

# Karin's BYP Business Brief

By Karin Frick  
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Every month, **Karin Frick of BYP** profiles Thailand's most inspiring businesspeople and reveals their secrets for success. If you'd like to meet Bangkok's business leaders and lots of dynamic people of all nationalities, make sure to attend our **Bangkok Young Professionals monthly networking events**, dinners or golf sessions. Bangkok Young Professionals was founded by Karin Frick and Callum Laing in August 2006. For more information please visit [www.mobyelite.com/byp](http://www.mobyelite.com/byp)



**Name: Bernard Collin**  
**Company: Safcoms Australia, UK and Thailand**  
**Age: 55**

### **1. Why did you first come to Thailand?**

After launching Safecom's in Sydney Australia in 1999, we opened a branch in the UK in 2002. Our customers were mainly enterprise businesses that had branches in Asia. It became obvious that we needed an office to supply quality services locally, hence the move to Thailand in 2004.

It turns out however that the needs of the branch offices are dramatically different from the head offices. In Australia and the UK we exclusively do consulting and auditing, but in here in Thailand we actually develop and sell tailored solutions for smaller size companies.

### **2. What is your elevator pitch for your company?**

We make security and management control affordable for small and medium sized offices. We design solutions that they would normally find in large enterprises, like full backup, internet traffic monitoring, SPAM and virus control, adapted to a size and price that they can afford without the hassle of hiring and maintaining an army of IT staff. We are their total IT solution and expertise providers.

We're able to totally outsource all of their IT problems and give them the level of service their headquarters would expect back home. That is very hard to find here in Thailand.

### **3. What has been your proudest moment with your business?**

We designed the impossible for a customer who had been given extremely expensive quotations to do a multi-site project with connection and monitoring of seven branches in Thailand. We had to organize it all within a very reasonable budget with zero IT staff within the company, and we delivered a level of management control that brought a smile to the owner's face when he saw it all operating. The company is Bartercard, and you can see the testimonial on our website: [www.safecom.com/about\\_movie\\_graham.html](http://www.safecom.com/about_movie_graham.html).

### **4. What has been your most frustrating?**

Dealing with large Thai corporations. Decisions cannot be made in a rational way, and long-term strategy is something to be avoided at any cost. This is why we only target multinational customers.

### **5. Who has inspired you the most in business and why?**

Apple Inc.

I was lucky enough to work with Apple from 1978 to 1983, the golden age when Steve Jobs was 28 and easily approachable. Steve and I were born at the same time but in a different time zone, so different calendar day. I spent a lot of time in California with all the guys at Apple who made the computer world what it is today. That was an awesome experience.

### **6. Favorite business book?**

Too many to mention really, but what has helped me the most in my business life is NLP (Neuro Linguistic Programming), a very barbarian name for a way of life that gets you back to reality on a day-to-day basis, and has helped me tremendously in communication and management.

### **7. What does a typical day look like for you?**

My morning starts with email as soon as I get out of bed and before breakfast. Then I plan the day and get important things done before the rush starts. Later on, short meetings take place in the morning to make sure we're all in sync and then we get to do our job. Lunch is usually with colleagues and occasionally with customers.

At the end of the day, we have a brief review to make sure we're still all working towards the same goal.

Evenings are usually dedicated to study. I remain an engineer at heart and have developed a passion for a new

programming language. I love music and painting. Sports is the big missing bit here and I am gradually bringing it back into the picture (early morning is my favorite time). Weekends are for my wife and kids.

### **8. What advice would you give to someone looking to start their own business?**

Only do it out of passion, not for any other reason. Life is really tough when you have your own business and the only way you can survive is if you really love what you do.

Watch out every time you make a big decision -- it takes a lot of effort to build a business, and a single wrong decision can have catastrophic consequences.

Be prepared to fail and start again, and treat each mistake as a lesson that you will benefit from every single time. Giving up is not an option once you start.

### **9. Where will your business be five years from now?**

We intend to bring this venture to IPO in about this timeframe, so we have a clear plan of the steps we have to accomplish and milestones ahead of us. We are on target and enjoying it.

### **10. Why should someone contact your business over your competitors and how should they get in touch?**

Because we care. We are friendly, easy to do business with, and are extremely knowledgeable in our area of expertise. We are committed to our customers, and we deliver quality standards that you can't find in any IT company today in Thailand.

We also have exclusive solutions that our customers cannot purchase anywhere else, as we design most of what we sell and make sure it matches our customers' business needs. While we're not the cheapest, we guarantee that our customers will save money with us. We are committed to helping them reach their own business objectives. They focus on their business expertise, while we focus on ours. It is a great combination.

**Bangkok Young Professionals (BYP)** is open to everyone! Don't hesitate come to our events. You'll meet like-minded individuals, enjoy great food in new and exciting venues and have fun exchanging business cards. Find out more about our upcoming events on our website [www.mobyelite.com/byp](http://www.mobyelite.com/byp).