

EQUINIX CUSTOMER SUCCESS STORY 1CLOUDSTAR



CLOUD & IT SERVICES

Cloud transformation company 1CloudStar hits the ground running with Equinix

A clear business vision and an innovative collaborator has played a major role in helping 1CloudStar get to market quickly, deliver outstanding performance and roll out new services

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said Mike Li, Managing Director of 1CloudStar.

Overview/Executive Summary

Since 2013, Singapore-based 1CloudStar has been a trusted advisor, delivering cloud consulting, migration and management services. It works with a range of enterprises – local, regional and multi-national – across Asia that are rapidly moving into cloud-based environments, whether it be public, hybrid or private.

Today, 1CloudStar customers include government agencies, numerous large, publicly listed companies, one of Singapore’s best-known property developers as well as a major international airline.

With coverage across the region and beyond, 1CloudStar’s technology consultants leverage years of infrastructure and applications experience to ensure customers enjoy a smooth and seamless journey into the cloud. Since the very beginning, one of 1CloudStar’s most powerful but not so secret weapons has been its interconnection and data center provider Equinix.

Business Challenge

From its inception, 1CloudStar recognised that only a “cloud native” could provide it with the combination of connectivity, performance and reliability it needed in order to achieve its dream of becoming a genuine “cloud transformation” company. The result was a stringent, in-depth due-diligence exercise that saw the organisation consider a number of potential providers.

1CloudStar evaluated each provider on a wide variety of factors, including presence, performance and price. As 1CloudStar’s Managing Director, Mike Li explained, Equinix came out solidly on top.

“Equinix is very different from other providers we talked to. It’s more than a traditional data center provider. It is on a totally different level and the Equinix strategy is very tightly aligned with our business vision of enabling enterprises of any size and sector to put virtually everything in the cloud,” he said.

“I don’t think we will ever regret making this decision. Equinix has become a catalyst to grow our business. And each time Equinix adds something new, we have something else to offer our customers,” he added.



Customer Profile

1CLOUDSTAR is one of the most innovative Cloud Consulting and Managed Service providers in Asia. Since the explosion and adoption around Cloud Computing, 1CLOUDSTAR has delivered migration and consulting services to a range of Multi National and Enterprise organisations across Asia that are moving into the Cloud based environment whether it be public, hybrid or private.

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Solution

1CloudStar is focused on cloud connectivity, but it still needs to collocate its physical infrastructure somewhere safe.

“Almost every item of strategic infrastructure is located within an Equinix facility. Our ecosystem is also definitely much richer than it would have been if we’d chosen a different provider, Li said.

Today, the organisation has a presence in two of Equinix’s three International Business Exchange™ (IBX®) data centers in Singapore – known as SG1 and SG2. As well as providing performance and resiliency, creating a presence in two separate, but highly interconnected data centres demonstrates to customers that 1CloudStar’s offering can provide high availability and disaster recovery (DR).

In addition, 1CloudStar was one of the first Singapore customers to join the Equinix Cloud Exchange (ECX) when it was launched. According to Li, ECX has become one of the most important pieces of the 1CloudStar infrastructure puzzle and a strategic differentiator for the business.

“The Equinix Cloud Exchange has been a massive success for us. We are continuously introducing new clients to the benefits it offers, and using it to attract new customers,” he said.

According to Li, those benefits include high-speed, 1Gbps to 10Gbps performance, very high reliability and tremendous flexibility.

“With ECX we can quickly and easily connect to multiple public cloud providers, at the same time, and at no extra cost,” he explained.

Last but not least, ECX enables 1CloudStar to configure and deploy services extremely quickly.

“The traditional model requires physical preparations, such as requesting a line and setting up servers. With ECX, we can do pretty much everything in software. That means we can provision a service – whether using single or multiple cloud providers – in minutes, compared to the hours, days or weeks that it used to take,” he said.

In addition to performance advantages, ECX has brought 1CloudStar significant cost savings.

Benefits & Results

1CloudStar now works almost exclusively with Equinix. This has not only enabled 1CloudStar to safely collocate important strategic systems – both its own and those of its customers. It also offers an extremely effective way to build a business in the cloud.

“Equinix is more than an excellent service provider. It is really a bridgehead that enables us to connect to the cloud in the smoothest and most cost-effective way. Equinix has helped to keep our costs down and make our business more competitive,” Li said.

While the relationship with Equinix has definitely delivered technical advantages, another big benefit has been a significant boost in brand power. That has proven its worth, especially when it comes to winning new business.

“Usually when we meet with a potential customer to discuss their requirements, it’s really more about them wanting to know more about 1CloudStar. Where is our physical infrastructure located, and what kind of connectivity do we have? However, we’ve noticed that once we mention the key name – Equinix – those questions pretty much stop. They are satisfied that we know the business and we work with the best,” explained Li.

“It’s a significant factor that can make all the difference when it comes to convincing a potential customer and expanding our business,” said Li.

About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world’s leading businesses to their customers, employees and partners inside the most interconnected data centers. In 40 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

Learn more at Equinix.com

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