

A Letter from our Executive Director

As NetAssist marks its 27th anniversary, I find myself reflecting with deep gratitude on the journey that has brought us here. For 27 years, we have grown through every wave of technology change by staying open, relevant, and committed to helping organisations and people move forward with confidence.

Today, we are living through another significant wave of change — Artificial Intelligence. What sets this moment apart is its **speed, reach, and impact** on how decisions are made, teams collaborate, and work gets done. While this shift can feel fast-moving and uncertain, our experience at NetAssist has shown that **embracing change strengthens the value of human work**. Increasingly, work is shaped not just by people or tools, but by how humans and AI come together to drive better business outcomes.

Microsoft describes organisations leading this shift as frontier firms. Here, **AI is no longer just a supportive tool, but a true coworker**, with agents supporting everyday decisions and execution. This is where many organisations are headed, as **people focus more on judgment, creativity, collaboration, and meaningful outcomes**.

That is why I believe change does not have to be something we fear. It can be something we shape.

Our role at NetAssist is not simply to help organisations adopt new technology, but to help them evolve how work gets done — where **people, platforms, and AI agents come together to co-work more effectively**. Over the years, we have supported businesses through the evolution of Microsoft technologies, built solutions around real operational needs, and helped people develop the skills to turn transformation into meaningful progress.

In many ways, we are also applying these same principles ourselves — learning how our people can work alongside AI to improve **delivery, operations, and the experience** we create for our customers.



Mary Lee
Executive Director

As our role has evolved, we have also refreshed our corporate logo to better reflect who we are today: **vibrant, dynamic, and kinetic**. More than a visual change, the new logo represents **renewed energy, movement, and our readiness to keep growing with the needs of our customers and the future of work**.

The past 2 years have been especially significant. We are proud to have trained over **15,000 professionals** in Microsoft 365 Copilot across more than **100 public and private sector clients**, contributing in our own way to Singapore's digital and AI transformation journey.

For leaders who feel overwhelmed by AI, my advice is simple: be willing to try. Stay open. **There are no perfect decisions, only opportunities to learn, adapt, and improve**. Things will change, but the experience and lessons we gain will continue to shape us.

To our customers, vendors, partners, supporters, and former colleagues — thank you. Your **trust, collaboration, encouragement, and contributions** have shaped NetAssist into who we are today. We are especially grateful to those who have walked with us through the different seasons across these years.

As we step into our next chapter, we do so with renewed purpose and deep appreciation, guided by the same belief that has been with us since 1999: **meaningful progress happens when people are willing to adapt**. With confidence, openness, and optimism, let us continue moving forward into the future.