

# Datacomm leads the charge in Indonesia's fast-growing cloud market - with the help of the OnApp cloud platform

Datacomm has become a dominant force in the Indonesian IT sector during the company's 26-year history. Now Datacomm has set its sights on owning Indonesia's nascent cloud market, with a new range of cloud computing services built on OnApp.

With close to 300 million citizens, Indonesia is a large, vibrant and technology-centric marketplace. There are more active Internet users in Indonesia than the entire population of Germany, and more active mobile users than the entire population of the UK.

The country's Infrastructure-as-a-Service cloud market is still relatively young compared with Europe or the US, but like many fast-growing economies, Indonesia is catching up quickly - and Datacomm is leading the charge.

"Our mission is simple," says Sutedjo Tjahjadi, CEO of Datacomm's cloud business. "We're committed to building the biggest, most customer-focused cloud provider business in our region, based on three pillars: an enterprise focus, a security focus and unbeatable local knowledge, experience and service."

## Rapid cloud take-up

It's an approach that clearly resonates with Datacomm's customers. Just six months after launch Datacomm's cloud is already at 75% utilization, and still growing fast - and now the company is investigating adding a new cloud datacenter in addition to its existing Jakarta facility.

"We work with customers to help them realize the benefits of cloud computing in a secure, predictable and fully managed way," says Sutedjo. "Cloud offers huge benefits in terms of IT flexibility, agility and reliability, but for critical business applications you simply can't get those benefits through a commodity cloud provider.

"We work with customers to make their cloud migration successful by understanding their goals, putting quality and security first, and supporting them throughout their journey - before, during and after their move to the cloud. OnApp is a key part of that process," he says.

## A complete cloud platform

Datacomm uses the OnApp cloud management platform as the beating heart of its cloud service, and has built out a portfolio of security and application hosting services on top.



### OnApp products:

OnApp cloud management platform

### Use case:

Managed SMB and enterprise cloud

### Summary:

- OnApp provides robust, secure foundation for IaaS cloud, PaaS/SaaS and security services
- OnApp support for flexible service design helps Datacomm reach 75% cloud utilization in 6 months
- Disaster Recovery and other integrated OnApp capabilities offer future value-adds to Datacomm customers



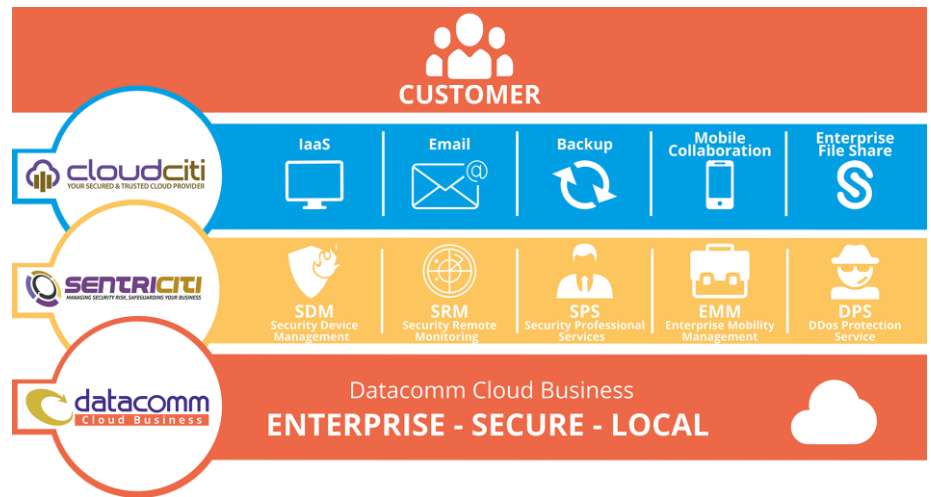
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Sutedjo Tjahjadi, CEO  
Datacomm Cloud

Now Datacomm offers a one-stop-shop for everything from secure device management, DDoS protection and security monitoring, to cloud hosting for ERP, e-commerce, desktop, email and collaboration solutions.

### Quality focus

"We've been using virtualization platforms in our datacenter and for client projects for some time, of course, but we needed to take a different approach to grow our infrastructure-as-a-service cloud business," says Sutedjo.



Datacomm chose OnApp for its cloud service provider feature set, robustness and proven track record in thousands of global cloud deployments. Quality is the cornerstone of Datacomm's cloud services, as Sutedjo explains.

"Each layer of our cloud stack is built on best-of-breed components, from storage and cloud orchestration to the management and controllers," says Sutedjo. "We are an engineering-centric business: about 70% of our employees are software and hardware engineers. We built our cloud with OnApp, after evaluating several different platforms, to ensure we could deliver the quality we're known for - and because it's designed for operators. OnApp makes it easy for us to customize, deliver and support the cloud services our enterprise clients are looking for."

As Datacomm's cloud business grows, the additional capabilities of OnApp - especially its integrated storage and real-time disaster recovery solutions - will help the company create new value-added services for its clients.

### Why customers need local clouds

Having access to a high quality local cloud provider is vital for Datacomm's small, medium and large enterprise customers. As they move to the cloud for the first time, from traditional hosting or on-premise IT infrastructure, having that local customer service, support and engineering expertise ensures cloud migration is smooth, seamless and secure.

Indonesian data sovereignty laws also require applications and data to be hosted in local data centers - making it even more important for customers to find a local partner.

"The Datacomm group works with the largest telcos, government and military organizations in our country," he says. "Our cloud business brings the same commitment to quality to our business customers too. The Indonesian cloud may still be young, but we're determined to make it the best in the world."

To learn more about Datacomm Cloud, visit <http://datacomm.co.id>.

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Sutedjo Tjahjadi, CEO  
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