

## Success Story of Cloud Solution

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### **Cloud Solution Type**

IaaS

### **Case Study Title**

Four Directions Utilizes CITIC Telecom CPC's SmartCLOUD™ Cloud Computing Service to Accelerate Growth in the Asia-Pacific Region and Improve Service Quality (IT & Telecom Industry)

### **Basic Information**

Company Name: CITIC Telecom International CPC Limited

Client Name: Four Directions Limited

Deployment Date: 2013

Web Site: <http://www.4d.com.hk/>

### **Introduction**

Established in 2010, Four Directions has been providing various creative digital marketing services to its customers with a goal to translate advanced and innovative mobile technologies into ROI successes. In addition, Four Directions provides a wide variety of Software as a Service (SaaS) solutions, allowing its customers to utilize via the cloud on demand. With its customized enterprise solution AppGreen, Four Directions became the only tech company from Hong Kong to be listed on Silicon Valley's Red Herring list of Top 100 Asia Tech Startup.

### ***Providing the ideal services***

Rick Woo, Business Development Director of Four Directions states that since the majority of its solutions are cloud-based, the performance of cloud service is very important and the cost of the service will directly affect their competitiveness. Having a flexible cloud service allows the company to unleash the full potential and creativity of its advertisers in designing the optimal strategies.

SmartCloud™ solutions deliver unprecedented flexibility and scalability to enable any-sized enterprise to rapidly deploy any scale of service with little delay or administrative overhead. Customers can dynamically allocate key resources to address business tasks, including on-the-fly allocation of processing power, memory, and storage, all protected with highly secure connectivity to isolate applications and ensure data integrity. SmarCLOUD™ solutions also seamlessly interoperate with the company's other products and services.

### **Experience Sharing**

The performance of Four Directions' initial cloud service, which was provided by the largest cloud service provider in U.S., was unsatisfactory because of responding time and charging model. The service provider was slow to respond, as well as based on a pay-per-use pricing model without setting usage ceiling, which led to the operation costs soaring far beyond the allocated budget when receiving overwhelming responses on Apps promotion programs.

Shifted to SmartCLOUD™ service enables Four Directions to adjust the service usage capacity with high flexibility in view of the promotion program responses, providing smoother operations and an optimized user experience in order to benefit both the consumers and businesses.

### ***Strategic migration to the cloud***

Mr. Woo also points out that Four Directions would be able to receive timely support from CITIC Telecom CPC when an emergency occurs, allowing it to enjoy customized, flexible and stable cloud service. The lowered 10-15% in operation cost has been benefitting its customers further while improving its market competitiveness.

Four Directions' partnership with CITIC Telecom CPC has driven them for the development of more service solutions, created more choices for advertising agencies and allowing the customers to enjoy fully integrated mobile applications, which ultimately results in a "win-win-win" situation.

To couple with regional expansion plan in Greater China and Southeast Asia, Four Directions believes tagging on CITIC Telecom CPC's extensive experience in Mainland China and network coverage across Asia, complemented with 7 SmartCLOUD™ service centers, is a perfect synergy model.

### ***Creating business opportunities***

Having been partnered with CITIC Telecom CPC for a year, the synergy is occurring as expected. A client discovered the benefits of cloud computing from the partnership with Four Directions, and became interested in expanding its cloud service breadth. Mr. Woo expects more similar cases to happen in the future.

With SmartCLOUD™ Compute's exceptional performance and the satisfactory partnership with CITIC Telecom CPC, Four Directions plans to adopt additional value-added services, such as data center service. As Four Directions extends its business reach into Southeast Asia, its relationship with CITIC Telecom CPC will only become stronger and deeper.

**Practical Tips**

Four Directions has migrated the majority of its business applications and solutions to CITIC Telecom CPC's SmartCLOUD™ Compute solution. This move not only allows its customers to enjoy a more flexible and stable digital marketing service, but also complies with the company's expansion plans in China and Southeast Asia.