small and medium businesses, AI is making a difference every day by helping to analyse data, deliver intelligence and at times, autonomously acting on the information available.

In Australia, water utilities are looking to AI to exploit environmental data to better predict what the best time is to harvest, so as to avoid bad weather and identify problems with the water condition.

In healthcare, Singapore’s service providers are looking to deeper data analysis to gain greater clinical insights and improve patient care. Diseases can be identified before they become chronic.

Even when searching for property in the city-state, users have been tapping on the capabilities of AI. Popular website PropertyGuru, for example, now uses AI to learn more about a home buyer’s preferences so that it can match them to a house that fits.
ADVERTISING OPTIONS

SPONSORED CONTENT
Effective in ensuring key messages are conveyed to target audience, strong branding opportunities with original thought leadership pieces

Advertorials are marked “Brought to you by…”

RATE: USD 1,500 for 1 article, USD 5,000 for series of 4

The move to the cloud is a big part of any transformation effort today, as enterprises seek to deliver applications and services more quickly and responsively.

However, what’s often not said is the failure to reap the full benefits of this monumental move, because of legacy network models that are hampering the effort.

More than 80% of enterprise workloads will run in the cloud by 2020, with more than 40% of cloud running on public cloud platforms, according to a study by LogicMonitor.

Unfortunately, going on the cloud is just one part of the equation. Getting the rest of it requires a rethinking of the router-centric network design from the past.

This worked well when data centers were at the center of everything that an enterprise did. However, with apps running from the cloud, forcing the data to travel back to a central location before reaching users is counter-intuitive and unproductive.

Instead of data moving directly to SaaS (software as a service) and IaaS (infrastructure as a service) from branch sites, it is moved from each branch office to a data center, which impacts performance.

In real-world terms, this results in slower responses from apps, especially when users and apps are running on multiple different clouds, say, from Amazon, Microsoft or Google.

Doesn’t that go against the idea of gaining agility, scalability and efficiency with a cloud migration? That, unfortunately, is what’s facing many enterprises today.

The answer comes in the form of SD-WAN. No, not just the variety that has been sold as a cheaper alternative to the good old MPLS (Multiprotocol Label Switching) networking technology.
ADVERTISING OPTIONS

SPONSORED EVENT
Specially organised reader events where a sponsor can provide hands-on experiences for consumers

Offers authentic word-of-mouth amplification via readers

RATE: Speak with us
ADVERTISING OPTIONS

DISPLAY ADVERTISEMENTS

Leaderboard (728 x 90 pixels)
- Appears on all pages (default)
- Option to segment by content/audience segment
- Option of still/animated image
- Link to one URL

RATE: USD 10 CPM

I just had my third teleconference today, at the end of a typical work day that started in the morning with a call and ended with one. The difference with many of my friends is that I took the calls at home.

As the owner of a small business, I have been working primarily from home for more than 15 years, since I left my job as a technology correspondent at The States Times in 2008.

Techgondu has a service office in Santa City, which offers options for hot desking, but as I've always explained to friends, I communicate better when I'm alone. Plus, the broadband is faster at home.

When I say I work from home, I actually mean I work not from an office. I also work at cafes, in hotel rooms when I travel and at my parents' place when I have to attend to the kids in the day. Most importantly, I have more control over my time, while being just as productive.

I say that with many caveats, of course. First, you have to have discipline, something alien to me usually, but which I had learnt much from a previous job built around deadlines and story counts.

You need to have clearly set goals for each day, week, month, quarter and year so you don’t lose your way.

Sure, you can take a break or even spend time at a Starbucks for a cuppa but you cannot lose sight of what you want to achieve, be it to complete an article or send over a business proposal.

Now, the coronavirus crisis is forcing many to work from home in recent weeks. Predictably, some are beginning to drift in, as seen in an article in The New York Times two days ago.
ADVERTISING OPTIONS

DISPLAY ADVERTISEMENTS

Tile/box (300 x 250 OR 300 x 484)
- Appears on all pages (default)
- Option to segment by content/audience segment
- Option of still/animated image
- Link to one URL

RATE: USD 8 CPM
RATES AT A GLANCE

DISPLAY ADVERTISING

Leaderboard (728 x 90)  USD 10 CPM
Tile/box (300 x 468)  USD 8 CPM
Tile/box (300 x 300)  USD 8 CPM

SPONSORED CONTENT

Advertorial campaign (4 original articles)$1  USD 5,000
Advertorial (single)  USD 1,500

$1 Includes complimentary tile/box ads (300 x 300) during campaign period
# Rates at a Glance

## Special Events

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<td>Industry C-level roundtable&lt;sup&gt;3&lt;/sup&gt;</td>
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<tr>
<td>Consumer/reader special event&lt;sup&gt;3&lt;/sup&gt;</td>
<td>E-mail us</td>
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## Other Special Projects

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<tr>
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<th>Contact</th>
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<tr>
<td>Special advertising units, e.g. takeovers</td>
<td>E-mail us</td>
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<tr>
<td>Online Facebook/Twitter contests/giveaways</td>
<td>E-mail us</td>
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<sup>3</sup> Includes sponsored content campaign
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ADVERTISING ENQUIRIES

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