

Media Release

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SK MARKETING & COMPANY ADOPTS VIRTUALISATION WITH DIMENSION DATA'S HELP

Leading Korean communication solutions company reaps the benefits of virtualisation

Singapore, 16 February 2012 – Dimension Data Korea has successfully completed the implementation of a next-generation enterprise IT and virtualisation platform for Korean marketing and management company SK Marketing & Company (SK M&C). SK M&C provides marketing solutions to help organisations communicate and engage their customers. With a growing population of clients migrating to the Web to capture opportunities presented in the cloud, SK M&C needed to enhance its infrastructure to simplify management and boost data security.

Recognising the importance of efficiency and ease of management, Dimension Data designed a solution based on Cisco's Unified Communication Server technology, a highly innovative approach to meeting the complex requirements of businesses like SK M&C while adhering to operational demands for lower costs and greater efficiencies. The Cisco Unified Computer and Server (UCS) achieves these by integrating computing, network, storage and virtualization into a single, cohesive system.

The entire project, including a 5-month pilot, was completed in eight months. Following the project's completion, SK M&C's IT platform is now centrally managed, significantly easing the burden on its IT staff. SK M&C also reports a 20% lower running costs as it no longer requires any third-party security solutions.

"Prior to this implementation, we were working on a fleet of standalone physical desktops, which suited our needs for a period of time," said an IT Manager at SK M&C. "But with new technology, we see more opportunities for efficiency, user-friendliness and easier manageability than ever before. At the same time, security threats have proliferated. We wanted an IT platform that could deliver benefits while avoiding threats. Dimension Data understood our requirements and proposed an IT platform that meets our needs perfectly."

The backbone of the solution that Dimension Data designed is a Cisco UCS package, powered by 11 Blade B-200 servers.

"When we first sat down with the client last year, it quickly became clear that energy-efficiency, ease of management and increased security were their core objectives," said Eric Choi, General Manager, Dimension Data Korea. "Our engineers developed a solution that ticked all these boxes, offering the client considerable savings. The implementation was smooth, despite this being our first Cisco UCS deployment in Korea, and we hope that other similar projects will now follow."

Under the terms of the deal, Dimension Data will maintain and manage the solution and maintain the data centre over a 3-year period.

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About Dimension Data Asia Pacific (formerly known as Datacraft Asia)

Dimension Data Asia Pacific, a wholly owned subsidiary of [Dimension Data](#) Holdings plc, operates in over 60 offices across 13 Asia Pacific countries. Dimension Data helps clients plan, build, support, manage, improve and innovate their ICT infrastructures. It combines an expertise in networking, security, data centre solutions, Microsoft solutions and converged communications & contact centre technologies, with advanced skills in consulting, integration, training and managed services to design ICT solutions to accelerate the business ambitions of its clients. Dimension Data is a member of the NTT Group. www.dimensiondata.com