

PARTNER INSIGHTS

Shanghai Private Cloud

Country	China
Partner Level	Platinum Citrix Solution Advisor (CSA)
Citrix Specialist Certified In	Networking for Apps & Mobile Security Networking for Data Center Virtualization
Employees	40 IT Professionals
Website	www.private-cloud.cn

Gaoping Shen
Founder,
Shanghai
Private Cloud

Company Profile: Shanghai Private Cloud

Shanghai Private Cloud was launched into the China market 12 years ago to revolutionise the design and delivery of private cloud and data centre services and support. Building a business in the early days of cloud penetration in one of the world's largest markets was tough, however the hard work has paid off. Educating the customer base on the benefits of cloud, private cloud and now how private cloud can interact with public cloud has seen Shanghai Private Cloud's hard work and dedication position them as the first Consulting partner, plus first Platinum Partner for Citrix in China.

Founder, Gaoping Shen, an Engineer by trade clearly understood the business benefits of Citrix technologies, he first spotted in Japan 20 years prior. After investing heavily in building a highly educated team to lead the way with design, technology implementation and detailed documentation services, today Shanghai Private Cloud is renowned for its close relationship with its clients, and ground-breaking activity in building private cloud on a public cloud resource.

According to Shen, by carefully establishing the first phase of Shanghai Private Cloud and securing the trust of his blue-chip customer base, the organisation is now well positioned for the second and most exciting phase of its growth.

"Our strategy from launch was to build the best partner offering for private cloud services and solutions in China and we are proud to say that we have achieved this with our commitment to Citrix technologies."

Another important area was our development of financial services and multi-national corporation showcase environments. We wanted our staff and customers to be able to really understand what private cloud and this was key in explaining the complex and complicated infrastructure. It's paid off for us as our business growth has doubled year-on-year for the past five years," he continued.

Today as one of the most high-profile Citrix partners in China, Shanghai Private Cloud is forecasting the second wave of private cloud growth is about to ramp up. In another first, Shanghai Private

Cloud is the first partner to focus on centralising private cloud facilities on public cloud resources – for instance with Microsoft Azure and believes 2018 will be the year to see a spike in demand and adoption for this new offering.

Leading the way with private cloud innovation

With customers knowledge of cloud and the benefits of cloud maturing, so too are the expectations of what cloud can deliver for an organisation. The benefits of increasing or decreasing scale needs for cloud, plus the opportunity to make further cost savings is now driving many organisations towards private cloud hosted on a public cloud resource.

Two implementations that highlight the success of Citrix solutions, alliance partner technologies and Shanghai Private Cloud's expertise include:

Global Cosmetic Manufacturer – One of the world's most successful cosmetic manufacturers needed to solve a business and technology challenge – how to ensure more than 700 of its employees could access their desktop quickly and securely from any location in China. The cosmetic manufacturer places great emphasis on quality, safety and confidence within its customer base and this is reflected in the careful management of its Information Technology policy.

Today, this global cosmetic conglomerate relies on Citrix solutions to create a meaningful private cloud network on the Microsoft Azure public cloud platform. Following extensive testing between teams from Shanghai Private Cloud, Citrix and Microsoft, the Azure cloud was confirmed as stable and ideal for the cosmetic manufacturer's business requirements.

Centralising its virtual desktop infrastructure (VDI) and desktop management courtesy of XenDesktop in the Microsoft Azure cloud now generates better performance outcomes for the company's network. Over 700 users now have better access to a more cost-effective and secure delivery of Windows applications and desktops.

The integration of NetScaler on Azure for the global cosmetics manufacturer is behind the delivery of secure access to assets deployed in the cloud, and is the perfect delivery solution for Microsoft applications.

Broadcasting –

Shanghai Private Cloud is pioneering the use of Citrix solutions with China's broadcasters. Its creation of a 3D solution with Citrix Xen Desktop and NetScaler technologies – backed up by a private cloud network on public cloud infrastructure is a first for China.

Already over 10 major broadcasters have revolutionised the way they transport and review footage daily for copyright purposes. With the centralisation benefit of XenDesktop and security and performance capabilities of NetScaler, Chinese broadcasters can now transfer footage to the most convenient location for review. No longer are they restricted to powerful work station locations, all it takes now to review the hundreds of hours of footage daily is a laptop. This innovative use of Citrix solutions and cloud technologies is only available through Shanghai Private Cloud.

Jumping to the cloud with Citrix

Shanghai Private Cloud has a very close working relationship with Citrix.

"This helps us better understand the technology at hand, and how to co-operate on the complex and complicated demands for cloud infrastructure. Our clients are relying on our team to understand the Citrix solutions, plus integration with partner technologies such as Microsoft to help them make the most out of their corporate requirements," outlined Shen.

Understanding the unique aspects of the China market and how cloud operators, like Microsoft, roll out their services has created many opportunities for Shen and his team over the years.

"The China market is very large and business performance remains the primary concern for every organisation today. Producing greater returns whilst driving down costs suits these demands and Citrix solutions are best suited to meet these expectations," he continued.

For Shanghai Private Cloud the benefits of Citrix solutions are evident in the roadmap for the future. "Citrix has supported us very closely over the years as we build out our service offerings to support Citrix implementations. Today our team can provide comprehensive technical support for all stages of the project life cycle, including after-sales services to maintain high levels of customer satisfaction and user experience."

Shen is confident the hard work has paid off:

"I frequently brief Citrix on the unique aspects of the China market and the next wave of cloud disruption and in return our relationship strengthens with more training and support out in the field."

The efforts of both sides have really paid off in the innovation and dynamic customer implementations we are producing in China today."



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