



Hornsby BMW

Hornsby BMW Corporate Sales Manager, Philip Tsui, shares how his ASUS ExpertBook B7 Flip is helping him navigate and stay ahead of the curve, during a period of unprecedented change in the automotive industry.



Hornsby BMW is a premier dealership that sells and services BMW vehicles. Their mission is to deliver the ultimate driving experience through high-quality vehicles and exceptional customer service. Located in Hornsby NSW, serving customers in surrounding areas and beyond, their team is comprised of dedicated professionals focused on both retail and corporate sales, fleet customers, and leasing companies.

As Corporate Sales Manager, Philip manages corporate accounts, fleet customers, and leasing companies. His responsibilities include facilitating vehicle orders, coordinating with clients, preparing quotes, and ensuring sales targets are met. Operating primarily at his dealership office, he also spends a significant amount of time visiting corporate customers both within and outside the Hornsby area, combining office work with mobile operations.

When considering a laptop, Philip required a device that was lightweight, with excellent battery life and overall performance. The ability to handle tasks like email management, quote preparation, client presentations and remote meetings, were and remain crucial in order to deliver efficient and professional customer service. The ASUS ExpertBook B7 Flip, combining the versatility of a 360-degree flip WUXGA touchscreen and the performance of an Intel® Core™ processor, PCIe SSD storage and 5G connectivity, has met and exceeded Philip's requirements.

“The touchscreen feature is particularly useful during presentations, allowing me to interact directly with the screen without needing to sit down and use a mouse or touchpad, making meetings more interactive and engaging” said Philip. He also described the speed

and portability of the ASUS ExpertBook B7 Flip as a game-changer, especially when visiting clients. The AI-noise cancellation technology has also improved the quality of remote meetings by intelligently reducing background noise picked up by the microphone, whilst the military grade design of the ASUS ExpertBook B7 Flip has ensured it can endure the demands of routine usage, in or out of his office.

The reliability of his laptop has reduced downtime, allowing Phillip to focus more on customer service and less on getting technical issues resolved. In terms of software and applications, Microsoft 365, as well as several cloud-based applications to access BMW systems, are used daily, with the ASUS ExpertBook B7 Flip handling all tasks smoothly and efficiently. Integrated security features such as the fingerprint reader, help keep sensitive business and customer data protected.



Final thoughts from Philip:

“My ASUS laptop has become an indispensable tool in our daily operations, particularly for its user-friendly touchscreen and overall reliability. It excels in speed, portability, and build quality. The touchscreen feature has also set it apart, making client presentations more dynamic and less cumbersome.”

To learn more about Hornsby BMW, visit: <https://www.hornsbybmw.com.au>



Final thoughts from Leon Brumen, Head of Commercial at ASUS ANZ:

“Devices that deliver on portability, performance and durability are not merely nice to have, but essential for users like Philip in today’s fast-paced business environment. We look forward to seeing Philip and the team at BWM Hornsby excel in what is a heavily competitive industry and continuing to fulfill their commitment to provide customers the ultimate driving experience, assisted by ASUS.”

For more information about ASUS in BUSINESS, reach out to us:

Leon Brumen
Head of Commercial

National
0414 909 608
Leon1_Brumen@asus.com

Tony Hospes
Commercial Business Manager
Government & Enterprise

National
0417 655 544
Tony_Hospes@asus.com

Craig Dooley
Commercial Business Manager

Enterprise
VIC/TAS
0404 517 994
Craig_Dooley@asus.com

Jim Lee
Commercial Business Manager

WA/SA
0418 261 175
Jim_Lee@asus.com

Chris Succar
Commercial Channel
Account Manager

National
0416 922 500
Chris_Succar@asus.com

Mervin Uy
Field Application
Engineer Lead

National
0427 719 884
Mervin_Uy@asus.com