

# Microsoft Cloud OS Partner Solution Case Study



**Partner:** Acclivis Technologies and Solutions Pte Ltd

**Website:** [www.acclivis.com.sg](http://www.acclivis.com.sg)

**Partner Size:** 85 employees

**Country or Region:** Singapore

**Industry:** IT Services

## Partner Profile

Acclivis provides end-to-end solutions including Cloud, Technology, and Managed Services to enterprise and government clients in Asia-Pacific. The solutions are offered on a secure and resilient platform with proven technologies made possible through Hyper-V Ignite and Microsoft Private Hosted Productivity Cloud partnership.

## Software and Services

- Microsoft Hyper-V
- Microsoft System Center
- Microsoft Exchange
- Microsoft SharePoint
- Microsoft Lync

For more information about other Microsoft customer successes, please visit: [www.microsoft.com/casestudies](http://www.microsoft.com/casestudies)

## Cloud Services Provider Builds Value for Customers with Secure and Flexible Services

“Microsoft lends credibility to Acclivis as a solution provider in both branding and technical expertise. Microsoft is able to share proven data center technologies, relevant marketing and business development expertise in helping us strategize and craft better marketing tactics.”

Marcus Cheng, Chief Executive Officer, Acclivis

A notable enterprise cloud provider in Singapore, Acclivis partnered with Microsoft through the Hyper-V Ignite program, and was established as Asia’s first Partner Hosted Productivity Cloud (PHPC) partners (excl. Japan and Australia). These gave the company access to valuable marketing and technical expertise from Microsoft in building its business. Through its Microsoft Cloud OS-powered platform, Acclivis is able to provide a more flexible and secure array of services to its clients, thereby allowing customers to better focus on their core businesses.

## Business Needs

Starting out as a system integrator in 2009, Singaporean company Acclivis grew rapidly into a holistic IT services provider currently staffed by more than 80 employees. According to Marcus Cheng, Chief Executive Officer, Acclivis, the main goal of the company is to enable clients to focus on their core businesses. “The company’s end-to-end solutions portfolio

cover three key pillars – Cloud, Technology, and Managed Services – which aim to ease our customers’ hassles of managing their own IT systems and allow them to focus on what they do best: their business.”

The hosted private cloud business is a growing market that Acclivis wants to address. “More companies are planning to

adopt cloud solutions for the lower IT costs, ease of management, and high flexibility," says Cheng. Given concerns on privacy, security and regulations on data sovereignty, however, not all organizations are willing to entrust their data and processes to the public cloud. "Security and privacy remain as top challenges that our customers face, and with a private cloud solution hosted in world-class facilities, we aim to address these challenges."

Such is the case with Acclivis' target market in Singapore, which includes enterprise customers and government institutions that require high levels of security. "We focus on the enterprise and public sector because of their needs to comply with regulations and laws, as well as concern with data sovereignty," says Cheng.

In addition, Acclivis is currently expanding its business in the region. Headquartered in Singapore, the company also has a branch office in Jakarta, Indonesia. "To fully meet the requirements in Asia, we are also planning to expand our footprint regionally in the next few years."

Prior to its engagement with Microsoft, Acclivis mainly hosted client virtual machines with VMware. However, management found it a sound business decision to expand its platform offerings for customers. "As a cloud service provider, we must be able to provide the most effective solution customized to meet our customers' needs and, as such, we have to offer a wide array of services of solutions," says Cheng.

## Solution

Acclivis partnered with Microsoft initially as a Gold Hosting Partner, and then expanded the partnership through the PHPC and Hyper-V Ignite programs.

Providing cloud services "on your terms," PHPC is targeted towards enterprise and government customers with more than 1,000 users who require communication and collaboration solutions built on Microsoft

technologies. The program enables partners to host the cloud solutions in-country to ensure data sovereignty when the public cloud-based Office 365 is not suitable to the client's needs. Acclivis offers privately hosted Productivity Suite services to clients within its private cloud environment – this includes Exchange, SharePoint and Lync.

Hyper-V Ignite program helps partners such as Acclivis to deploy infrastructure platform based on Hyper-V, System Center and Windows Azure Pack underneath any services including PHPC, hosted private cloud etc. Microsoft Hyper-V delivers high availability and scalability to existing workloads, and Disaster Recovery services are extended through the Hyper-V Replica feature under Windows Server 2012 R2. Through Hyper-V Ignite, Microsoft also shared marketing, technical and business resources through which Acclivis was able to launch a big marketing campaign for its private cloud hosted services.

## Benefits

"Microsoft lends credibility to Acclivis as a solution provider in both branding and technical expertise," says Cheng.

"Microsoft is able to share relevant marketing and business development expertise in helping us strategize and craft better marketing tactics." Through Microsoft's assistance received as part of the Hyper-V Ignite program, Acclivis is able to offer proven best-in-class Microsoft cloud technologies to clients that require their clouds to be hosted within a sovereign, private and secure environment.

### Improved branding and awareness

According to Cheng, new customers react positively to Acclivis' partnership with Microsoft, especially once they learn about the technical resources that the company receives. "Microsoft is a world renowned brand known for setting trends and innovating changes in the industry. Leveraging on the brand name and

technologies helps to make our customers feel more confident and reliable about our solution and company."

### Agility in deploying and provisioning for customers

Acclivis benefits from technical support and resources from Microsoft. "With a well-trained pool of technical resources, managing and offering Microsoft solutions becomes simpler and more efficient," says Cheng. For instance, as part of its product roadmap, Acclivis sought to launch its infrastructure cloud services, including Infrastructure-as-a-Service, Software-as-a-Service and Disaster Recovery-as-a-service. Microsoft provided the technical assistance in planning, architecting and building the infrastructure on Hyper-V, Windows Server 2012 R2, System Center 2012 R2 and Windows Azure Pack. These services are presently hosted at the Acclivis data center.

Acclivis is, therefore, able to streamline its business processes and better utilize its human resources for better purposes. "We are a hosting service provider and it is important that we manage our engineers efficiently."

### Improved competitiveness

As part of the Hyper-V Ignite program, Microsoft also shared its marketing expertise to Acclivis, which has been helpful in lead generation. "Microsoft also provided lead generation opportunities to us, and we ran a joint telemarketing campaign using their resources."

### Technically sound solution based on best practices

Cheng describes the partnership with Microsoft as a synergy, working together to deliver best practices in technology to clients. "Microsoft offers Office 365 to small-medium businesses, but to offer this popular suite of software for enterprise businesses with increased privacy, security and options to customize, Acclivis is the go-to partner."