

# PARTNER INSIGHTS

## Net One Asia Pte Ltd

Region	Singapore, Malaysia, Indonesia, Japan and the United States
Partner Level	Platinum Citrix Solution Advisor (CSA)
Citrix Specialist Certified In	Networking for Apps & Mobile Security, Networking for Data Center, Virtualization
Employees	90+ IT Professionals
Website	<a href="http://www.netoneasia.com">http://www.netoneasia.com</a>



**Moses Yeo**  
Managing Director



### Profile: Net One Asia

Net One Asia is uniquely positioned to understand the benefits of leveraging digital technology to build and transform a business. For 15 years the company has fulfilled its role as trusted advisor and provider of IT solutions to more than 500 clients across the ASEAN region. Specialising in increasing the productivity, mobility and collaboration for a broad range of organisations within the financial services, Government, healthcare, logistics and manufacturing sectors, today Net One Asia is rolling out its own strategic roadmap to better serve its customer base.

Kicking off its relationship with Citrix as the sole distributor for Asia over a decade ago, Net One Asia (under its previous brand of Asiasoft) realised it could pivot its offering away from distributing Citrix product and instead align itself more closely to the customer as a channel partner.

Launching itself into the market under a new banner as a Gold Citrix Solutions Advisor, the team built a dynamic set of credentials around the customer. Early learnings saw the team recognise the timeframes required for a successful sales cycle, the value of a proof of concept for customers in the decision making process and the need to maintain a specialised set of experts with deep domain expertise. The company continued to invest in its people, doubling the number of Citrix specialists across pre-sales, sales, delivery and project management, as well as after sales technical support.

It stayed in close collaboration with the Citrix team it knew so well, continuing its traditional history of detailed planning sessions and regular reviews of its go to market plans. Technology trends saw the Net One Asia team working closely with customers to assess and implement the remote access they required to run both a regional and global business.

“We stayed focused on Citrix technologies as it ‘just works, it really can be part of any environment,” outlined Moses Yeo, Managing Director, Singapore. “In fact, when you compare Citrix to the competition, the user experience is always paramount for any Citrix technologies implementation.

**Citrix is a leader in the digital space because it truly has been a technology visionary. It is no coincidence it’s vision**

**has made Citrix – and Net One Asia – more relevant to our client base in today’s cloud and mobile era.”**

### Defining its Citrix expertise: reaching Platinum status

It’s in-depth field knowledge and skills was acknowledged in 2007 when it reached Platinum Citrix Solutions Adviser status.

Fast forward to 2015 when the company strategically combined its existing Asiasoft Business with the Japanese global network and solutions provider, Net One Systems Co. Ltd and embarked upon a series of geographical acquisitions and expansions. The new look Net One Asia added Scalenow, Malaysia and Indonesia; as well as ARK Virtualization in Singapore and India to open up new markets on the sub-continent and Middle East. Importantly it elevated their expertise in Software Defined Data Centres and domain expertise in Work Style Innovation – focusing on Workspace, Workplace and Workforce transformation.

Today the newly re-branded organisation is spearheading more joint regional initiatives, common shared resources and best practices to better serve its client base spanning multiple countries and geographic regions.

### Leading by example

**With every member of the team completing the Citrix education program at Net One Asia, today the solutions adviser has a wide range of Citrix certifications, in excess of 44 separate certifications across sales, consulting, support and implementation.**

“Our mantra is to have all of our staff on a self-learning path and we guide them via our team leads, and study programs. We see significant progress across the company at maintaining and extending our Citrix domain expertise and it pays off for us to invest in training programs like this. This helps us customise our client requests in a timeframe and manner that suits our client base,” continued Yeo.

## Citrix Workspace for Communications

Working with its long-standing communications client responsible for delivering mobile, cable television and broadband and internet services to the citizens of Singapore, Net One Asia implemented Citrix Workspace solutions to modernize and transform security controls for consumer apps. Net One Asia recommended Citrix Workspace to overcome the time consuming and complex tasks of managing user access for different user roles. Implementing Citrix Virtual Apps and Desktops for its user base, together with Citrix ADC Networking delivered an uplift in third party access to specific applications housed in the client infrastructure without sacrificing security standards or performance. Multiple Citrix ADC licence implementations delivered a cost effective roadmap for the communications provider to protect its business from cyber-attacks in the cloud environment, even with amendments to apps on a regular basis.

## Citrix Workspace for Urban Development

A leading provider of sustainable urban development and business space solutions turned to Citrix Workspace for better business results. Today it operates from its headquarters in Singapore and has a presence across 11 countries in Asia, Australia, Europe and the United States of America. With a team of relationship managers responsible for servicing customers and tenants, mobility and security has become increasingly important for the company's 1,000 employees. It wanted to solve the challenges of traditional workflow – lots of paper, multiple trips back to the office to access the computer network, risk of errors and miscommunication.

It turned to Net One Asia and the concept of mobility to solve these challenges. Implementing Citrix Virtual Apps and Desktops to deliver this digital workspace environment, the Group continued to integrate a range of Citrix solutions including Citrix Endpoint Management, Citrix ADC and Citrix Content Collaboration to dynamically liberate its field teams.

Now armed with iPads, tablets and other mobile devices the team has the ability to take work orders online wherever they are, and this optimises its ability to move teams around with a new benchmark of freedom, security and confidence in their data. For the management team this has delivered a new ability to work locally and globally without sacrificing performance. The Citrix Workspace platform has provided the Group with a very secure way to manage information and data. The unified, intelligent workspace can also manage suppliers and tenants using a BYOD device and their own unique level of IT maturity. The Citrix Workspace environment now goes everywhere with each employee and each team member can access the business environment the way it was designed to be – and on a much bigger scale.

## Citrix Workspace for Entertainment

Net One Asia took the opportunity of its long-term relationship with a leading player in the entertainment industry to pitch and win for a major network separation program. With a deep understanding of the network it had previously implemented, as well as the long-standing maintenance contract it had in place, Net One Asia's Citrix specialists and system and security architects worked together with the customer to build an accurate strategy and implementation program. The customer had been unable to decide whether a physical or logical network separation program would be the most effective but when faced with the Citrix Workspace offering, confirmed this was the direction the company would take.

Net One Asia worked with the customer to implement Citrix Virtual Apps and Desktops for 4,000 employees in a reliable internet zone to deliver a premium user experience in a highly secure setting. Employees could now have the freedom to work remotely, or on the go and with the ability of the IT team to optimise the user experience the adoption of the new program has been highly successful. For the IT team there is now a more streamlined approach to management, overheads and security with the new digital workspace environment.

## Citrix Workspace for Government

With the move towards the mobile office impacting public institutions, Net One Asia devised a digital workspace roadmap for a key Singaporean government department and long term client. With data requiring major bandwidth to manage usability, functionality and the overall user experience, together with the need for high security, Net One Asia implemented a Citrix Workspace solution to build a high-quality user environment. Integrating Citrix Virtual Apps and Desktops and Citrix ADC with the NVIDIA Grid graphics virtualisation capability, Net One Asia has designed and delivered a high performance, secure environment that has exceeded its client's expectations.

## Building a future roadmap with Citrix solutions

The Net One Asia team will continue to invest in mobility and cloud solutions, building on its impressive growth and success track record with an ongoing focus on Citrix technologies. On a longer term basis, it will commit to the secure delivery of Application and Intelligent Workspaces to any device at any location.

"We are a boutique solutions advisor and our commitment to Citrix solutions has allowed Asiasoft and now Net One Asia to help shape our solutions offering and increase our relevance to a client base navigating the era of cloud and mobility. Our niche skill sets are fit for both a wider market and of course the enterprise Digital Workspace environment," Yeo concluded.



**Location** Citrix Systems Asia Pacific Pty Ltd. Level 5, 66 Waterloo Road, Macquarie Park, NSW 2113  
**Phone** +61 2 8870 0800  
**Email** programs@citrix.com

© 2019 Citrix Systems, Inc. All rights reserved. Australia. Citrix Systems does not rent, sell or lease email addresses with third party affiliates. \*All trademarks are the property of their respective owners.