

Best cloud services provider: CITIC Telecom CPC

READERS' CHOICE
PRODUCT EXCELLENCE
AWARDS 2013



NETWORKWORLDASIA

In early 2010, CITIC Telecom CPC consolidated and virtualized their internal IT infrastructure to adopt cloud computing as a platform for deploying its non-critical applications such as network and application monitoring. The company migrated 95% of both its critical and non-

critical applications to the cloud six months later.

According to CEO Stephen Ho, this move showed positive results in deployment speed, cost and system performance. From the project, staff gained valuable experience in deploying and operating a cloud environment, as well as valuable skills to overcome different types of technical challenges.

From the deployment, the company realized that cloud computing services could complement its Multiprotocol Label Switching Virtual Private Network (MPLS VPN) and Managed Security services. CPC foresaw a huge business potential not only in the market then but also its potential, not only for existing customers but also for customers ranging from small to medium businesses (SMBs) to enterprises.

"Cloud computing was a natural evolution of our services," Ho says. "IT allowed us to provide a 'total' solution to customers, remove any headaches for them and allow them to focus on their business."

CITIC Telecom CPC's SmartCLOUD solutions, built on a reliable cloud computing infrastructure, enable companies to substantially reduce costs and increase flexibility, while maintaining enterprise-grade security, privacy and availability. SmartCLOUD solutions help enterprises of any size to rapidly deploy any scale of services over the Internet or a private network cost-effectively.

Customers can dynamically allocate key resources to address business tasks, including on-the-fly allocation of processing power, memory and storage, all protected with highly secure connectivity to isolate applications and ensure data integrity.

CPC's SmartCLOUD solutions help businesses increase agility and competitiveness by scaling out IT across four areas:

- Improve operational efficiencies by reducing the deployment time of IT infrastructure and long-term administrative cost

- Facilitate a reliable and secure network environment for collaborations between branch offices and mobile workforces
- Further enhance application performance and data transmission over WAN or Internet
- Provide a series of networking and security solutions, connecting businesses with external parties

Since security is a top concern for customers, CITIC solutions emphasize security services and leverage international security best practices, according to Ho. "This is made easy with our TrustCSI services seamlessly integrated with cloud computing services," he says.

Ho also points out that while cost cutting is still important, it is no longer the only driver for cloud adoption these days. "As a service provider, we are often caught in between," Ho says. He explains that dropping prices for a service is harder than doing so for a product. The former requires service providers to drive efficiencies to contain cost so they can transfer cost benefits to the customers.

Ho adds that this is where the customer's choice of the right partner goes beyond looking merely at prices. "Accumulative experience, staff expertise and the right third-party certification all count. At CPC, we have established industry standards while working on internal and partner certifications as part of our management philosophy."

Next-generation services

Hence, CPC's products and services become 'service building blocks' for customizing IT solutions to meet diverse business needs. These integrated solution building blocks are proven feasible using the company's production proof-of-concept. The result is that the customer will have a production-ready solution during the engagement process, which eases deployment later.

CPC is a total infrastructure provider of Compute, Security and Connectivity. As an infrastructure technology partner, the company's research and development teams continuously explore technologies that can deliver the best performance and the most secure environment to customers.

Understanding customer projects are application specific, CPC works closely with various ERP, CRM, FIN, etc., application providers to develop deployment best practices – leveraging its services building blocks – for its customers.