

PARTNER INSIGHTS

Namutech Co. Ltd

Chul Jung
CEO,
Namutech

Country	Korea
Partner Level	Platinum Citrix Solution Advisor (CSA)
Citrix Specialist Certified In	Mobility Management Networking for Apps and Mobile Networking for Data Centre Virtualization
Employees	135 IT Professionals
Website	www.namutech.co.kr



Company Profile: Namutech Co. Ltd

Established in 2001, Namutech Co. Ltd (Namutech) is a powerhouse virtual solution provider for over 350 enterprise customers in Korea and new markets in Japan and China. It launched Citrix solutions into the Korean market in 2002. Today the 135-strong team provides a wide range of services across consulting, deployment and maintenance for IT infrastructure and cloud computing.

The Namutech customer base spans multiple industries, including the private sector; communications, high technology, manufacturing and financial services plus the rapidly emerging public sector.

The road to Platinum Partnership

For Chul Jung, CEO of Namutech, Citrix has always been its core partner for cloud solutions. "We have worked closely with Citrix since 2002, introducing them to the Korean market and ensuring we offer the full Citrix suite and benefits to our customers."

"We always ensure our staff are up to date on Citrix technology and have them attend certification training courses here in Korea, the wider Asia Pacific and in the United States. Everyone at Citrix, from our Korean contacts through to regional and global are very helpful. I think it shows in our results."

Together with its broad Citrix sales and marketing capabilities, plus customer education programs Namutech has produced double-digit growth consecutively year on year and is today a stand out partner success for Asia Pacific.

Its high-performing software engineering teams specialise in product sets to help ensure deep levels of knowledge and are allocated less customers to manage compared to Namutech competitors – driving focus and building a service-first approach.

"We have a great staff retention rate and this also flows through to our customers."

More features, more functionality

In line with the company's vision to maintain its leadership in cloud – from cloud platforms, through to the network and orchestration - it operates two high tech research and development centres for ongoing product customisation and innovation.

Namutech has dedicated 80 percent of its engineering team to Citrix solutions and customises its own Namucloud solution around core Citrix technology.

"Each of our customers has its own set of requirements and for us customisation has opened up a new way to deliver more services, be more appealing to a wider customer base and drive our revenues. The core of what we do is always Citrix solutions plus additional requirements, adding more features and more functionality. Our customers are very happy with this approach."

"Our engineering expertise and Citrix technology is matched perfectly. This is what makes our partnership unique and so successful."

Citrix supports industry trends

The top three challenges facing customers are scalability, cost effectiveness and security. "Citrix solutions address these core issues and concurrently resolve them across their product offerings."

Chul Jung | CEO | [Namutech](#)

Security is now on Namutech's radar following Korean government initiatives to secure both private and public enterprise from potential data threats and network attacks.

"Information security is a major challenge for Korean industry. Citrix solutions best secure customer information from attacks, efficiently and cost-effectively further contributing to a great return on investment," outlined Jung.

Namutech recommends working closely with Citrix to understand how it is adapting and aligning its solutions with new technologies, particularly in the areas of artificial intelligence, the internet of things and cloud.

“Citrix has a deep understanding for technology trends and has the key to deliver the most value to customers in the future,” concluded Jung.

Citrix Platinum Partnership highlights

The partnership with Citrix over the past 15 years has delivered three key achievements for Namutech.

Chul Jung, CEO for Namutech outlines: “We have expanded our business focus to the network market, beyond cloud and virtualization. NetScaler is a great networking solution and today 20 percent of our revenue comes from this part of the market.”

The training and certification provided by Citrix has also paid off for Namutech with continued improvements on its technology capabilities and capacity to service our customers.

“Citrix solutions deep specialisation has benefited us every year. The network separation project nationwide catapulted security to be the number one priority for every enterprise in Korea courtesy of government support. We have worked closely with our customer base in this area and last year our revenues jumped 37 percent.”

Building a future competitive advantage

Whilst the company today has built its reputation as a cloud and virtualization specialist, it is looking to expand its market share in the networking sector.

“Currently the lion’s share of our Citrix revenue comes from virtualization at the desktop level, but we forecast this will grow over the next five years to come from the Citrix NetScaler network infrastructure solution. It will let us add further value.”

“Our goal is to continue to lead the market with a range of unique solutions and service offering. To ensure we stay relevant we must focus on adapting to an evolving market and ensure our business remains modern. Further, we must maximise the right technologies, invest in our team and evolve the way we build relationships with customers.”

Namutech’s research and development innovation and ability to customise value-add solutions around the core Citrix product offering will continue to differentiate it from competitors. Its customers and even potential customers are looking towards the continuation of its incubation of new and modified cloud solutions.

“We have taken a deep dive into the cloud market with Citrix and the synergy is there for this to continue. Everyone is watching us.”

Chul Jung | CEO | [Namutech](#)

Showcase Citrix deployments

The incubation of its own cloud solutions around Citrix technology has allowed Namutech to deliver value-added features and functionality to core Citrix solutions. For Namutech this has resulted in a series of recent showcase implementations including:

1. Healthcare – A specialist pharmaceutical and biotechnology health- focused company now relies on a 1,000+ licence rollout of XenDesktop to achieve a high availability of cloud services, support for mobile device productivity increases for staff spanning multiple departments, plus enhanced security and significant maintenance cost savings.
2. Healthcare – A major hospital is now more efficient due to 3,000 XenDesktop licences and four highly cost-effective NetScaler application delivery controller units.

Hospital and external staff are now connected more safely regardless of the device in use and have increased productivity levels. The high availability cloud environment now operates more securely and with greater stability courtesy of NetScaler.

3. Financial Services – The first phase of 4,800 XenDesktop user licenses and four NetScaler MPX/SDX has now achieved greater management efficiency with VDI, enhanced automation and security. The client will also launch the Namu Cloud Centre, a total solution for virtualization and integrated operations management.

Getting ready for major industry trends with Citrix solutions

Namutech has already identified three emerging trends and are planning to meet these requirements with its Citrix solutions and customised features.

“Platform as a Service and Software as a Service are number one and if you are moving to the cloud, these options will help. Secondly, 5G NFV – network function virtualization – will help us provide more value for Samsung Electronics as they roll out expanded networks in the United States, Europe and Japan. Finally, ACCI will support Citrix solutions support for financial services customers seeking load compatibility,” concluded Jung.



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