

Customer Success Story

A regional cement and building materials producer



# Achieving a complex cloud migration successfully on a tight schedule.

Setting up an independent data hosting site is rarely a straightforward undertaking. Doing it on a tight deadline makes it even less straightforward. It gets even more complicated if the company has also gone through an acquisition process. A regional cement and building materials producer found itself in exactly that situation: it needed a solution provider that had the right platform to support its critical business environment. Ultimately, it was the platform provider’s Asian hospitality, regional knowledge and global expertise that achieved the remarkable set-up of an entire data infrastructure – supporting all applications – within 12 months.

## Executive Summary

**Company name**

A regional cement and building materials producer

**Industry**

Construction

**Customer base**

1,000 employees

**Business challenges**

- Decide on a suitable cloud provider.
- Build a fully running, scalable infrastructure within 12 months to support all the company’s business applications.

**Singtel solution**

- Managing Virtual Private Cloud.
- Building data centre infrastructure.
- Data hosting and migration services.

**Business value**

- Problem-free data hosting, no upfront investment on hardware.
- Secure and well managed site.
- No unplanned down time by provider since day one.
- On-demand infrastructure allows faster implementation of projects.
- Adequate and robust response to business needs.
- Higher application SLA.

# A regional cement and building materials producer

In 2015, the cement producer became part of an international group of diversified building materials businesses. The group is engaged in the manufacture and supply of a wide range of materials and operates builders' merchants and DIY stores in the cement producer's country.

## Business Challenges

In 2015, the regional cement producer was acquired by an international group of building materials businesses. As part of a global organisation, a business would usually receive support from its regional office. However, because the Southeast Asian cement producer was being divested, it was missing out on regional office support, which used to provide all the data hosting, applications, server maintenance, and everything else that is part of a typical data centre. A year after the divestment, as part of the acquisition requirement, the cement producer had to set up an independent data hosting site, and move its entire system to it – with a 12-month deadline.

"12 months isn't a long time to do both. We needed an expert that was already providing data centre services and we needed a solution provider that would give us a managed service package together with the infrastructure," explains the company's IT director.

In addition to the tight deadline, the company also needed a robust infrastructure that would meet the business's needs. The ability to support that infrastructure was another challenge.



## Looking for a trusted and reliable provider to take on the project

Singtel had already established a good reputation with the company as it was the vendor of the cement producer's former regional office, which had been happy with Singtel's products and services. However, the buildings material maker wanted to consider a break from the past and make an independent choice.



"But there was no strong reason to move from the current vendor [Singtel], because of its good support services," says the IT director. "Nevertheless, the relationship had to be owned by us."

"In the end, we decided to stay with Singtel quite simply because the relationship was so good – the trust was there," she says. "They encouraged us to share our challenges with them so that they can fully support us, which made it a true partnership."

"And on the practical side, Singtel was able to move very quickly."

## Adding value

The cement company's previous set-up was more a traditional co-location of servers, where the hardware was still owned by the client. Over the years, the business had grown and needed a variety of services from a service provider, including housing servers, hosting and offering flexible solutions such as cloud-based services.

Singtel stepped up.

"For any infrastructure expansion that we needed, Singtel could do it. And that allowed us not to worry about procurement. Nor did we have to train our own people, because the expertise was already there – with Singtel. It's a full service that they offer. Distance is not a problem, connectivity is not a problem. Everything is seamless and scalable," says the IT director.

“ It's a full service that [Singtel] offers. Distance is not a problem, connectivity is not a problem. Everything is seamless and scalable.

- The company's IT director



## The secret of a successful migration is a great relationship

"Product quality and innovation are significant factors in any successful business", she says. "But the key to lasting business success is building a great relationship and offering excellent customer service."

For Singtel, offering great customer service lasted beyond the actual migration period. After everything was up and running, Singtel followed up with monthly executive updates to the customer, also making sure there was no major down time.

The cement producer was also impressed by Singtel's flexibility.



"The Singtel team's dedication is beyond excellent. They would always work to meet deadlines, despite short notice, and were available beyond regular working hours. Team members even answered queries during their annual leave to make sure the project was not delayed," she says.

“ Singtel offers Asian hospitality with global expertise.

- The company's IT director



"And if there were any challenges it was very easy to engage, even up to the senior management level. Their Cloud team has a truly dedicated mindset."

## Conclusion

Singtel's solutions have proven to be a great success for the cement and building materials producer. Not only did they manage to complete the data infrastructure within 12 months, it also runs smoothly. Moreover, Singtel's on-demand infrastructure allows the producer to implement projects faster, enabling it to respond to business needs in a more robust way.

The company was impressed by Singtel's passion and dedication. More importantly, It was pleased with Singtel's regional knowledge and contacts.

"We needed a service provider that can provide a managed service package together with the infrastructure, and Singtel fits the bill."

"The cultural barrier is just not there. I'd say Singtel offers Asian hospitality with global expertise."

“ The Singtel team's dedication is beyond excellent... members even answered queries during their annual leave to make sure the project was not delayed.

- The company's IT director



# About Singtel

Singtel is Asia's leading communications and ICT solutions 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 about 640 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 360 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