CLOUD & IT SERVICES

Equinix enables IndonesianCloud to expand regional footprint and meet the most stringent data security and sovereignty requirements

"As our customers deal with mission critical and confidential corporate assets and information on a daily basis, we needed to ensure that their data was stored in the most reliable, most secure data center environment possible. We believe that deploying in a Tier 4 data center such as Equinix can provide real value to our customers, and more importantly, make us the only cloud provider in Indonesia that meets the strict Tier 4 requirements for our data centers,"

said Neil Cresswell, CEO, IndonesianCloud.

Executive Overview

Cloud adoption is expected to experience unprecedented growth across Indonesia over the next few years. According to Gartner, the Indonesia cloud computing market is expected to see double-digit growth rates through 2016.

With the emergence of stricter banking and data sovereignty rules across Indonesia, enterprises are increasingly seeing the need to store their corporate information within the most secure data center environment possible. As such, IndonesianCloud sought to work with a data center provider that could offer secure, power-dense, high-availability and high connectivity access to its cloud services for its customers.

The Customer

IndonesianCloud is a dedicated cloud service provider in Indonesia and also the largest cloud player within the country's enterprise market. The company provides a comprehensive suite of enterprise class cloud services, which are engineered to adhere with global standards, yet be deployed and managed locally to meet unique domestic demands. Home to enterprise customers within the financial services, MNC, and public sectors to date, IndonesianCloud is only one of the few pure play cloud providers in the country to be independently certified by VMware.

The certification by VMware of IndonesianCloud ensures that customers are deploying their cloud servers on a platform they can trust. In addition, VMware offer customers the ability to purchase IndonesianCloud services, branded as VMware services, giving a further degree of commercial assurance. The VMware vCloud Credits program is further recognition of IndonesianCloud's strict adherence to security, reliability, and performance.

Business Challenge

With a rapidly expanding clientele base, IndonesianCloud immediately saw the need to expand its regional footprint to deliver its best in-class cloud services to its customers. The company, which was initially launched with a single data center, sought to set in place a two DC strategy in a bid to duplicate its customer processes and safeguard their data. As a cloud provider specifically focusing on the enterprise market in Indonesia, IndonesianCloud required a data center provider that was able to meet the needs of global MNC's, financial services and government customers it serves.

"It was vital for us to deploy in a Tier 4 data center to meet the strict banking regulations in Indonesia. What differentiates us is the fact that we are a pure cloud provider. In fact, this was actually a critical factor in driving our rapid customer growth and helping us achieve the VMware certification within just two years of operations – something that is relatively rare for emerging companies locally.

Customer Profile

Established in 2011, IndonesianCloud is proud to be part of the elite vCloud Powered Partners in the ASEAN region. IndonesianCloud offers a full suite of enterprise class cloud services, which are engineered to global standards, and deployed locally to meet domestic Indonesian needs. From private, dedicated, and hybrid clouds to fully virtualized data centers, IndonesianCloud services are part of a complete portfolio of IT solutions including managed services, consulting services, and disaster recovery services. IndonesianCloud experts help to guide their customers through the cloud transformation journey by providing total cloud solutions to fit your business needs.

Indonesiancloud.com

"As such, it was important for us to deploy in a carrier neutral infrastructure that provides us with network choice while keeping costs to a minimum. With these in mind, Equinix's global brand and track record was the perfect fit for us."

Solution and Value Realized

IndonesianCloud had very specific requirements when choosing a new data center provider to support is expansion strategy. The company was looking for a service provider that could help accelerate its business growth across the country, as well as further propel it as a leading cloud provider within the enterprise space. Equinix was the preferred choice as it enables IndonesianCloud to be a lot more nimble and cater to the rapidly shifting demands of its customers.

"Being "just passable" is not enough when it comes to delivery cloud services. There are a number of cloud providers across Indonesia that deploy in a basic data center. We decided to expand with Equinix as we believe its premium services will provide added benefits to our target customers within financial services and government enterprise segments. A Tier 4 data center such as Equinix can provide real value to our customers, and more importantly, make us the only cloud provider in Indonesia that meets the regulatory requirements for data centers."

Business Impact

- Meeting stringent data security and data sovereignty requirements

- The only dedicated, VMware globally certified, cloud provider in Indonesia to meet Tier 4 DC requirements

- Disaster recovery strategy for its financial services and government customers

Why Equinix

Ensuring Data Security

As many of IndonesianCloud's customers operate within the industries with strict regulations, they face many data security requirements. IndonesianCloud has to ensure that the highest quality and most secure of services are provided to its customers.

By deploying in Equinix's Jakarta (JK1) International Business Exchange (IBX), IndonesianCloud is able to meet the most stringent data sovereignty requirements, which positions the company as the go-to choice for its highly data sensitive customer markets.

"As our customers deal with confidential corporate assets and information on a daily basis, we needed to ensure that their data was stored in the most secure data center environment possible, so as to meet both customer and regulatory requirements. As a cloud provider, you are expected to have multiple data centers. having a second data center facility in place, it also enables us to provide disaster recovery services for our customers. The partnership has definitely opened up a bigger market for us in Indonesia."

Enabling Business Growth

"Enterprises in Indonesia have only just begun adopting cloud, there is definitely a gap to fill and the market opportunities are certainly huge for us here. The partnership with Equinix will provide us with the ability to reach a robust network of service providers, as well as enable us to become a choice provider for any organization looking to deploy their cloud services in Indonesia."

Empowering with Premium Services

IndonesianCloud chose to work with Equinix because of its rich a nd established global ecosystem, as well as its strong track record of operational excellence and reliability. With the deployment, IndonesianCloud is now able reach a wider market of customers across Indonesia.

"As a cloud provider, you are expected to have multiple data centers. This is especially so when talking to enterprise customers, who are always looking to buy a service with a disaster recovery strategy in place. Equinix has not only helped expand our disaster recovery services, but also enabled us to provide high connectivity and premium data center services for our customers."

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 33 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies. In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.

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