



Taiwan Mobile  
台湾大哥大



# TAIWAN MOBILE

**Delivering safe, secure cloud services.**

Rather than leaving security and performance up in the air, Taiwan Mobile is delivering cloud services with a difference from its own data center with a hybrid cloud platform from Lenovo and Microsoft.

**Lenovo**





With the popularity of cloud computing continuing to soar, Taiwan Mobile spotted a golden business opportunity: leverage its extensive telecoms network to deliver first-class cloud services.

David Wei, Deputy Director of Product & Operations, Enterprise Business Group at Taiwan Mobile, begins: “The way we see it, cloud computing is no longer ‘the next big thing’ – cloud is the new normal. More and more companies across all industries are looking to take advantage of the flexibility, efficiency and agility that cloud computing offers. We realized that we were in a unique position to offer high-performance, reliable cloud services via our extensive telecoms network.”

Taiwan Mobile is the second largest telecoms company in Taiwan, delivering landline and mobile services to more than 7.5 million people. Eager to branch out into enterprise cloud services, the company wanted to offer in-demand Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS) solutions.

To win market share in a space dominated by big international players like Amazon Web Services (AWS) and Google, Taiwan Mobile knew it needed to offer something different to stand out from the crowd.

David Wei comments: “With Microsoft Azure Stack, we can deliver Azure IaaS, PaaS and SaaS services from our own 6-star cloud data center, meaning that all customer applications and data are stored right here in Taiwan. As such, we can offer customers higher security, better performance and lower latency than most of our competitors.”

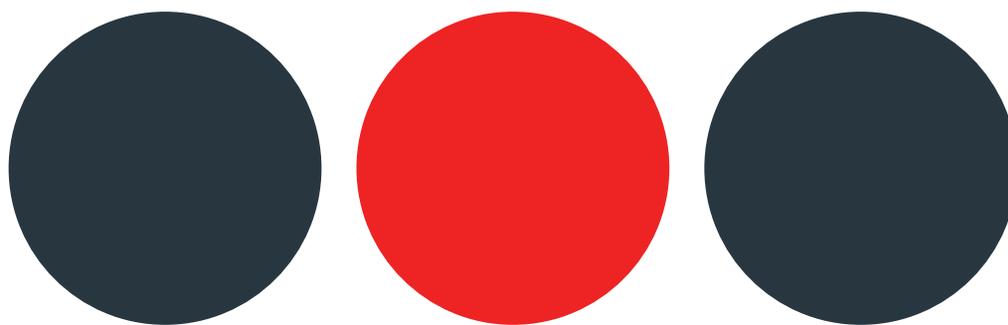


After evaluating several hardware solutions, Taiwan Mobile selected Lenovo ThinkAgile SX for Microsoft Azure Stack as the foundation for its hybrid cloud services – becoming one of the first companies in the Asia-Pacific region to adopt the solution. The pre-integrated, turnkey solution is fully certified by Microsoft and powered by high-performance Lenovo servers, all equipped with Intel® Xeon® Scalable family processors.

“Because the Lenovo solution came racked and ready to go with Azure Stack already installed, we were able to get everything up and running very quickly,” says David Wei. “This meant that we could go to market within a short timeframe, enabling us to capitalize on demand for hybrid cloud services. The Lenovo-Microsoft solution also enables us to keep both capex and opex costs low.

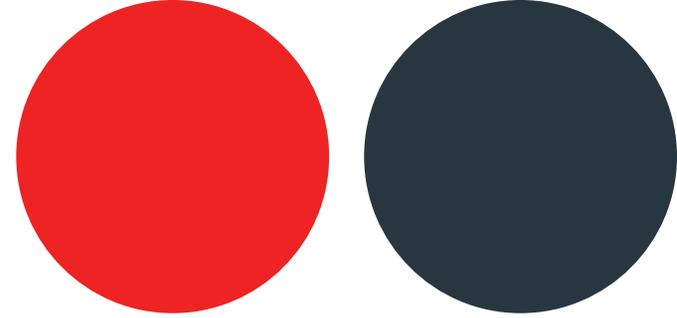
“Our collaboration with Lenovo Professional Services has been a real highlight; they worked hard to ensure that the installation and configuration went smoothly, and provide on-going maintenance and support services. Of all the hardware vendors we had considered, only Lenovo has support teams based in Taiwan. We really appreciate the fact that the Lenovo team can be on-site very quickly if we ever encounter any issues or need their help with anything.”

With Lenovo ThinkAgile SX for Microsoft Azure Stack, Taiwan Mobile can deliver flexible, reliable hybrid cloud services that deliver on both performance and security, enabling its customers – local Taiwanese retailers, businesses, healthcare providers and others – to take advantage of Azure cloud services.



David Wei remarks: “Since data is stored locally in our state-of-the-art data center, customers trust that it is highly secure. It also means that there is lower latency, so applications perform faster and better.”

He concludes: “Thanks to Lenovo ThinkAgile SX for Microsoft Azure Stack, we can offer the secure, high-performance, cost-efficient hybrid cloud services that more and more enterprises demand. We already have more than 60,000 cloud customers and are looking to grow our sales by 60% this year. Supported by Lenovo and Microsoft, we’re confident we can become a major player in the Taiwanese cloud market.”



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- David Wei, Deputy Director of Product & Operations, Enterprise Business Group, Taiwan Mobile



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