Sinar Mas Land **thrives in digital economy** as a Dimension Data OneCloud partner

**Challenge**
- integrating two companies following a merger
- delivering new services to match business growth
- services needed to be provisioned in hours
- consolidating an array of servers across 40 locations
- supplying community members with access to IT-as-a-Service.

**Solution**
- server migration services to consolidate 88 servers into one data centre
- becoming a Dimension Data OneCloud partner to rapidly deploy new services
- services include ecosystems platform (OS, applications platform, database), and IT operation services
- ongoing industry knowledge-sharing and support.

**Result**
- reducing time-to-market, and subsequently time-to-revenue
- shortening the time it takes to see a ROI of new services
- mitigating departmental disorganisation and rogue cloud purchases
- maintaining control, sovereignty, and consistency over information.

‘Most technology providers have little awareness of how to problem-solve. **Dimension Data builds strong relationships with its clients**, which means that they have the ability to **custom-make solutions** that deal with business issues. We know that Dimension Data’s solution is right for us.’

Irvan Yasni, CIO, Sinar Mas Land
Vigorous growth requires matching services

Sinar Mas Land is the largest and most diverse property developer in Indonesia. Founded in 1972, Sinar Mas Land has long-term investments in major commercial buildings, hotels and resorts, and is involved in property development and leasing. The company is headquartered in Singapore, and listed on the Singapore Exchange. The company is engaged in business deals in Indonesia, China, Malaysia, London, and Singapore, and employs more than 6,200 people.

Formerly known as AFP Properties, Sinar Mas Land was created in April 2011 with the merger of two commercial property organisations, PT Bumi Serpong Damai and PT Duta Pertiwi Tbk. A challenge for the IT department was to integrate these two environments to deliver new services to match business growth, as well as to systemise business processes to improve productivity, decrease costs, and provide more operational control.

Centralised IT to deliver faster

The company wanted to drive a new era of information for its community, which consists of subsidiary and joint ventures companies, as well as tenants. This meant changing from a shared service organisation to providing IT-as-a-service.

The company realised that if they did not provide IT services, they could risk members turning directly to cloud providers for services, and thereby introducing uncontrolled risk into the environment. They therefore wanted a solution that would enable them to support the IT requirements of its community, while maintaining control over security and compliance.

Our relationship with Dimension Data is yielding results. We utilised their technical and marketing knowledge-sharing to provision our community with cloud services, and, at the same time, maintaining financial and operational control.’

Irvan Yasni, CIO, Sinar Mas Land

We wanted a cloud partner that could help us expand our business. Dimension Data’s OneCloud Partner Programme doesn’t just cater for one specific environment workload, but also meets future challenges in our enterprise environment.’

Irvan Yasni, CIO, Sinar Mas Land

Partner selection crucial

The IT team evaluated a number of cloud vendors, which all offered an array of technology options, but felt that all these solutions focused on products, instead of answering their business challenges.

Sinar Mas Land utilised Dimension Data’s migration services to move the company’s estimated 88 servers across 40 locations into a single data centre. They then opted for Dimension Data OneCloud Partner Programme, which closely matched their expectations.

OneCloud for all needs

As a Dimension Data OneCloud Partner, Sinar Mas Land would be able to rapidly bring new services to market from a single platform. Dimension Data’s OneCloud Partner Programme also offers tight controls to ensure that security and compliance requirements are managed and addressed centrally by Sinar Mas Land.

From a single cloud platform, Sinar Mas Land is now able to provision ecosystems platform (OS, applications platform, and database) and IT operation services. Future plans include to provision unified communications services, such as voice, video and Web-conferencing services, and email. The company also wants to provision backup and archive, and security services.

Back to summary ...
‘As a Dimension Data OneCloud partner, **new service deployment requests can be granted within hours** and not days like before. Gone are the endless days provisioning, which now only takes hours.’

Irvan Yasni, CIO, Sinar Mas Land

---

**Services Overview**

**OneSmartServices**

The services supported by Dimension Data’s OneCloud Partner Programme include: compute-as-a-service, migration services, ecosystems platform (OS, applications platform, and database), and IT operation services.

**Future OneCloud services:**

- OneSmartSecure to provide Security Operation Centre, security platform
- Managed services, penetration testing, vulnerability management (infrastructure and applications)
- OneSmartConnect to provide Wireless Access Point, wired access (LAN and WAN), bandwidth (Internet, leased line, and MPLS)
- OneSmartCollaborate to provide unified communications services (voice, video, and Web-conferencing, and email)
- OneSmartProtect to provide backup and archive services

---

**Result**

**Digital services with a competitive edge**

Sinar Mas Land is now able to meet the demands of its community for rapid service deployment and self-service. Its community can now thrive in the fast-paced digital economy with the latest technologies at their disposal. Services can be charged back by both department and organisational unit, and service delivery to all members takes place from a single dedicated platform.

The OneCloud partnership also enabled Sinar Mas Land to build a single integrated workflow system to ensure that they retain operational control. They now also benefit from a hybrid cloud environment, rather than a private cloud, to better meet their requirements.

Finally, as Dimension Data OneCloud partner, Sinar Mas Land is able to remain flexible and agile in the digital economy.

➤ Back to summary ...