Jusfeedback and Singtel

Jusfeedback chooses Managed Cloud from Singtel to quickly and reliably expand its services across the Asia Pacific region.

Executive Summary

Company Name
Jusfeedback

Industry
Provider of online survey management and enterprise feedback solutions

Business Challenge
- Difficulty maintaining service levels or keeping up with growth due to ageing server infrastructure
- Lack of reliable disaster recovery and backup process
- Rising hardware, software and colocation costs

Singtel Solution
Managed Cloud (IaaS)

Business Value
- Improved service reliability and rapid scalability in just minutes
- Improved disaster recovery and business continuity capabilities
- Lower capital and operational expenses

Jusfeedback and Singtel

Helping organisations stay close to their users and customers

Founded in 2008, Jusfeedback is the exclusive distributor and support centre of Vovici's Enterprise Feedback Management solutions in Asia Pacific, with presence in Singapore, Malaysia, Hong Kong, Australia and New Zealand. Vovici's Enterprise Feedback Management solutions help organisations collect customer, employee and partner feedback through multiple channels using targeted, profile-driven surveys and interactive communities.

Jusfeedback supplies their feedback solutions on a Software-as-a-Service (SaaS) model, making it easy for their customers to integrate feedback processes directly into its existing systems and applications. Many organisations already use Jusfeedback's online solutions to capture and act on information, boost relationships, increase profitability, and facilitate real-time actions that improve business results.

Business Challenge

As a SaaS provider, Jusfeedback supports multiple customers on a common IT infrastructure. As such, it was imperative that this infrastructure deliver a consistently high level of service uptime to customers, and scale to accommodate growth. However, this was not the case. "We were running on an ageing server infrastructure that was prone to outages and frequent breakdowns," said Mr Ken Tan, Managing Director, Jusfeedback. "Just to keep our servers in operation continuously was becoming a time-consuming exercise, so it was hard for us to cater to growing customer numbers. As a small and medium enterprise (SME) in a competitive market, we can't afford to fall behind with customer demand," added Mr Tan.

Another major concern was the reliability of its disaster recovery and backup systems which could lead to the loss of important customer data.

Jusfeedback also had to manage the rising costs of acquiring and maintaining its own server infrastructure, covering the hardware and rental costs for server co-location in a secure data centre facility. "Every hardware refresh means more expenses. And with on-going co-location costs, a large proportion of our revenue was spent on simply keeping the lights on," said Mr Tan.

These factors propelled Jusfeedback to seriously consider a third-party cloud infrastructure as the foundation for its hosted offerings. "What we needed was the ability to reduce our total capital and operational expenditures across the board, have a reliable and effective IT infrastructure solution and continue to offer our customers our solutions and services without raising prices," said Mr Tan.

Singtel Managed Cloud: A Scalable, Dependable and Cost-effective Platform for Small-and-Medium Enterprises

Jusfeedback went through a selection process consisting of three vendors. Of the solutions considered, Singtel Managed Cloud emerged as a clear choice with its robust Infrastructure-as-a-Service (IaaS) offering. This service delivers scalable virtual computing resources with integrated management and security features, and allows customers to meet elastic computing demands on a subscription model.

> " We did not have a robust disaster recovery and backup system in place. If any disaster were to occur, it would take a long time for us to get our systems up and running, and we faced the risk of losing important customer data.
>
> - Mr Ken Tan,
>   Managing Director, Jusfeedback

"We needed an IT infrastructure that was reliable and scalable, and possessed excellent disaster recovery and backup features. Singtel's IaaS offering was clearly the best way to achieve these goals, helping us boost service levels while reducing the overall cost of our IT infrastructure," said Mr Tan.

In March 2009, Jusfeedback migrated its entire IT infrastructure into Singtel's cloud infrastructure which took only three weeks for the process to be completed.
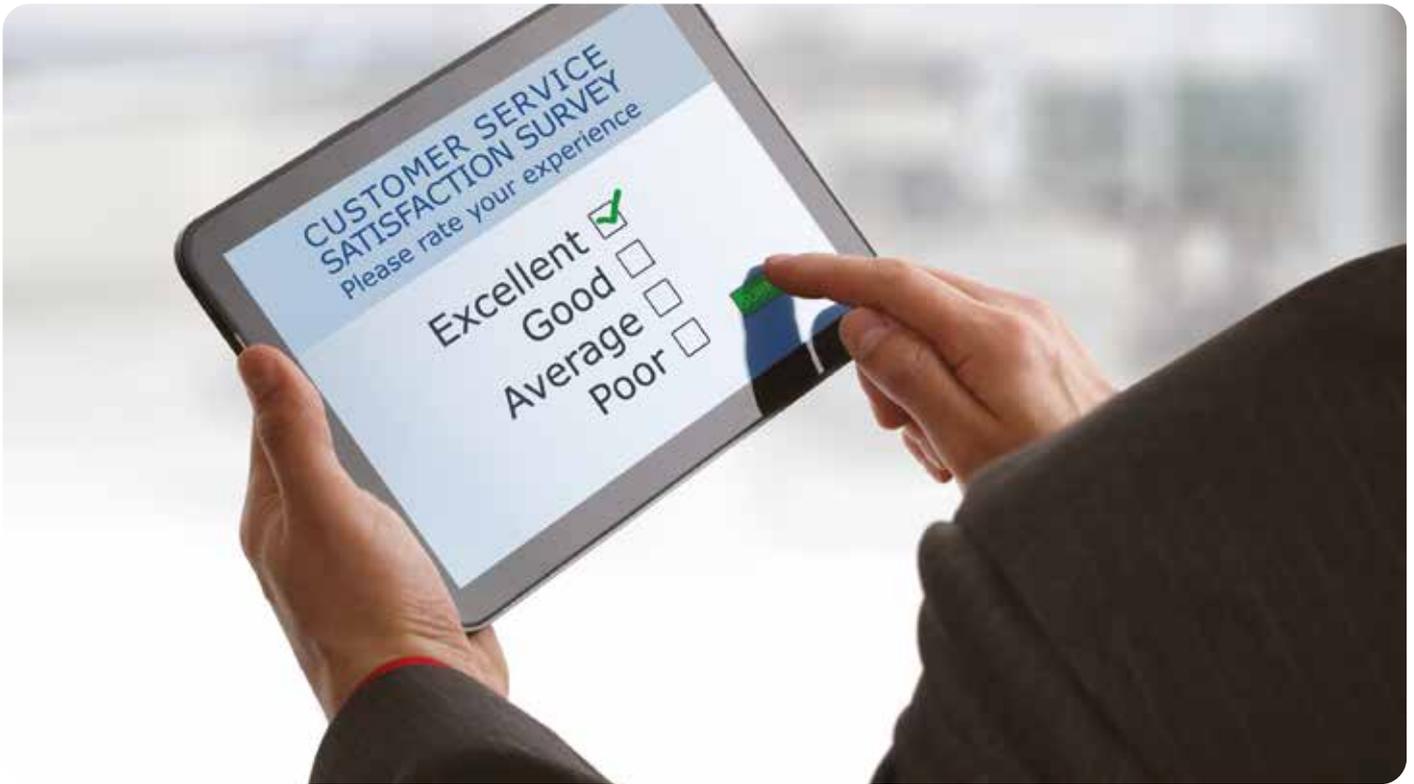
Key Benefits with Singtel Managed Cloud

Improved service reliability and rapid scalability
Now powered by the Singtel cloud, Jusfeedback is able to meet the service levels expected by their customers, even as its customer base grows. "When more customers come on board, we are more prepared and in a better situation to accommodate this growth," said Mr Tan.

Scalability issues have also been addressed. In the past, Jusfeedback took weeks to ramp up additional server and storage capacity. "Now, all it takes is a few minutes," said Mr Tan. Jusfeedback is now able to swiftly respond to varied and fast-changing customer requirements.

Better disaster recovery and business continuity capabilities
With Singtel Managed Cloud, Jusfeedback can now leverage mirror sites and secondary storage to backup its important data, while improving recovery time in ensuring business operations continuity. "We have subscribed to Singtel's Backup-as-a-Service (BaaS) to take care of the backup of all our mission critical data. Should disaster strike, we are in a position to recover very quickly from this," said Mr Tan.

Lower capital and operational expenses
Harnessing an IaaS model, Jusfeedback now enjoys lower capital expense as they do not need to buy new servers.

Operational expenses have also been reduced without the need for hardware maintenance or colocation costs. "With Singtel Managed Cloud, we only worry about delivering useful applications, and not about the infrastructure," said Mr Tan.

> 66 Singtel was the ideal technology partner for Jusfeedback as it went to great lengths to tailor its solutions to meet our specific needs.
>
> - Mr Ken Tan,
>   **Managing Director, Jusfeedback**

Future Plans

With its cloud infrastructure in place, Jusfeedback is on course to expand across the Asia Pacific and beyond. "We plan to grow our business, especially in markets with strong Internet penetration. We have identified Indonesia, Japan and Thailand as our next targets for expansion," said Mr Tan. "We are also on the cusp of making major inroads into the global market and we see Singtel playing an active role in our future plans," added Mr Tan.

He concluded, "Singtel, with its highly dedicated and specialised team, has played an integral part in our growth."

About Singtel

Singtel is Asia's leading communications group providing a portfolio of services including voice and data solutions over fixed, wireless and Internet platforms as well as infocomm technology and pay TV. The Group has presence in Asia, Australia and Africa with over 500 million mobile customers in 25 countries, including Bangladesh, India, Indonesia, the Philippines and Thailand. It also has a vast network of offices throughout Asia Pacific, Europe and the United States.

Awards

Asia Business Continuity Awards (ABCA) 2014
NCS - Business Continuity Provider of the Year

Computerworld Readers Choice Awards 2014
Singtel Managed Connectivity and Managed Services

Computerworld Readers Choice Awards 2014
Singtel EXPAN Hosting Services

NetworkWorld Asia - Information Management Award
Best in Security-as-a-Service (2012-2014)
Disaster Recovery & Business Continuity (2014)

NetworkWorld Asia - Readers Choice Award
Best Managed Services (2008, 2009, 2010, 2011, 2012)
Managed Security Services (2014)
Managed Infrastructure Services (2013, 2014)

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