



Intuospace Client Services Director Sam Tsoi, discusses how his ASUS ExpertBook B9 laptop helps bring client visions to life in a competitive market, by creating impactful brand experiences.



Intuospace are a full-service design agency specialising in retail marketing and brand activations for deployments such as in-store and events. With a broad range of services, including design, project management, and production, their multi-disciplinary team excels in executing impactful activations for brands and retailers in dynamic and interactive environments. Through immersive research, they gain a deep understanding of a brand's values, products, and customer needs. By embedding these insights into every stage of the process, they create engaging brand experiences that leave a lasting impression, drive value, and foster consumer loyalty.

In his role of Client Services Director, Sam oversees account & project management activities which include leading client relationships, driving business growth, and ensuring the seamless delivery of creative solutions that align with client objectives. Having a laptop is essential for everyday tasks including client presentations, project management, collaboration

with designers and handling detailed production files while working remotely or on-site during events and activations. With frequent travel high on the agenda, performance and portability are key criteria when considering a laptop. Sam requires a laptop that's powerful enough to handle a dynamic array of tasks, lightweight enough to carry easily, secure, and equipped with all-day battery life.

Reflecting on his past experiences with previous laptops, Sam noted how the ASUS ExpertBook B9 addressed challenges related to battery life, allowing for full-day productivity without the need for constant recharging. Its portability, thanks to a lightweight 990-gram design and advanced magnesium-lithium casing, combined with military-grade durability, has made travel logistics much easier. Concerned about the security of sensitive content like client information, drawings, proposals, and financial data, Sam found reassurance in the ExpertBook B9's robust security features, including TPM 2.0 and fingerprint recognition.

"Our productivity and responsiveness during on-site client interactions and presentations have notably increased. Reliability has improved, with reduced downtime and technical interruptions during critical presentations. The laptop is nice and light, which eases our team's travel and event management. The quality of the OLED screen is also a plus, as are the AI camera and noise-cancelling technology which elevate the quality of remote and online meetings", Sam commented.

The ASUS ExpertBook B9 has delivered excellent speed and efficiency, handling resource-intensive applications effortlessly to significantly enhance workflows. Commonly used applications at Intuospace include the Adobe Creative Suite (Photoshop, Illustrator, InDesign), Microsoft Office 365, as well as various project management and design tools.

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

"In the fast-paced business environment of today, users need devices that strike the perfect balance between portability, performance, and durability. ASUS ExpertBooks play a crucial role for individuals like Sam, and we are excited to see him and Intuospace continue assisting clients in delivering solutions that not only meet but surpass their needs."

Final thoughts from Sam:

"The ASUS ExpertBook B9 has truly elevated our daily operations, becoming an indispensable tool. Its sleek form factor, outstanding battery life, and consistent high-level performance make it the ideal laptop for the dynamic and design-driven environment we operate in."

For more about Intuospace, visit www.intuospace.com



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