

PARTNER INSIGHTS

Mastersystem Infotama (MSI)

Country	Indonesia
Partner Level	Platinum Citrix Solution Advisor (CSA)
Expertise	Application Virtualization and Desktop Virtualization
Employees	250 IT Professionals
Website	www.mastersystem.co.id

Joko Gunawan
Director,
Mastersystem Infotama

Company Profile: Mastersystem Infotama

Mastersystem Infotama (MSI) is a key player in the Indonesian ICT industry, transforming from its early days as a PC distributor over 20 years ago to its current role as a leading solutions integrator. Its focus on the rollout of the intelligent network in the digital age has seen the company expand its service offerings to provide end-to-end solutions for ICT infrastructure and business solutions and services across a wide range of industries.

MSI is strategically based in Jakarta, a key city for the finance and business in Indonesia and operates a branch office in Surabaya to cover customers in east of Indonesia. Today it has a specialist team of 15 systems architects, pre-sales experts and system engineers solely dedicated to Citrix technology and implementations.

Digitisation gains momentum in Indonesia

As a country, Indonesia is in the early stages of digitisation and subsequently is one of the worlds heaviest investors in digital infrastructure today. With a very tech savvy population, infrastructure providers are now beginning to ramp up investment in the systems and solutions a growing economy requires.

To support this focus on the transformational benefits of digitisation for business and the economy, MSI has partnered with Citrix since 2010 to integrate Citrix solutions into the MSI product portfolio and integration practice.

The MSI customer base encompasses a comprehensive range of industries including financial services, resources, telecommunications, manufacturing and the SME sector. Many of its enterprise clients have implemented Citrix solutions, and the team at MSI remain committed to sharing the benefits Citrix solutions deliver with the balance of its client base.

New demands from the enterprise deliver Platinum Level Partnership

With the growing demand for mobile and digital workspaces dictating technology requirements for its client base, MSI's director, Joko Gunawan believes its Citrix partnership will continue to grow at double-digit rates for the foreseeable future.

"We are experiencing a sharp increase in demand for solutions that can securely deliver the mobile and digital capabilities the modern enterprise needs. The trends we see for an 'all-connected' network is impacting our clients as they incorporate a digital way of doing business."

Joko Gunawan | Director | Mastersystem Infotama

Gunawan continues: "Citrix solutions deliver a mature virtualisation roadmap for mission-critical applications. These are the ideal solutions for our firm. We have great confidence that every implementation will meet business needs today and well into the future for our clients."

Citrix solutions have offered the flexibility and strength to fast track the transformation many organisations have been looking for. The commitment and support from Citrix, plus the company's vision from the beginning to support this new look digital world has helped MSI achieve its Platinum Level Partnership status.

MSI has invested heavily in the training of its dedicated Citrix team for the past decade, even prior to establishing a formal partnership with Citrix. Today its Citrix experts lead internal training programs across pre-sales, implementation and support for the Citrix suite, plus Citrix-led training modules via the web and face-to-face.

Citrix and Microsoft alliance strengthens virtualisation possibilities

The strategic alignment of Citrix and Microsoft has further generated a new approach and range of opportunities for the solutions integrator.

"We tailor Citrix solutions to meet our client's requirements and this has created a sound professional services approach and revenue stream for us," says Gunawan.

The Citrix and Microsoft alliance in the enterprise space is another crucial step in transforming IT environments.

“This is a key area of growth for our company and with Citrix and Microsoft aligning their strengths in the virtualisation space this allows us to implement a tailored solution for clients.

Many want to transition their corporate network to a centralised, virtualised environment over time as they justify the upfront investment and – for many – a radical new way of consuming business technology,” he continued.

Citrix solutions enable new digital benchmarks and productivity

Citrix technologies have been able to address a range of virtualisation and performance challenges throughout its client base.

Financial services

A leading bank has implemented XenDesktop and XenApp, XenMobile, ShareFile and NetScaler to enable a new approach to accessing, sharing and securing information for its staff across its network. The bank has replaced an expensive and time-intensive deployment of software across 1,000s of servers with a centralisation of end points, eliminating operational costs for upgrades and installations.

With employees increasingly using personal devices to access the corporate email server, company information is now more secure. With the bank wanting its employees to use an internal-use app, the mobile device management benefits of XenMobile are helping to change the way its team operates in a virtualised environment.

Resources

A successful XenDesktop implementation has transformed how the local operations for a gas and oil producer manages its high-performance CAD/CAM company desktop assets. Typically dedicated to a single user responsible for complex and sophisticated rendering and computing design requirements, the total cost of ownership for each workstation remained high. With XenDesktop however a complete virtual app and desktop solution is now securely centralised, allowing users to work anywhere, inevitably tripling productivity whilst cutting costs for the team.

Securing the enterprise

The Citrix innovation and approach to security is key to helping its clients respond to the recent growth in data attacks.

“Citrix is really taking the enterprise to the next level of security by innovating how the browser can protect users from cyber threats. Securing the browser is the ultimate goal for local security teams as it is one way to reduce the impact of a potential attack.”

Joko Gunawan | Director | [Mastersystem Infotama](#)

MSI plans to remain focused on Citrix virtualisation solutions in the immediate future as it responds to market transformation needs.

“For many of our clients, the upfront investment in cloud-based business technology can be daunting, however we have a great track record in proving our network designs and implementations are delivering significant value over the long term. This is a more agile and secure approach for an increasingly mobile corporate world,” Gunawan concluded.



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