

# GLOBAL SOURCING, MARKETING, LOGISTICS AND DISTRIBUTION COMPANY DEMANDS INSIGHT FOR A SUCCESSFUL MULTINATIONAL IMPLEMENTATION



Asian economies are booming, and at the heart of their progress is a leading-edge services group focusing on sourcing, marketing, logistics and distribution. Switzerland's DKSH, a leader in such services in Asia for more than 150 years, has helped companies of all sizes and verticals reach international markets by providing market intelligence and logistics support for sales and distribution.

To maintain its leadership position in its sector, DKSH has invested U.S.\$15 million in a Corporate Shared Service Centre in Malaysia's capital city, Kuala Lumpur. Malaysia is now the company's global hub for IT-based services, enhancing and supporting its worldwide operations by bridging markets in Asia Pacific, Europe and the Americas.

## Requirement to Support a Global SAP Rollout

Head of the Global Data Centre for DKSH at the Corporate Shared Services Centre (CSSC) is Tony Woo. Woo is responsible for the SAP Technical Support, IT Services Management and IT Infrastructure covering the Data Centre operations, technical systems support and network support. "We've centralised these operations to support the implementation of PEGASUS, an initiative to rollout a global SAP template to our operations worldwide," says Woo.

Essential to the implementation of the CSSC was a data network that would provide inter-country meshed connectivity across Asia Pacific and European countries.

Woo's challenge was to select and implement a network that could be accessed by more than 5,000 SAP users across 20 countries in the beginning. It would eventually be extended to DKSH's business partners. He needed a global service partner who could provide managed network services and connectivity to their global locations, as well as a global WAN infrastructure that would provide users with access to the SAP system centrally hosted at CSSC.

### Meeting the Metrics

After reviewing DKSH's requirements, CSSC developed a short-list of global communications providers. Evaluation metrics included account team support, experience, customer base, network reach, redundancy, installation lead-time, pricing and Service Level Agreements (SLAs).

*“What really made the difference for us was the BT Infonet team's ability to understand our requirements and act on them fast, with flexibility and a high level of technical expertise.”*

– *Tony Woo,  
Head of Global Data Centre  
DKSH*

With an outstanding rating against all these criteria, BT Infonet was selected by CSSC to design and implement an IP VPN network spanning Asia Pacific and European countries.

According to Woo, “DKSH is pleased with BT Infonet's single point of contact and local help desk capabilities. That makes it easier for us to interact with them, as well as their customer support. However, what really made the difference for us was the BT Infonet team's ability to understand our requirements and act on them fast, with flexibility and a high level of technical expertise.”

### SAP Network Continues to Expand

The BT Infonet team is working closely with DKSH on the network implementation which will connect all of DKSH's locations to the global WAN.

*“BT Infonet is delighted to be selected by DKSH as their global communication WAN provider. Being committed to all our valued customers, our account team will continue to work closely as DKSH CSSC's partner to build upon the success for a mutually beneficial long-term relationship.”*

– *Kent Wong,  
Managing Director  
BT Infonet Malaysia and  
Singapore*

As a global company, DKSH has plans in place for continuing the expansion of its SAP network. “We see BT Infonet as our ideal partner. Technically and commercially they meet our needs, and they understand the importance of customer service,” said Woo.

“BT Infonet is delighted to be selected by DKSH as their global communication WAN provider. Being committed to all our valued customers, our account team will continue to work closely as DKSH CSSC's partner to build upon the success for a mutually beneficial long-term relationship,” said Kent Wong, Managing Director, BT Infonet Malaysia and Singapore.

## About BT Infonet

Infonet Services Corporation, a member of the BT Group plc group of companies, known for its quality of service, is a leading provider of managed network communications services for multinational entities.

Employing a unique consultative approach, BT Infonet offers integrated solutions optimising the complex relationship between enterprise applications and the global network. Extensive project management capabilities are the foundation for the services and solution offerings (broadband, Internet, intranet, multimedia, videoconferencing, wireless/remote access, local provisioning, application and consulting services) positioning BT Infonet as a single-source partner for multinational entities. In particular, BT Infonet IP VPN solutions offer multinationals a unique combination of Private and Public IP services as well as a full set of Managed Security and Mobility Services.

Rated “Best in Class” overall in Telemark’s survey of Global Managed Data Network Services, Infonet Services Corporation has also won “Best Customer Care” and “Best Carrier” at the World Communication Awards. Founded in 1970, Infonet Services Corporation owns and operates The World Network®, accessible from more than 180 countries, and provides local service support in over 70 countries and territories.

Additional information about Infonet Services Corporation is available at [www.bt.infonet.com](http://www.bt.infonet.com).

BT Group plc is a public limited company registered in England and Wales under registration number 4190816 with listings on the London and New York stock exchanges. Additional information about the company is available at [www.bt.com/aboutbt](http://www.bt.com/aboutbt)

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