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**John Stobie,**  
director  
of sales,  
Clanwilliam  
Group

- 1.** For technology companies, it is important to adopt a policy of constant innovation, while at the same time ensuring that any new features are positive and beneficial to users. It's all about the customer and taking decisions in their best interest.
- 2.** Privacy is something businesses and individuals are focusing on more and more. Security should be of paramount importance and all of the services, and there are solutions out there built with a strong commitment to the privacy of patient and user data.
- 3.** It's almost a cliché but Ireland really is a great place to do business – there's a real warmth here and openness to innovation. I have seen that in my two decades working in enterprise and channel sales.
- 4.** Again I would say it comes back to the customer and what they want – if the demand is there businesses will adapt to it and begin to offer it more. Irish technology companies are increasingly focused on the global marketplace – so supporting customers through multiple languages is now second nature in Ireland.
- 5.** Add value for your existing customers and new business will follow. Each business should be as focused on further strengthening existing relationships as generating new business..
- 6.** Hailo – I use it all the time.



**Jason Boyle,**  
director of  
technology  
solutions and  
portfolio, PFH  
Technology  
Group

- 1.** 'Dislike' or 'empathy' – the jury is still out on the button itself! As a father of two young teens I am acutely aware of the potential for online bullying and its impact. Any passive development that can assist in showing a bully that their activity is not appreciated should be encouraged – an online 'turn your back'.
- 2.** The pace of technology development is such that Data Protection and other protective legislation cannot deal effectively with the speed of new technology developments. This means we, as consumers using technology and citizens who can be monitored, need to be more vigilant in how we conduct our public lives to avoid inadvertent exposure and where we are exposed, our legislators need to play catch-up quickly.
- 3.** In this case, we have to see the low rate of corporate tax as a big attraction. There are other factors that also assist – having so many universities goes with our reputation for a skilled labour force, our work ethic is there from a cultural basis and not to forget that we are the most welcoming nation you can get.
- 4.** The Irish language is part of our heritage and we should promote it as such – you only have to look around you to see a desire to see the Irish Language move more mainstream. Business through Irish might be aspirational at this point as to get there, we need to at least be conversant in the basics, this comes back to how we teach Irish in the schools and how that is in turn brought home.
- 5.** Turn every risk into an opportunity.
- 6.** The RTE News App.



**Ben Kitchin,**  
director at  
Host Ireland  
Business  
Broadband

- 1.** The introduction of a dislike button on Facebook is most definitely going to encourage targeted negative cyber bullying. We see a growing number of anonymous bullying cases, and the dislike button is only going to add fuel to the fire.
- 2.** Ironically, here at Host Ireland Business Broadband, we're running a pilot (excuse the pun) programme to use drones as part of our roof top surveying strategy. We've been able to access aerial footage of people's homes for years now, so from an invasive perspective, it is nothing new.
- 3.** Twelve and a half per cent corporation tax; 12.5 per cent corporation tax; 12.5 per cent corporation tax. Aside from that, Dublin is a good base for access into Europe. Furthermore, the time difference between Dublin and San Francisco is more attractive than most other European cities.
- 4.** No. Irish is part of our culture but not part of Irish business. The time, energy and resources invested in learning Irish for business purposes, if this does actually exist, should be invested in educating our lower level workforce. We still have large unemployment in Ireland and this needs our focus.
- 5.** Never trust anyone. Human instinct determines that humans always have a vested interest. Advice from your stock broker to sell your current shareholding in share A and reinvest in share B comes to mind. Never trust anyone.
- 6.** LoyLap – It facilitates me to get a discount on my personal and business purchases on a weekly basis. The more I shop, the cheaper it gets. It's a brilliant concept.