



NEWTECH TECHNOLOGY COMPANY LTD

# Market Applause for Data Centre Infrastructure Experts

As Greater China enterprises reach for greater heights of success, partnership with NewTech will help them achieve their goals faster, says NEWTECH'S Managing Director, CHARLES LEE.

“We were among the first to see that data centers are the future in the key infrastructure of daily operation, hence the demand would be very promising,” says Charles Lee, founder and managing director of NewTech Group.

Established in 1992, Newtech started as a professional electrical and mechanical engineering company, where its core business was the provision of data center and clean room infrastructure solutions.

Today, Newtech Group has evolved to provide total solutions for critical environments and IT infrastructure, including consultant services, design, implementation, project/system management and support services.

## Strong Growth

The market size of the datacenter industry experiences approximately 30% growth annually, due to high demand in data storage within the market says Lee adding that in response, Newtech focused on three key areas in order to maintain market leadership.

“First, is the improvement in manpower. Newtech implemented a well-organized training program for newcomers and existing staff, where we cooperate with our technical partners to conduct technical training in order to accelerate the monitoring of our staff across all regional offices. Secondly, we automated the core process in procurement/HR, and project management/technical tools (CFD) to ensure accuracy and boost efficiency by adopting computerized systems. Lastly, we educate ourselves through cultivating the latest technologies in the industry, in order to maintain



Charles Lee, Managing Director of NewTech Technology

competitiveness and develop state of the art products by cooperating with technical partners.”

## Market Leadership

Lee says: “We provide strong and solid technical know-how and expertise that is always one step ahead of our competitors. We also strive to bring new technology into the market, which is evident through our recent implementation of the first and biggest critical power supply system with over 30 mVA – dynamic UPS in one of our data centers in Tseung Kwan O, Hong Kong. It is the first project in Hong Kong to utilize Dynamic UPS, and the large capacity of this project will help to create new opportunity in Greater China Region.”

“Newtech is well-known in the industry for demonstrating an extraordinary commitment to our field of work. We have built an extensive business network throughout Hong Kong, Taiwan, major cities of China: Beijing, Shanghai, Guangzhou, Chengdu, Shenzhen, Singapore, Thailand, Vietnam, Malaysia and Sydney. Therefore we are able to offer regional coverage and support to customers, something most of our competitors cannot provide.

With over two decades of experi-

ence, Newtech is considered one of the region’s leading critical environment and IT infrastructure specialists. We act as a true one-stop service to customers, with services ranging from consultant, design, project management, implementation, and lifetime maintenance.”

## Days Ahead

In early 2016, the company extended its services to India, in addition to its existing presence in Greater China and South-Asian countries.

Corporate clients from banking and finance sector are likely to have demand for the design and build of data centre and office interiors simultaneously.

“In order to further provide a comprehensive scope of services to our customers, we spun off one of our business units, Octagon, focusing on bespoke office interiors, custom refurbishment and renovation, green-energy efficient upgrades and retrofits, and one-stop quality project management. We also aim to further develop our own solutions, modular data center and Data Centre Infrastructure Management (DCIM).”

“We are dedicated to our work, with a constant desire to upgrade and evolve our business as market leaders. We have a stable and strong team in the company which further encourages success and prosperity of the company,” concludes Lee. ■

For additional information, please visit [www.newtechapac.com](http://www.newtechapac.com)

