Cloud Computing is a Good Potential Business for Crisis Situation

Jakarta, 2 October 2013 – The weak exchange rate of Rupiah against US Dollar currently gives negative impact to Information Technology (IT) industry in Indonesia. Business and investment in IT sector is very related to the exchange rate of Rupiah to US Dollar. Due to the crisis, buying rate of any devices and infrastructure will increase. As a result, company and SMB's (Small Medium Business) capital expenditure (Capex) in using IT products will also be getting higher. Many companies started to look for a better and more efficient IT infrastructure, while for SMB, building an IT infrastructure becomes a difficult thing to do.

This condition can be solved. President Director of PT Supra Primatama Nusantara (Biznet Networks), Adi Kusma, said that *cloud computing* technology is the right solution for companies and SMBs to fulfill their needs. "In this situation (Rupiah depreciation), cloud computing could be the solution in to reduce company's Capital Expenditure. Because IT infrastructure's buying power is greatly influenced by US Dollar currency," he said.

Adi also said, cloud computing socialization and utilization, is a great business potential in crisis situation. Cloud computing began popular in Indonesia since 2010. Indirectly, the cloud computing technology has been applied long time ago in Indonesia. Several social media platform and online games in Indonesia has already adapting cloud computing system.

Cloud computing is a combination of computer utilization (computing) and internet-based development (cloud). The technology is a virtual-based hosting service that allows people to access their data everywhere, including through public internet. Cloud has the ability to store big data, whether an enterprise's (client data, product, trading transaction) or social data, such as content, text, audio, video, and picture combined. This service helps corporates and SMBs to store their data without purchasing any server or expensive IT infrastructure.

Adi estimated that in the future, there will be more companies and consumers using the cloud computing service. Especially, the smart phone and tablet users in Indonesia will increase day by day. Most of them will choose the provider that accommodates their end-to-end needs, from the device to the infrastructure. Plus the most important thing that customers are facing is user security issue.

Biznet Cloud can be the perfect choice. Adi said that as one of the leading telecommunication and multimedia operator in Indonesia, they provide supplement tools for firewall, to upgrade the security system. Biznet Cloud Server provides wide range of capacity, starting from the lowest 1 Gigabyte (GB) and 100 GB storage with price Rp 2,25

million/month, to the largest one is 32 Gigabyte (GB) and 100 GB storage with price Rp 14,5 million/month. If customer needs more capacity more than Biznet serves, Biznet Cloud system can configure the system to fulfill customer requirements.

Since the first launch at 2010, the number of Biznet Cloud's customers is growing bigger. Several companies, including Startups, Small Medium Businesses (SMB), content providers, airlines, and e-commerce already entrust their data to the service.

Worldwide Partner Conference that was held last week in Houston, Texas, United States, said that Microsoft has done research regarding the development and benefit from cloud computing. The research said that cloud computing has the potential to gain profit 1,6 times bigger than the conventional way in data storage, and it can grow your business for about 2,4 times faster. As predicted, in 2015 there will be 915 new professions related to cloud computing. This year, cloud computing in Indonesia is growing 70% from 2012 where most of the users are corporates.

About Biznet Networks
Biznet Networks is the leader of fixed-line and multimedia telecommunication provider in Indonesia, providing Network, Internet, Data Center, Cloud Computing and Pay TV service. Established in 2000, Biznet Networks has been providing and operating the fastest Fiber Optic Network and the biggest Data Center in Indonesia. For more information about Biznet Networks and its services, please visit www.biznetnetworks.com.

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