FROST & SULLIVAN

AIMS Data Centre Sdn Bhd

Superior Connectivity and Carrier Neutrality Driving Growth of AIMS Data Centre Operations

Frost & Sullivan Case Study Series

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GLOBAL BUSINESS SERVICES

Globally, organisations that are optimizing their internal processes recognize the value of shared services or outsourcing models to achieve operational excellence and consistent user experience. By outsourcing non-core activities, companies now have the opportunity to focus more on value-added aspects of their business such as R&D, innovation and branding, while relying on experts in the field to manage the non-core areas. Based on Frost & Sullivan estimates, the global shared services and outsourcing (now known as Global Business Services) market is expected to grow at a CAGR of 6.5% to reach US$625 billion by 2017.

Malaysia is emerging as a prominent player in the area of Global Business Services (GBS). Backed by strong government support, the booming sector has significant advantages to drive the industry further by attracting investments, and evolving to become a regional hub. This will help global companies consolidate their non-core operations and rationalise costs.

Through MDeC's Multimedia Super Corridor (MSC) Malaysia, the government has supported the growth of the sector. The table below provides a snapshot of MSC Malaysia's GBS sector.

REVENUE	REVENUE GROWTH	NO. OF COMPANIES	JOBS CREATED
RM13.9 BILLION (as end of 2014)	**36%** revenue growth in the year 2014 over 2013	**343 MSC GBS** companies (as on 2014)	**76,989** value-add jobs created by MSC GBS companies (as on 2014)

MALAYSIA: UNIQUELY POSITIONED

Malaysia possesses some essential characteristics that make it unique and strategically relevant to become an important GBS hub to organisations aiming to incorporate GBS as a part of their business costs rationalisation.

Positive Business Environment	Government Support (EPP)
Location Advantage	Political Stability
Excellent Physical Infrastructure and Utilities	IP Protection
Multilingual Competencies	Attractive Tax Rates
High-Speed Broadband	Talent Pool

RANKS

18TH
Ease of Doing Business (2015)
- World Bank

3RD
Global Services Location Index
(2004 - 2015) 11 years in a row
- AT Kearney

6TH
Global Competitiveness Index
(2014) (6 in APAC/20 in the world)
- World Economic Forum

DATA CENTRE AND CLOUD TECHNOLOGY AT THE HEART OF INNOVATION

Data centre and cloud technology are considered to be major disruptors in the field of technology. Initially considered as an alternative means to back up data and for disaster recovery needs, these technologies are fast becoming a necessity for organisations to run their businesses.

THE "AS-A-SERVICE" (AAS) MODEL	While new businesses find it risky to invest vast amounts in hardware, software and storage capacity, offerings by data centre participants based on the aaS Model enable conversion of CAPeX into OPeX by charging companies on a subscription basis while ensuring quality, network, power and security requirements.
DRIVING INNOVATION	Most present-day innovations are being led by mobile app-based companies providing services that run entirely on cloud technology. The aaS Model enables modern start-ups to gauge hardware and software requirements at different phases, ramping up operations as and when required to help reduce cost, mitigate risks and have experts manage the infrastructure.

FACTORS TO CONSIDER WHEN SELECTING A DATA CENTRE OPERATOR

CARRIER NEUTRALITY	While many data centres are owned and operated by telecommunications companies, some are operated by third-parties that allow access to various carriers or Internet Service Providers (ISPs). This promotes healthy competition and provides different options for customers.
CERTIFICATION	Third-party endorsement of the data centre facility should be a prime consideration. The Uptime Institute offers a stringent tier-based certification for reliability from Tier I (least reliable) to Tier IV (most reliable). Apart from security and sustainable design standards, there is a host of reputable certifications for data centres such as ISO and LEED (Leadership in Energy and Environmental Design).
REPUTATION	Awards and rankings from reliable, independent organisations recognising the performance of data centres are vital to add credibility. They not only highlight the organisation's customer base and profile but provide insights into its long-term stability and future prospects.

AIMS' CARRIER-NEUTRAL DATA CENTRE FACILITIES

AIMS provides carrier-neutral data centre facilities in the APAC region, making it Malaysia's most interconnected site. Its state-of-the-art facility at Menara AIMS in Kuala Lumpur has been identified as a "Kawasan Sasaran Penting Negara" (Nationally Significant Location) making it an infrastructure of national importance and with the highest levels of security.

The award winning data centre operator, is also industry certified to provide robust, redundant and connectivity rich data centre facilities and managed services in Malaysia and Southeast Asia. AIMS data centres are located in strategic locations across Malaysia, including Kuala Lumpur, Cyberjaya, Penang, Johor Bahru and Kota Kinabalu.

AIMS also has data centre presence in Singapore, Thailand, Vietnam and Hong Kong through strategic alliances with other data centre partners. It is also the anchor site for the Malaysia Internet Exchange (MyIX) and serves as a host to all domestic and more than 80% of foreign telecommunications carriers based in Malaysia.

Its international-standard facilities have seen AIMS receive accreditations that include Payment Card Industry Data Security Standard (PCI DSS), Information Security Management System (ISO/IEC 27001: 2013) and Quality Management System (ISO 9001:2008) which makes them on par with international data centre operations.

Supporting more than three hundred (300) customers that include global multi-national companies (MNCs) and large corporations within its secure data centre spaces of approximately 50,000 square feet, AIMS has helped create "communities" within its data centres. This has put AIMS on the global map as one of the most highly inter-connected telecommunications hub in the region. This forms the value proposition and the essence of AIMS competitive advantage in the industry, unparalleled in Malaysia.

AIMS SERVICES INCLUDE:	**Colocation Services**: AIMS' co-location services are designed to help safeguard its customers' mission-critical data with the highest level of security and operational reliability. As Malaysia's and Southeast Asia's most densely populated carrier-neutral operator, AIMS offers unmatched connectivity options with access to a wide range of providers for added redundancy and resiliency. Maintained round-the-clock by a team of experts, AIMS' state-of-the-art facilities boast multiple redundant fibre connections, 24-hour security, fire suppression and cooling systems, and uninterrupted power supply (UPS) with backup generators.
	Managed Services: AIMS' managed services are tailored to support its customers' critical and resource-intensive IT operations. This includes procurement and deployment of hardware, software, network, security and backup. Outsourcing the management of these functions under the care of AIMS' professional and certified engineers enables customers to optimise their resources and operations.

AIMS also provides round-the-clock monitoring of the entire system so its customers get to focus on growing their businesses.

Network Services: As a leading carrier-neutral data centre provider, AIMS hosts a wide range of domestic and international carriers and ISPs. Through this, it delivers unrivalled access to peering and transit connectivity across its data centres. Its connectivity-rich environment offers greater choice, flexibility and resilience. AIMS' suite of network services includes dedicated Internet access, metro Ethernet solutions, and domestic and international leased line circuits.

Disaster Recovery (DR): AIMS has the capability to provide a wide range of options for disaster recovery and business continuity planning to fit customers' diverse business needs. Whether it is disaster recovery or secondary site or work site recovery, AIMS' facilities offer the right combination of features and conveniences to ensure seamless recovery. AIMS' disaster recovery and business continuity planning services include consultancy, planning and management, off-site tape, recovery workspace and Cloud by AIMS.

Content Delivery Network (CDN): CDN is a solution for organising, storing and streaming content on the web with optimised flow of content to end users. CDN by AIMS' solution allows businesses to deliver content that requires large transfer rates through a streamlined process of caching and delivery to ensure this is achieved in the quickest possible time. CDN by AIMS can be used in a variety of businesses, including social networking, entertainment, media, software, broadcast, e-banking and e-commerce websites. CDN by AIMS replicates content across thousands of servers around the world and as such, shortens data travelling time and distance. Content is delivered faster, reliably and securely - providing end-users an improved web experience

CLIENT SUCCESS STORY

Client - A leading global postal and logistics organisation

PROBLEM FACED/ BACKGROUND	The client initially subscribed to another colocation services provider but started facing degraded performance. The under-performance was mainly attributed to the service provider undergoing financial distress eventually leading to liquidation proceedings.
CLIENT CONSIDERATIONS	The client was seeking a more reliable colocation services provider. The client's tendering process of shortlisted vendors gave due regard to aspects such as: ○ Tier 3 certification ○ Long-term lease or ownership of the facility ○ Strict compliance with performance criteria (SLAs) ○ No single point of failure ○ Sustainable business model ○ New service provider's financial strength that able to provide a long term sustainable colocation service ○ Location of the data centre was another consideration as the disaster recovery site has to be away from Cyberjaya, where their primary data centre is located. While colocation and connectivity were major criteria, the client was also looking for tape media storage services and DR Workplace with office facilities.
SOLUTION PROVIDED	AIMS provided colocation space for the client at its facility at Menara AIMS, Kuala Lumpur. The facility has a long-term lease arrangement with the sovereign investment firm, PNB. Cost-effective connectivity is being delivered through the Inter-DC project conducted with MDeC at Cyberjaya and AIMS' dark fibre infrastructure between Menara AIMS and Cyberjaya where the customer's primary production site is located.

FROST & SULLIVAN COMMENTARY

"AIMS key strength lies in the fact that it is a Carrier-Neutral Data Centre facility. The data centre operator is able to provide seamless connectivity to global players through its preferred "home-based" ISPs. Being owned by the well-established, Time Dotcom Berhad, AIMS possesses financial stability making it a safer bet for customers to invest in, as evident from its extensive customer base of over 300 companies."

AIMS is Malaysia and South East Asia's leading carrier-neutral data centre operator and managed services provider. Located in the central business district of Kuala Lumpur and Cyberjaya, AIMS provides international class data storage facilities and ancillary services, augmented by an unrivalled platform for inter-connectivity. AIMS is one of the most interconnected sites in Malaysia and South East Asia. Apart from its primary data centre in Menara AIMS, the company also operates data centres in Cyberjaya, Johor, Singapore, Penang and Sabah. In 2011, AIMS was awarded the Best Data Centre Engagement of The Year by Outsourcing Malaysia and named Frost & Sullivan's Data Centre Services Provider of the Year in 2014.

COMPANY FACTSHEET:

COMPANY NAME	AIMS Data Centre Sdn Bhd
CORE BUSINESS	Data Centre and Managed Services
MAJOR INDUSTRIES SERVED	Telcos, web hosters, system integrators, corporations, enterprises, payment gateways, content providers, VOIPs
COMPANY PRESENCE	Kuala Lumpur, Cyberjaya, Penang, Johor Bahru, Kota Kinabalu, Singapore, Thailand, Hong Kong, Vietnam
NUMBER OF EMPLOYEES	Approximately 90 employees based in Malaysia

COMPANY CONTACT DETAILS

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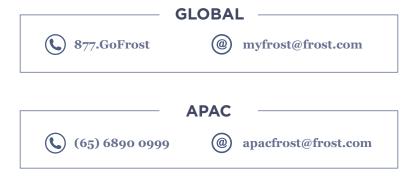
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ABOUT FROST & SULLIVAN

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the Global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

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ABOUT MDeC

The Multimedia Development Corporation (MDeC)) was incorporated in 1996 to strategically advise the Malaysian Goverment on legislation, policies and standards for ICT and multimedia operations as well as to oversee the development of the Malaysian Multimedia Super Corridor (now MSC Malaysia). MSC Malaysia became the platform to nurture the growth of Malaysian Small and Medium Enterprises (SMEs) in the IT industry whilst attracting participation from global ICT companies to invest and develop cutting-edge digital and creative solutions in Malaysia.

in 2011, 15 years after the introduction and successful implementation f MSC Malaysia, Multimedia Development Corporation (MDeC)'s mandate was broadened by Prime Minister to include driving Malaysia;s transition towards a developed digital economy by 2020 through DIgital Malaysia. Following this, in 2012, Digital Malaysia was official unveiled as the national transformation programme to achieve this aim.
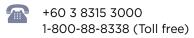
Founded on three strategic thrusts, Digital Malaysia is a natural progression to harness the building blocks already laid by MSC Malaysia. It will drive wealth creation, stimulate efficiently and enhance quality-of-life by harnessing and building upon Malaysia's varied ICT initiatives, resulting in a nation that connects and empowers goverment, business and citisens through a vibrant and demand-focused digital ecosystem.
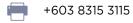
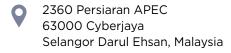## MULTIMEDIA DEVELOPMENT CORPORATION (MDEC) SDN. BHD (389356-D)

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