

"We were really looking for a partner that could provide a robust, secure and fast network ready for the event (Microsoft Tech•Days 2013) itself. HKBN really delivered on all these things."

David Hooper  
Director Product Marketing  
Marketing & Operations Division. Microsoft Hong Kong Limited



## Designed for Scale

### Challenges and Solutions

Microsoft Hong Kong Limited (Microsoft HK) regularly holds customer meetings in its Executive Briefing Centre at Cyberport, for live interactive product demonstrations; which often require interactive product demonstrations to show the power of cloud services. Microsoft HK found its original connection lacking in bandwidth and reliability. In 2013, when it came time to seek a reliable high speed Internet connection to support its continued expansion in the local market, Microsoft HK utilized HKBN Enterprise Solutions. HKBN Dedicated Internet Access (DIA) package ultimately satisfied all of Microsoft's operations with its high speed, secure and reliable connectivity.

### The Power to Succeed - Microsoft Tech•Days

HKBN also gained a vote of confidence when Microsoft HK held its annual 3-day Tech•Days 2013 event, featuring product demonstrations and streaming video conferences aimed at the IT community. With the support of HKBN DIA service, Tech•Days 2013 was a great success. It attracted over 1,200 participants including 70 CIOs and 26 sponsors, making it one of the biggest conference aimed at IT professionals in Hong Kong.

As the market leader in cloud services, Microsoft HK needed a partner that can provide a robust, secure and fast network. Working closely with Microsoft throughout planning and execution, HKBN proved itself a proactive partner in the process, impressing both Microsoft and Tech•Days attendees with network performance on the conference floor.

#### Use of HKBN Solutions

- **Dedicated Internet Access (DIA)** - live interactive product demonstrations in Executive Briefing Centre
- **Dedicated Internet Access (DIA)** - Microsoft and Tech•Days
  - ▶ Opening Keynote: Instant product demonstrations and streaming video conferences
  - ▶ Luncheon: Instant wireless product demonstrations for IT professionals