

The Good Life

All the essential gadgets you'll need to work fast and look cool.

**CONNECT, CONTACT, COMMUNICATE**

**LENOVO X205**  
With its 1.2kg, this handy companion is incredibly mobile, fast, easy to use and secure. The split-resistant keyboard has three protection and durable top and bottom covers make it ideal for both business and pleasure. We love that it can last up to 12.2 hours without a charge!

**APPLE IPAD**  
With its iPhone OS, clever data entry scheme (vertical keyboard, multi-touch screen) and best of all, applications that are optimized for the platform, the tablet computer is easy to use in one-handed mode. For example, the iBook productivity app lets you create and edit presentations, documents and spreadsheets. Plus, you'll think it's cool while you're at it.

**FUJITSU LIFEBOOK U9920**  
Weighing barely 1.0kg, and less than an inch thick, it has the body of a long wallet and a creditably eye-reading a handling or pocket. The world's smallest PC supporting Multi-touch, it also boasts Full HD 1080p 7 megapixel and wireless communications capabilities. We like that it's touch sensitive screen and sleek design.

**APPLE IPHONE 4**  
At 1.2cm, it's the thinnest smartphone ever. We like the new feature buttons that give us super crisp text, images and video. The 480p Retina display widescreen multi-touch display. You'll love it as much as the phone, and with WiFi, you can connect for on-line meetings while on the move.

Recommended retail price: \$52999  
AS CP

@Work

**THE 4Rs OF COMMUNICATION**

Improve the quality of interaction with your staff.  
Tim Hind shows you how.

**M**any business managers do not realize until it is too late how important it is to maintain open lines of communication with their employees. In fact, a survey published by recruitment firm Robert Half, cited "lack of communication" as the biggest mistake they have made as leaders when looking back at their careers.

**1** **REINFORCE YOUR COMMITMENT**

Are you accessible to your employees? Managers should never assume that simply because they have access to excellent facilities, staff will necessarily take the initiative to contact them for advice or alert them of a problem. They should managers feel confident that every message they send electronically will be clearly understood by the receiver. Instituting an open-door policy – and making staff aware of it – will encourage greater communication with your team. This does not mean you have to be available all times of course. If your schedule permits, establish weekly "office hours" when employees can have face time with you. Your staff will appreciate your willingness to regularly set aside time for a direct chat.

AS CP

In The Know

**ENHANCING BUSINESS INTELLIGENCE WITH POWERFUL DATA VISUALISATION**

In "Ten Top and the Business Intelligence Framework" (CPA Singapore, August 2010), I proposed five essential elements that a workable Business Intelligence (BI) framework should have. But at a recent BI conference in London, I realised to my consternation, that many practitioners have different concepts of BI. These were delegates from all over Europe, comprising a fair mix of IT professionals, accountants and business analysts. The IT professionals I spoke to considered the whole technical aspect of data warehousing and various ETL (Extract, Transform and Load) tools as BI. The accountants however, viewed the monthly financial and performance reports as BI, while the business analysts regarded it as a tool to present their reports and analyses.

**DIVERSE, YET UNITED**

On the economic front, most participants reported increased economic activity in recent months. IT professionals serving the banking industry who had faced a dearth of jobs following the global financial crisis of 2007 are now seeing growing demand for jobs relating to the integration of business processes of newly restructured entities. One such example is the integration of Lehman, after its acquisition by Barclays. Accountants are now being asked to provide a snapshot of individual and group performance to aid management in decision making, whilst business analysts are exploring new tools to enable them to carry out business analytics in order to drive business profitability.

Despite the diversity of expectations, experiences and needs, the participants all agreed that the best way to present data is by using a dashboard. Typically, dashboards are designed to look like a car's dashboard (hence, the name), with several speed gauges to indicate the performance of the subject matter. However, poorly-designed dashboards tend to create more confusion than clarity – a point that

AS CP

## ADVERTISING TECHNICAL SPECIFICATIONS

Advertisement Size	H x W (mm)
Full Page Full Colours – Trimmed Size	260 x 198
Full Page Full Colours – Text Area	240 x 178
Half Page (Vertical) – Trimmed Size	260 x 94
Half Page (Vertical) – Text Area	240 x 74
Half Page (Horizontal) – Trimmed Size	125 x 198
Half Page (Horizontal) – Text Area	105 x 178

### Bleed & Binding

Add 5 mm to all 4 sides for bleed ads. Trim and crop marks must be provided. Due to mechanical tolerances, type matter facing-page must be kept 10mm away from Centrefold and Perfect-binding.

### Printing

- Off-set printing - 175 Line Screen

### Material Requirements

- PDF files (minimum 300 dpi in CMYK mode) with colour proofs to be saved in CD Roms or submit artwork via QuickCut.
- All fonts must be embedded.
- Remove all profiles when saving into a PDF format, e.g. ICC profile.

**For more information on advertising opportunities, please contact**

**Diana Teo**  
VMI Media International  
Mobile: 9389 5235  
Email: teodiana3333@yahoo.com.sg  
Blk 721 Bedok Reservoir Road, #14-4636,  
Singapore 470721

**Senna Heng**  
MediaCorp Pte Ltd  
Tel: 63575061  
Email: senna\_heng@mediacorp.com.sg  
Caldecott Broadcast Centre, Andrew Road  
Singapore 299939  
www.mediacorp.com.sg

# CPA Singapore Journal



The official journal of the Institute of Certified Public Accountants of Singapore, *CPA Singapore* is created by a team of professionals, with contributions from industry experts, academics as well as ICPAS' technical and research teams. The editorial team collaborates closely with industry leaders and field experts to bring readers timely updates and in-depth analysis of issues.

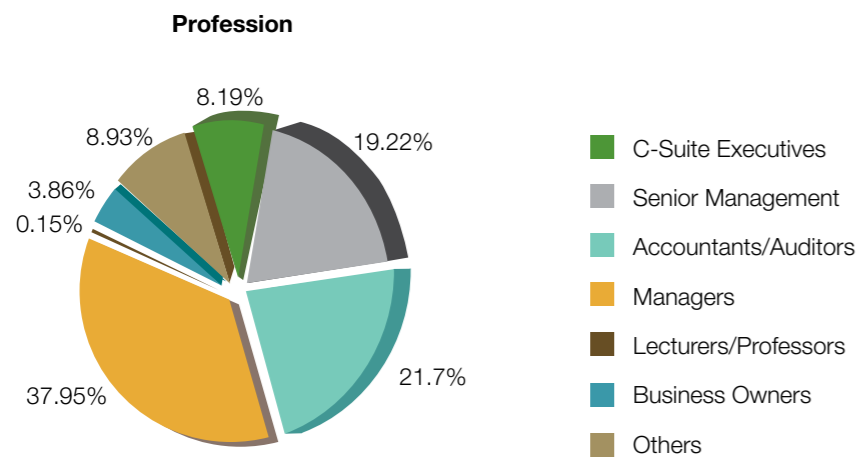
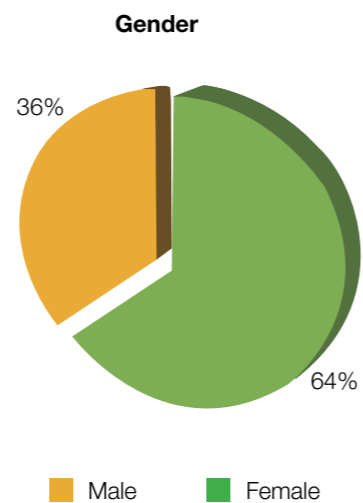
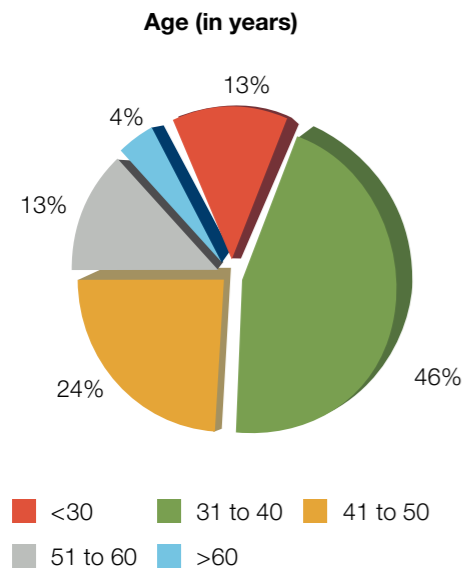
Topics are tailored for accountancy and business professionals, equipping them with information to help them succeed. These run the gamut of business trends and accounting standards to career development as well as leisure and lifestyle.

## CPA SINGAPORE AT A GLANCE

**Frequency: monthly**

**Distribution: to more than 22,000 accountancy professionals, academics and government agencies**

## READERSHIP PROFILE



**“The journal is a compulsory read for all our staff.”**  
**Mr Terence Ng, CPA Singapore, Partner, Ardent Business Advisory Pte Ltd**

## WHY CHOOSE CPA SINGAPORE?

- Official publication of national accountancy body, the Institute of Certified Public Accountants of Singapore (ICPAS).
- Definitive resource for accountancy and business professionals.
- Groundbreaking reports on accountancy and business developments, with relevant updates on technical standards
- Readership of more than 22,000, majority of whom are CEOs, CFOs, Financial Controllers, business owners, audit and accounting professionals, academics, government office-holders and regulators.

## ADVERTISING

Highly sought after, the readers of *CPA Singapore* are definitive standard-bearers of competence and excellence in the fields of accounting, finance and business. Here is how your business can reach out to this sophisticated segment.

### Advertising Rates

	1X	3X	6X	12X
Full Colour				
Outside Back Cover	3,800	3,420	3,230	3,040
Inside Front Cover	3,500	3,150	2,975	2,800
Inside Back Cover	3,200	2,880	2,720	2,560
Full Page ROP	2,800	2,520	2,380	2,240
Half Page	1,500	1,350	1,275	1,200

*Note: All rates are quoted in Singapore dollars, excluding goods and services tax (GST) and inclusive of 15% agency commission.*

## SPECIFICATIONS OF CPA SINGAPORE

- Frequency : 12 issues per year
- Size : 260mm (H) x 198mm (W)
- Colours : 4C x 4C
- Paper : Cover - 190gsm Art Card  
Text - 100gsm Art Paper
- Finishing : Gloss lamination 1 side on cover & perfect-bound

## WHAT YOU WILL FIND IN EACH ISSUE:

- **CPA Singapore Exclusive** – Exclusive interviews with top personalities on topical issues
- **In Depth** – Feature stories on accountancy and business
- **Communiqué** – Updates on the Institute’s developments
- **In the Know** – Articles on technical subjects including corporate governance, tax, financial reporting and ethics
- **Tips from the Top** – Success stories from business leaders
- **Your Money** – Wealth management advice
- **@work** – Tips on career development and office life
- **The Good Life** – Lifestyle and leisure items for PMEBS
- **Last Word** – Commentaries by guest columnists

