

# Providing the finest IT products and best customer service

Both customers and employees are key to JK Technology's success

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**S**TARTING a business is never easy but the idea of being an entrepreneur has always been on the mind of Eugene Ang.

Together with a friend, he took a leap of faith to set up a PC shop, JK Technology Pte Ltd (JK Tech), in Katong in 1990.

As the going was smooth for the first few years, they decided to take a step back and hire a business manager to run the show.

However, things took a turn in 1995 when the company incurred its first loss. Determined not to give up, Mr Ang reclaimed the helm, rebuilt and grew JK Tech to what it is today.

## Adapting to evolving IT needs

Initially, JK Tech's focus was on the sale of IT equipment. During the SARS crisis in 2003, Mr Ang incorporated short-term rental of IT equipment into his business as people had to work from home.

After a slow start, the rental business took off after the company picked up its first major contract – to provide IT equipment, laptops and peripherals across the various competition venues for the 2010 Singapore Youth Olympic Games. This served as a springboard for the company to win even bigger contracts.

When Singapore played host to the South-East Asian Games in 2015, JK Tech was the largest IT equipment partner for the games; and today, JK Tech has become a major short-term IT rental player in Singapore.

In 2014, the company branched out into long-term leasing as more companies were beginning to see its merits. The leasing model allows businesses to spread out their cash flows and enjoy greater flexibility in updating their IT equipment based on their needs.

More recently, JK Tech's leasing business has evolved to include Device-as-a-Service (DaaS) bundle, which packages hardware leasing with a repertoire of IT services at a monthly subscription fee.

As DaaS allows customers to make quick adjustments to their IT equipment levels based on their business needs, Mr Ang expects it to grow substantially in the coming years.



A big part of JK Tech's success is due to Mr Ang's belief in building long-lasting relationships with clients. His mission – to serve, not sell – has become part of the company's culture. PHOTO: JK TECHNOLOGY PTE LTD

## A 'private banking client' relationship

A big part of JK Tech's success is due to Mr Ang's belief in building long-lasting relationships with clients. His mission, "to serve, not sell", has become part of the company's culture.

During the ongoing Covid-19 pandemic, JK Tech has extended a helping hand to its SME customers.

To help them tide over this difficult period, it has worked out flexible maintenance payment plans for them while ensuring their IT systems continue to run seamlessly.

JK Tech also goes the extra mile to

cross-refer businesses by leveraging on its massive customer base.

Through its proactive engagements over this period, JK Tech has a deeper understanding of its clients' business needs and can better align with their strategic direction to create more business opportunities together.

## Incentives, rewards and recognition

To attract and retain employees, JK Tech has a key performance indicator-driven scheme which awards the top performers with creative incent-

ives. In 2018, it sent 18 of its best performing staff to the FIFA World Cup in Russia.

Encouraged by the positive energy created from the incentive trip, Mr Ang had planned to run the challenge annually. But the trip to the 2020 Tokyo Olympics for the 20 shortlisted employees was aborted following the postponement of the Olympics.

JK Tech also provides opportunities for employees to represent the company in overseas events and seminars, reinforcing its positive corporate culture.

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job today is basically an HR manager and looking after my staff will continue to be my focus in the future," said Mr Ang.

His efforts have paid off. Over the past nine years, JK Tech's staff count has ballooned from 47 to 159 but has one of the lowest attrition rates within Singapore's IT industry.

## Turning a hobby into a charitable cause

Recognising the importance of sports in character development, JK Tech has been an active sponsor for national level competitions and sporting events such as wrestling, gymnastics and basketball.

But its greatest impact is in badminton because of Mr Ang's enthusiasm for the sport. He plays badminton regularly and served as the Audit Committee Chairman, Treasurer and Vice President of the Singapore Badminton Association during the period 2012 to 2018.

JK Tech has been closely associated with the local badminton scene for the past 15 years. Recently, it was the main sponsor for the World Airlines Badminton Championships and FKK International Cup.

JK Tech has also taken an active interest in many local club competitions and events, often as a major sponsor.

Apart from increasing awareness, Mr Ang hopes to spark interest within the community for the sport he loves.

Through embracing long-term social responsibility, JK Tech is committed to making a difference in society.

"My life is made up of three things: my business, my family and sports," said Mr Ang.

## Emerging trends on the horizon

As technology and digital advance-

ments continue to shape the world, JK Tech is constantly on the lookout for emerging trends to stay ahead of its peers.

Anticipating growing demand for outsourcing of IT requirements, the company has developed a roadmap to evolve the DaaS segment to include managed services.

As a Managed Service Provider, JK Tech will proactively take care of its customers' entire IT infrastructure, creating a total IT solution with cloud transformation and other network services all under the same subscription plan.

"A lot of SMEs are asking for this right now and we are expecting this business to take off," said Mr Ang.

By adopting a customer-first strategy and maintaining a healthy working environment, JK Tech is ready to face new challenges to scale even greater heights.



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