



TELIN BUILDS THE FUTURE AS BEST ENTERPRISE SERVICE PROVIDER

INTRODUCTION

Telin is a wholly owned subsidiary of Indonesia's largest information and telecommunications company, Telkom. Telin presence in 11 countries, with services of voice, data, and solution. One of its solution designed for Content Delivery Network (CDN), a cloud platform services focus on security and the intention to aid agile businesses.

SUMMARY

Due to the drawbacks of the internet such as an increasingly high latency and the rising demand of usage, one of biggest problems in the industry today is customer dissatisfaction.

In a world where the customer uses the web for all their tasks and activities, be it engaging with content online, or watching videos and accessing their work files, ability to access data anywhere and anytime with any type of device preferred. Those requirement has increased the consumption of Internet, proliferation of rich media and video over the Internet, which majorly driving enterprise needs for Content Delivery Network (CDN) solutions. According to MarketsandMarkets, CDN market expected to grow from \$3.71B in 2014 to \$12.16B by 2019 at an annual compound growth rate of 26.8%

To satisfying enterprise requirements of CDN, making its debut in 2014, Telin had introduce one of its innovative solution service, CDN service, a cloud platform solution with capability of highly distributed architecture, cutting-edge software services, sophisticated security capabilities, and supporting agile businesses.

Telin CDN segmented enterprises namely media, banking, retail, transportation, manufactures, and public sectors. It help enterprises to deliver online experience optimization, web acceleration, high quality video streaming, cloud security, media and content delivery.

Telin's CDN provides a network of state-of-the-art Point of Presence (PoP) nodes, scattered all over the globe. These PoPs act as the nucleus of every connection, giving users the benefit of rapid service acceleration. Telin's CDN has the power to boost a user's Quality of Experience by distributing data traffic over several CDN servers simultaneously.

Telin's CDN is powered by cloud technology, thus assuring that connectivity between the user and the service provider occurs seamlessly and perfectly. The firm's CDN is able to deliver content from an owner to a viewer from anywhere globally, using its advanced technology to cache content from the origin server to the edge server. This ensures that all content can be accessed at lightning fast speeds, without having to suffer latency by jumping through multiple hubs.

Telin's existing portfolio has an extensive list of services, ranging from voice, data, and solutions to landing cables. The firm's CDN has been declared fit for several purposes, as it utilizes state-of-the-art submarine cable in all quarters, covering 25 PoP's worldwide, along with existing cables,

consisting of the Asia America Gateway (AAG), South-East Asia Japan Cable (SJC), Dumai Malaka Cable System (DMCS), Thailand Indonesia Singapore (TIS), Batam Singapore Cable System (BSCS), South East Asia Middle East Western Europe 5 (SEA ME WE-5), and the Southeast Asia United States (SEA-US). These cables will soon be linked with the help of Telin's own cable called the Indonesia Global Gateway (ICG).

While most global CDN providers are only equipped with one PoP server without direct carrier integration, Telin's CDN PoP network covers major cities in Indonesia and is in continuous development. It has direct connections and integrations with all the internet service providers in Indonesia, as well as a carrier companies, which gave benefits and leverages the enterprises to upscale their business.

RESULTS

As first Indonesian CDN player, and as subsidiary of Telkom – Indonesian largest ICT company, serving both enterprise and retail market with nearly 170 million subscribers – Telin advantaged and earn greater opportunity to grow as market leader. Telin serving nearly 30 enterprises in 2016, had recorded growth by 188% in revenue and 346% in CDN traffic that is reaching 2,7Tb.

By committing to deliver a world class services, offering business mutual beneficial solution with variety of business schemes that effective and efficiency, Telin has been creating partnership with 5 top CDN players – owning most share market of CDN globally –, by implementing Federation Partnership scheme.

This will allows its partners to expand their business to Indonesia by utilizing and pampered with infrastructure, channel distribution, and operation activities of Telkom's resources. Furthermore, this partnership gives benefits for the enterprises to integrated network access connecting end-users to hundreds of servers' caches globally.

In additions to uniqueness of Telin CDN is coverage of Telin's PoP that spread across Indonesia and global by 25 PoP, for global coverage Telin get benefit from its partners. Telin leverage this to provide broad reliability in capability and connectivity, and Telin assure maximum support after sales services as its presence domestically, which other global CDN providers not able to perform the flexibility of services as Telin's offered.

Telin has been working on constantly creating new features and service developments to meet the trends in the market. It has been bullish on the media sector and meeting the needs of the industry at large, which concerns an uptake in video service. With increased threats to the banking and e-commerce sectors, therefore security has also been a major priority.

The Telin CDN was developed to be capable of anticipating the adjustment of the video content industry and its rapid growth, garnering the appeal of the video content market on both the user's end as well as the provider's.

Enterprises routinely cite the paramount role that Telin's CDN has played in increasing overall business performance. Satisfied customers include Indonesia's largest retailer Mitra Adiperkasa, some media companies namely Kreatif Media Karya under Indonesian media conglomerate Emtek Group, Tempo Online, USee TV, the first and largest interactive TV, e-commerce company included Lippo Group's e-commerce giant MatahariMall, and DBS Bank on banking segment.

The Telin CDN prides itself on indulged the users, therefore in order to broaden the satisfaction to the enterprises and also as its role to thrive its partner, Telin's has been enforcing powerful

marketing strategy. implementation of marketing strategy including enhancing electronic marketing tools, continuously organizing focus groups discussion, running sets of webinars, released whitepapers and e-newsletter, providing practical expedient case study, which all these will evolve into a savvy business community.

Telin's role in creating and maintain the business community that aware of the benefits of ICT for business in relation with the power of CDN, thus will endure its position as the spearhead of CDN Hub in the Region.