Going the distance with reliable cloud migration that a smart technology company trusts

Singtel's Managed Virtual Private Cloud (SMVPC) offered the right solution for V3 Smart Technologies' business needs, ensuring a trouble-free migration to the cloud, together with the flexibility to customise the service as the company's requirements expanded.

Executive Summary

Company name
V3 Smart Technologies

Industry
M2M location-based and robotics technology solutions provider

Customer Base
30,000 assets

Business challenges
• Old co-location infrastructure unable to scale as new customers required more applications and data
• Speed of technology change meant servers they used quickly became obsolete and costly

Singtel Solution
• Singtel Managed Virtual Private Cloud

Business value
• Easily scale up operations to meet peaks in customer's IT needs
• Improved IT structure resulted in reduced IT downtime and increased customer satisfaction
• A 50 per cent decrease in IT costs and reduction in manpower when it comes to maintenance

Future Plans
• Growth in the region powered by a single cloud infrastructure enabling V3 to increase the volume of virtual services and provide seamless connectivity to all customers

V3 Smart Technologies

Introduction

Established in 2002, V3 Smart Technologies is a leading provider of location-based technology solutions and applications. Originally operating under the name V3 Teletech, its main business focus is on fleet telematics as well as workforce assignment and mobility solutions. Recently, the business expanded into the Internet of Things (IoT) and cloud robotics.

V3 creates technology that enhances workplace mobility: the right data to employees, no matter where they're working. Its solutions enable efficiencies in areas such as resources scheduling for the logistics construction industry, taxi dispatch systems, waste collection fleet management, municipal street cleaning and parking warden enforcement.

"We want to represent the 'three Vs' for our customers: visibility, velocity and variability. We want to create solutions to meet their demands for visibility of operations. To give them IT tools to be able to make informed decisions quickly. And to create solutions which can be changed as their business needs change," says Mr Adrian Long, General Manager of V3 Smart Technologies.

Business Challenges

Offering location-based solutions requires a lot of data. As V3 has grown, its data needs have also grown. Every time a new fleet management customer signed up, there was a data strain on V3's IT set-up.

"The heavy data usage mainly comes from our fleet management system or the GPS tracking systems. We have close to 10,000 vehicles worldwide on the platform, which we operate as an SaaS – Software-as-a-Service (SaaS) model," says Mr Long. "They are able to track their vehicles worldwide from a single hosting data centre in Singapore. Customers are able to access reports, track their vehicles, do simple vehicle telematics and analytics. We also use the data to do predictive maintenance."

It wasn't just fleet management. V3's workforce management system also required a lot of data.

"It's a system for businesses to schedule mobile jobs," explains Mr Long. "The platform is able to synchronise these jobs to the mobile devices held by the workforce personnel who might do cleaning, enforcement or inspection jobs. When they're completed, the data will appear real-time, for management to do analysis and reporting."

Operating with a co-location server system made it difficult for V3 to scale as the need for more data grew. "We were starting to see a greater influx of data and processing requests as we deployed more applications. Our infrastructure was struggling to cope with the high levels of traffic," says Mr Long.

A co-location IT set-up is ideal for companies who want control over the hardware and software they use without having to pay the costs associated with running their servers on-premises. For V3 though, co-location was hampering efficiency. "We were facing escalating costs in the maintenance of our hardware and servers as they reached the end-of-life. It was also time-consuming to purchase and deploy new servers which can cause increased downtime and decreased productivity," says Mr Long.

The other issue was the pace at which technology changes make the systems business uses today obsolete in as little as two years. "Obsolescence is one of the key issues," says Mr Long. "The speed of technology advancement means that within two years the kind of servers or network you rely on can be obsolete. Moving to the cloud meant we didn't have to worry about maintaining the network or upgrading the servers. The cloud gave us an IT infrastructure to scale IT resources rapidly based on customer demand."

Solution

Building a Cloud Partnership

V3's relationship with Singtel began in 2008 using a small scale co-location solution at one of its data centres. This relationship strengthened in 2014 when the business officially moved to Singtel Managed Cloud (IaaS). For this solution, V3 migrated to Singtel Managed Virtual Private Cloud (SMPVC).

Singel Managed Virtual Private Cloud (SMPVC) is a secure enterprise cloud offering flexibility to fit any business needs.

For V3 the solution allows them to scale their IT resources rapidly according to their customer's needs. Ultimately, they wanted a reliable IaaS provider with the flexibility to customise the service as the company's requirements expanded.

"Singtel was able to tailor its solutions and configuration flexibility to meet our operation requirements," explains Mr Long. "Both its sales – and in particular the technical staff – went the extra mile for V3, from giving us pointers on how to increase our business productivity, optimise the IaaS resources, to simple steps on how to lower our IT costs. Singtel's solution delivers a virtual data centre, management and security on a dedicated infrastructure to support our changing IT requirements."

Singtel staff ensured the migration to the Cloud was seamless. V3 customers didn't even notice. "We pushed out the message that we were doing some migration, but those who were using our system even in the middle of the morning when we ran the migration – they didn't notice it," says Mr Long.

Benefits

Speedy fulfilment of customer needs
With SMVPC, on-boarding a new V3 customer has been simplified and the time it takes to get the customer's services up and running has been significantly reduced. For existing customers, V3 can easily scale within the cloud to meet their data needs, then scale down after that need has subsided. This means V3 is able to offer customers an uninterrupted service which benefits both parties.

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>
> **Mr Adrian Long, General**
> Manager of V3 Smart Technologies.

"Simply with a click on a few icons, we are able to scale up our operations to meet peaks in customer demand. In addition, we are now able to roll out new applications and services to our customers within days, not months," explains Mr Long.
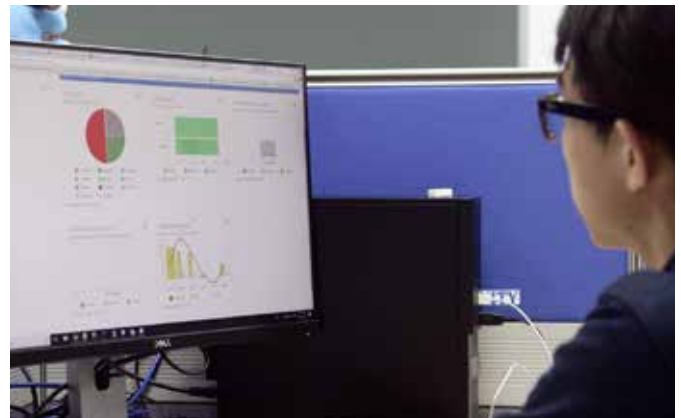
Cleaner structure reducing downtime
Singtel's implementation of the Managed Cloud actually improved the IT structure V3 operates on. Creating a more reliable server means downtime is drastically reduced, improving customer satisfaction.

"Singtel analysed our data, and looked at the way we were actually using all these servers. They came up with an improved structure and suggestion for the type of hosting facility we need. As a result, the downtime has been reduced tremendously," says Mr Long.

Cost-efficient and easy to manage IT infrastructure
The move to Singtel's cloud has meant V3's IT costs have been halved. Replacement of servers to handle bigger flows of data is no longer a concern for the business. "With this service, we've managed to slash our infrastructure costs by 50 per cent," says Mr Long. "We no longer have to buy our own servers, third party software, monitoring tools, accessories or rent a co-hosting location or server rack."

It's not just a monetary cost. The new system has reduced the manpower required when it comes to maintenance. These resources can now be redirected to areas that drive business growth and innovation.

"Maintenance work can now be done remotely anytime and anywhere. We have a comprehensive suite of end-to-end cloud solutions that enable us to have total control, visibility and manageability of our entire ICT infrastructure," says Mr Long.

Future Plans

Powered by a reliable cloud service, V3 has its sights set on growth through international expansion. "The unique aspect of SMVPC is that we are able to serve other countries, not just Singapore. Currently we have an operation in India, but the application actually sits in Singapore. Global expansion is easier as we don't have to worry about going to each country and look for hosting partners or data centres," says Mr Long.

About Singtel

Singtel is Asia's leading communications technology group, providing a portfolio of services from next-generation communication, technology services to infotainment to both consumers and businesses. For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For businesses, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics and cyber-security capabilities. The Group has presence in Asia, Australia and Africa and reaches 670 million mobile customers in 22 countries. Its infrastructure and technology services for businesses span 21 countries, with more than 428 direct points of presence in 362 cities.

Awards

Asia Communication Awards
Best Enterprise Service - Connectivity as a Service (2013)
Best Cloud Service (2011 & 2012)
Project of the Year - G-Cloud (2014)

Cloud & DevOps Awards 2016
Best Cloud Computing Adoption Project (G-Cloud)

Computerworld SG Readers' Choice Awards
Best Data Centre and Hosting Services Provider
(2007 & 2009 - 2013)
Best Managed Connectivity Services Provider
(2006 - 2013)

Computerworld Singapore Customer Care Award
Cloud Services (2012 - 2013)

Frost & Sullivan Asia Pacific ICT Awards
Telecom Cloud Service Provider of the Year (2012, 2016)

Frost & Sullivan Best Practices Award 2017
Singapore Managed Cloud Service Provider of the Year

IDC MarketScape in Asia Pacific 2013
A Leader for Datacenter and Hosted Cloud Services

NetworkWorld Asia Readers' Choice Product Excellence
Awards (2013)
Managed Infrastructure Services
Cloud Infrastructure Provider

Telco Cloud Forum Awards 2016
Telco Cloud of the Year

For more information   http://cloud.singtel.com   cloud@singtel.com