

# Growing complexity in cloud computing

**CITIC Telecom CPC crowned champion with its scalable infrastructure with integrated cloud services**

By Nancy Ho

With more local enterprises across sectors are increasingly moving to cloud computing, integrated cloud services that address diverse business needs and challenges are becoming important.

Building on a scalable cloud computing infrastructure with a wide array of integrated cloud services, CITIC Telecom CPC SmartCLOUD has won the Cloud Excellence Awards in the Best IaaS category.

“SmartCLOUD leverages our company’s self-managed world-

class carrier-grade data centers and complements our full-fledged network and information security infrastructure and expertise, without compromising ease of end user control,” said Daniel Kwong, senior vice president of information technology and security services at CITIC Telecom CPC.

According to Kwong, the company’s managed cloud services help enterprises to simplify IT daily management, optimize IT operations and reduce operation costs while maintaining availability and

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**CITIC Telecom CPC SmartCLOUD  
Cloud Computing Solutions**

security.

The 24x7 managed cloud service is supported by the company’s technical specialist team and backed by a network of data centers in Asia Pacific.

Kwong added that the company has 10 cloud service centers in the region and is planning to extend the cloud center network to the US and Europe.

SmartCLOUD customers in Hong Kong span across various industries including financial, luxury, professional services, trading and logistics companies. ◀

# E-commerce made easy

**PCCW Solutions brings behavioral insights to e-commerce providers to enhance customer experiences and build loyalty**

By Gigi Onag

E-commerce is no longer limited to the retailers as companies across different industries are putting an online storefront as a pre-requisite of running a digital business.

“Most companies would prefer to set up their own e-commerce web store instead of riding on the public marketplace, which is not conducive for building brand loyalty,” said Ramez Younan, managing director of PCCW Solutions.

The company has bagged the inaugural Cloud Excellence Awards in the PaaS category with its subscription-

based e-Commerce-as-a-Service. The cloud offering features an end-to-end service from online store setup, webstore management, warehouse logistics, delivery service, payment gateway, digital marketing, data analytics to in-store digital solutions.

“One key value of the solution is enabling companies to create brand awareness and to build customer loyalty through their web store,” Younan said. He also revealed the upcoming new features like integrating physical membership cards with online loyalty programs and

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**PCCW Solutions Infinitem  
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**Younan of PCCW Solutions:**

One key value of the solution is enabling companies to create brand awareness

enhanced data analytics capabilities.

To date, retailers are the major customer of the company’s e-Commerce PaaS offering, but PCCW Solutions is eyeing other industries such as banking, insurance and hospitality.

“For example, our e-commerce solution can support sales of virtualized goods, specifically the subscription of multimedia products,” Younan said. ◀