



Australia is a nation with a burgeoning entrepreneurial space and Nick Bell is at the very forefront. With his business portfolio continuing to grow, Nick Bell explains how reliable, high performing technology is helping him lead the way in the business world.



With a highly engaged 41K LinkedIn following of business leaders and industry professionals, Australian businessman and entrepreneur, Nick Bell, once a university dropout, is now one of Australia's most successful young businessmen and owner/co-founder of 12 companies, including Appscore, Removify and First Page Digital.

"When I left higher education there were limited options for earning. I began working in hospitality, then I moved into sales and absolutely loved it. I performed quite well and ended up bringing in a great deal of work for my employer, so I thought to myself, I would prefer to make myself rich rather than my employer, so I parted ways to launch my first business. That's when the pain started."

Part of that 'pain' involved having the knowledge and experience to make quick and effective decisions.

"I started a digital business, however I had limited digital knowledge at the time. My first business was an online skincare venture, and it was a real struggle for four to five years. I was inexperienced in business and digital and it showed."

Nick has now developed the skills and experience to turn his companies from zero staff to 1400+ with no capital raised. It was not just trial and error with running a business that Bell learnt along the way. To help his businesses grow to that level, he also faced trial and error with the technology used by him and his employees.

"I chose to use ASUS products and have my employees across the globe do the same because, from my own experience, they are truly reliable laptops that outlast other brands."

For Nick, it's all about using technology that will simplify processes and not add to them, which is why the ASUS ExpertBook B9 has helped him in growing his businesses.

"Our businesses need powerful technology to run our demanding CRM. This runs our entire organisation from task management, client reporting, time tracking to invoicing. The ExpertBook B9 has not only helped me run the CRM. In general, I've streamlined my own work processes and productivity by using the device. I especially love its all-day battery life and AI noise cancellation."

It's not only the B9's performance and speed that has helped Nick day-to-day.

"It's a revelation to use such a reliable device. It's great to use a device you're not worried is going to crash because of your performance demands. What's more, as a business owner, its enterprise-grade security makes me feel confident my data is safe. You can never be too careful, especially with the rise in data theft.

The ExpertBook B9 covers business security needs with the inclusion of a fingerprint sensor as well as supporting TPM 2.0 and AI Security to protect sensitive information.

With all-day battery life and a durable yet lightweight design which has been extensively drop, shock, twist and vibration tested, the ExpertBook B9 is aimed squarely at making life easy for on-the-go business users like Nick.



Final thoughts from Nick:

"As a business owner, the hustle never stops. With the ExpertBook B9, I'm confident that I have a strong tool to keep pace with rapid digital transformation and help me, my team and my businesses stay ahead of the curve."



ASUS ExpertBook B9

The master of lightness and power

Leon Brumen, Head of Commercial at ASUS ANZ commented on the ASUS ExpertBook series.

"This laptop provides users with the power, performance, durability and security to help their business embark on their digital transformation journey with full force. The ExpertBook range is essential to building ASUS' commercial business in the region and makes clear our commitment to business users everywhere."

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