Hewlett Packard Enterprise

Cloud service provider helps fuel Indonesian economy with HPE hybrid cloud solution

HPE ProLiant for Microsoft Azure Stack opens up Indonesian market

Industry
Service provider

Objective
Expand Datacomm's cloud business by helping Microsoft® Azure public cloud customers access the Indonesian market.

Approach
Offer Indonesian enterprises a hybrid cloud platform that supports Microsoft Azure services and capabilities from on-premises data centers.

IT matters
- Increase agility and ability to quickly provision and scale services
- Make hybrid cloud services available in local data centers
- Address customer cloud needs

Business matters
- Expand existing Microsoft business
- Move public cloud customers to hybrid cloud and host data on local Datacomm data centers
- Be among the first to reach new markets in Indonesia
- Meet data sovereignty and compliance regulations

Navigating stringent data privacy laws in a high-growth market

Cloud and mobile technologies are rapidly transforming businesses throughout Indonesia. And the number of internet users in the country is skyrocketing, evidenced by projected growth of 64% from 2015 to 2020.[1] As more of Indonesia's nearly 270 million citizens purchase smartphones and go online, businesses are embracing the cloud and transforming into digital enterprises. Effectively tapping into this market requires scalable cloud technology that allows businesses to reach customers through the web and mobile platforms.

However, Indonesian businesses must adhere to strict data privacy and data sovereignty laws, including the requirement to store their data locally. This makes using public cloud services difficult, as most public clouds store customer data outside of Indonesia.

Helping Indonesian businesses navigate this challenge is **Datacomm Diangraha, PT**, one of the country's leading internet communications and cloud service providers.

[1] Unlocking Indonesia's digital opportunity, McKinsey & Company, October 2016

"HPE ProLiant for Microsoft Azure Stack is very stable and reliable. We were able to ramp up quickly without any issues whatsoever. Our strong technical team, combined with the stability of the solution, enables us to focus on the market, rather than focusing internally."

– Sutedjo Tjahjadi, Managing Director, Datacomm Cloud Business

With HPE ProLiant for Microsoft Azure Stack, **you can** retain security and control of data; access **new markets**; and get the **speed, performance, scalability,** and **agility** of the public cloud.

From systems integrator to trusted cloud partner

Founded in 1990, Datacomm is an established player in Indonesia's burgeoning technology ecosystem. The company began as a systems integrator focused on Indonesian telecommunications companies and government agencies. But Datacomm has grown and diversified its services significantly. The company now offers a range of cloud and digital transformation services and continues to serve as a partner to many Indonesian government agencies, the military, and private sector enterprises. Today, Datacomm operates three business divisions: telecommunications, government, and its newest division, cloud.

Just three years old and tripling in growth each year, Datacomm's cloud business is focused on helping Indonesia's small and medium enterprises adapt to the digital economy through the adoption of cloud technologies.

"We view investment in cloud technology as a critical strategy for Indonesian businesses looking to capitalize on the digital economy," said Sutedjo Tjahjadi, managing director of cloud business at Datacomm. "We're committed to helping customers transform and grow their businesses with the latest hybrid cloud computing technologies."

Public cloud presents opportunities—and challenges

Datacomm's customers liked Microsoft Azure public cloud's self-service features and its ability to quickly provision and scale high-performance web services, which would help them quickly build out web and mobile platforms to access Indonesia's growing digital and mobile market. But the public cloud services available required Indonesian businesses to store data outside the country, which violated data protection regulations for data-sensitive industries such as financial services.

As Indonesian consumers adopted smartphones and cloud and mobile computing proliferated, Datacomm saw a big opportunity to help traditional businesses transform into digital enterprises. But Datacomm also realized that a purely public cloud solution wouldn't meet many of its customers' needs.

Datacomm supports customers' spectrum of digital lifecycle needs

- Partners with global technology leaders to offer expertise in cloud, cybersecurity, virtualization, and software-defined networking
- Offers a full portfolio of cloud services to help fuel the growth of small and medium enterprises
- Committed to international standards of quality, completing ISO 9000, ISO 20000, and ISO 27001 certifications
- Among first in Indonesia to offer Microsoft Azure Stack hybrid cloud services

HPE ProLiant for Microsoft Azure Stack offers best of both worlds

Datacomm found the hybrid cloud solution they were looking for in **HPE ProLiant for Microsoft Azure Stack**. Co-engineered by HPE and Microsoft, this fully integrated hybrid cloud solution allows businesses to maintain data sovereignty, run high performance analytics, Big Data, and low-latency applications, and deploy applications to either Azure public or private cloud.

With **HPE ProLiant for Microsoft Azure Stack**, Datacomm can offer customers Azure-consistent services from local data centers, but with the benefits of a public cloud environment. That means they can retain the security and control of their data while getting the speed, performance, scalability, and agility of the public cloud.

Datacomm customers that want to make critical applications accessible and available to their own customers via the internet, such as those in financial services or insurance, enjoy the application monitoring features, stability, and reliability of HPE ProLiant for Microsoft Azure Stack. They like the expanded possibilities, too.

"One of our customers, an independent software vendor, is a global player in financial services," says Tjahjadi. This ISV built a special type of processing software used in banking applications. "FinTech companies across Indonesia wanted to use these services, but they couldn't because it's against regulations. By moving the applications to Datacomm's hybrid cloud environment, where data is kept local, the ISV can immediately serve customers and tap into markets they couldn't before."

Hybrid cloud opens door to new market, customers

As one of the first HPE ProLiant for Microsoft Azure Stack customers in Indonesia, Datacomm has benefitted most from the platform's ability to help the company access new markets. The hybrid cloud solution has also provided Datacomm with the flexibility and reliability it needs when working with enterprises with different workload requirements.

"HPE ProLiant for Microsoft Azure Stack is very stable and reliable," says Tjahjadi. "We were able to ramp up quickly without any issues whatsoever. Our strong technical team, combined with the stability of the solution, enables us to focus on the market, rather than focusing internally. And because it is pre-integrated, we don't have to worry about any technical configuration issues."

Datacomm took advantage of **HPE Pointnext** best practices for its HPE ProLiant for Microsoft Azure Stack implementation including cloud and networking services.

Looking to the future, Tjahjadi anticipates strong growth for Datacomm's cloud business in general, and its Azure Stack customer base in particular. "We hope to triple our Microsoft Azure customers in the next year," says Tjahjadi.

Datacomm also makes a point to leverage its partnership with HPE when talking to customers. "Our co-branding relationship with HPE helps tremendously when approaching enterprise customers," says Tjahjadi. "They trust and appreciate the deep enterprise experience HPE has."

"We view investment in cloud technology as a critical strategy for Indonesian businesses looking to capitalize on the growing digital economy. We're committed to helping customers transform and excited to offer the latest hybrid cloud computing technologies so customers can grow their business and reach new markets in Indonesia."

– Sutedjo Tjahjadi, Managing Director, Datacomm Cloud Business

Customer at a glance

HPE Cloud Solution
• HPE ProLiant for Microsoft Azure Stack

HPE Pointnext services
• HPE Cloud Services

• HPE Networking Services

• HPE Installation and Deployment Services

• HPE Proactive Care

Learn more at
HPE ProLiant for Microsoft Azure Stack

Make the right purchase decision. Click here to chat with our presales specialists.

✉ **Share now**

🖵 **Get updates**