



V3 Teletech and Singtel

V3 Teletech chooses Managed Cloud from Singtel to boost its GPS Fleet Tracking Services in Singapore.

Delivering Location-based Technologies to Enterprises

Established in Singapore in August 2002, V3 Teletech is a leading provider of location-based technology products and solutions. V3's suite of products use geographical information networks such as GPS, 3G, Wi-Fi, satellite and radio networks to provide visibility and security to the assets and personnel of enterprises. Its solutions enable the functionality in a diverse range of systems including taxi dispatch systems, waste collection fleet management, and logistics scheduling and routing.

V3 has the largest subscription service in Singapore, with more than 600 customers and 10,000 vehicles under management. "We have a fully tested and proven Vehicle Telematics solution which has been successfully provisioned not only in Singapore but across the region including Australia, Malaysia, Indonesia and Thailand. This solution is delivered on a Software-as-a-Service (SaaS) model that enables companies to have full visibility and management over their resources," said Mr Chang Chia Wei, Technical Director, V3 Teletech.

Executive Summary

Company Name

V3 Teletech

Industry

Location-based technology provider

Business Challenge

- Rising costs due to investment and maintenance of existing server infrastructure
- Long lead time required to deploy new servers and software
- Ageing hardware infrastructure unable to meet future demand

Singtel Solution

- Managed Cloud (IaaS)

Business Value

- Reduced costs - Pay for the computing capacity as required - no over provisioning.
- Fast provisioning - Being able to add additional server and storage capacity in hours rather than weeks.
- Capex saving - V3 Teletech saved thousands of dollars by using IaaS instead of buying new servers and storage.
- Improved performance - Tapping in to a leading edge, dedicated, enterprise solution.

V3 Teletech & Singtel

Business Challenges

For V3, the capital and operational costs required to deliver its GPS service was constantly increasing, particularly the cost of server co-location. Co-location is a popular option for companies who want full choice and control over the hardware and software they use, without worrying about the costs of maintaining a 24/7 connected secure building with redundant power and air conditioning infrastructure.

"However, this option was becoming unsustainable. With our increasing customer base, we needed more computing power, which meant more servers, more floor space, and more costs," added Mr Chang.

Another major challenge was the length of time it took V3 to deploy and configure these new servers. "When we had to requisition and purchase a new server, we had to configure and align it to our existing systems. We also had to conduct a battery of tests to ensure that it worked," explained Mr Chang. "This whole process could take up to two months to get our servers up and running, resulting in increased downtime and decreased productivity."

V3 had to also take into account obsolescence costs associated with the purchase of its servers. "Potentially, this would be an expensive exercise, as with any hardware, there is a life span involved," added Mr Chang.

These challenges provided the impetus V3 needed to consider cloud computing as the platform to deliver its solutions and services. "Strategically, we felt that, by placing our services and solutions on the cloud, we would be able to minimise the service operation overheads while maintaining, or even exceeding the service quality levels across the board. We could then focus on enhancing our solutions while ensuring network reliability and service affordability," said Mr Chang.

Singtel Managed Cloud: Delivering Scalable, Dependable and Cost-effective Platform for Businesses

Of the service providers considered, Singtel emerged as a clear choice with its robust Managed Cloud Infrastructure-as-a-Service (IaaS) offering. Singtel Managed Cloud is an IaaS public cloud service that delivers "virtual data centre" computing resources, management and security, enabling customers to have a mixture of 'pay-as-you-go' or monthly subscription service on a committed or dedicated infrastructure to support elastic compute demands.

"Taking into account the planned growth and need for scalability and diversity, IaaS was clearly the best way to achieve these objectives while upgrading performance and reducing the overall cost of our IT infrastructure," explained Mr Chang. "We needed an enterprise class infrastructure to meet market expectations and offer sales credibility and assurance through robust, secure, highly efficient technology."

For optimal service performance, V3 needed a cloud infrastructure that was locally situated, something that Singtel Managed Cloud was able to provide through its world-class data centres located in Singapore. "We were looking for a technology partner that would tailor its solutions to meet our needs. Singtel was the ideal choice. They went the extra mile for us, from giving us pointers on how to increase our business productivity, to simple steps on how to lower our IT costs, its accounts team was there for us when it counted the most," he added.



“ We were looking for a technology partner that would tailor its solutions to meet our needs and Singtel demonstrated it in spades. Not once did Singtel over promise and under deliver. Singtel, in many instances, went the extra mile for us. From giving us pointers on how to increase our business productivity to simple steps on how to lower our IT costs, its accounts team was there for us when it counted the most.”
- Mr Chang Chia Wei, Senior Technical Manager, V3 Teletech.





In 2009, V3 moved its IT infrastructure into the cloud with Singtel Managed Cloud. "It took us only one week for this migration to happen instead of the two months that would usually take us to build it. This shortened our time to market and enabled us to stay ahead of our competitors," explained Mr Chang.

Key Benefits with Singtel Managed Cloud

Cost-efficient scalability and reliability

Now that V3 services are powered by the Singtel cloud, it is able to scale up its operations more rapidly and cost-effectively. "Singtel Managed Cloud has enabled us to scale up our offerings to our customers at a fraction of the cost," said Mr Chang. "Previously we would have had to invest in our own servers and all the associated software licenses that went with it. With this service, we've managed to slash our infrastructure costs by 50 per cent," he added.

Rapid go-to-market for customers

Singtel Managed Cloud also managed to give V3 the ability to improve its delivery model to its customers in a faster, more secure and reliable way.

"It has allowed us to roll out new applications and services within days, not months," comments Mr Chang. "Previously, requisitioning a new server could take weeks, from initial paperwork to raising a purchase order to delivery, installation and configuration. That's not only a significant delay for new deployments but a lot of man hours wasted. Now, we have

scalable server resources that are critical in helping us meet our service level agreements. Secondly, Singtel Managed Cloud's comprehensive suite of end-to-end cloud solutions enabled us to have total control, visibility and manageability of our entire ICT infrastructure, thus eliminating costly multiple partner integration issues," he added.

Enhanced provision of services to customers

With Singtel Managed Cloud, V3 is now able to focus on its main business of delivering GPS Asset Visibility and Resources Mobility services to its customers. "We're much more confident in giving our customers easy access and better management of their assets and vehicle fleets," said Mr Chang.

"We can now concentrate on delivering these services that help our customers maximise their workforce and increase their customer service," he added.

Future Plans

For V3, having a cloud infrastructure is the enabler for even greater innovations ahead. "With this platform, we are excited at the prospect of being able to make future inroads into the global market," said Mr Chang. "I am confident of what the Singtel Managed Cloud platform can do for V3, and look forward to including it in our future plans."

He concluded, "With its specialised and highly knowledgeable team, Singtel has proven to be a supportive partner 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)