Bringing as-a-service innovation to Malaysia

Microtree Sdn Bhd (M3)

Using Lenovo TruScale Everything as a Service (EaaS), M3 can rapidly and cost-effectively expand its managed services offering—helping it to win new business among small- and medium-sized enterprises and government-linked companies in Malaysia.

Lenovo

Lenovo
TruScale

Who is M3?

Founded in 2003 in Kuala Lumpur, Malaysia, Microtree Sdn Bhd (M3) offers end-to-end expertise in digital transformation, data management, network security, and managed services. With nearly two decades of operation in the IT industry, M3 has established a strong reputation for its trusted and industry-certified team and strives to give businesses the right combination of strategy and technology to achieve sustainable growth.

M3

2 The challenge

Digital transformation is rising to the top of the agenda for small- and medium-sized enterprises across Malaysia, but many businesses find themselves priced out of the IT solutions market. M3 aims to solve this challenge by expanding its managed services portfolio.

Chew Kah Hun, Director of Sales at M3, elaborates: "In the next three years, we want to help our clients to better protect their digital systems and extract greater value from their data. For example, we are developing a backup as a service [BaaS] offering to help smaller businesses safeguard their mission-critical systems."

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The challenge

M3 looked for a partner to help it deliver a reliable, performant infrastructure for the new solutions. Chew Kah Hun confirms: "When it came to selecting an infrastructure solution, performance, reliability, and cost were all key requirements."

"We realized that Lenovo TruScale would be a **perfect foundation** for our new 'as a service' offerings. With TruScale, we can streamline infrastructure procurement, deployment and management, and deliver **flexible pay as you go pricing to our customers**."

Chew Kah Hun

Director of Sales, Microtree Sdn Bhd

Shaping
compelling
new offerings

By joining the Lenovo 360 for
TruScale go-to-market framework,
M3 is currently working with
Lenovo on several TruScale DaaS
and IaaS opportunities. These
include high-performance
computing (HPC) projects for a
leading automotive manufacturer
and a major oil and gas company,
as well as a brand-new BaaS
offering.

Services

Lenovo TruScale
Device as a Service

Lenovo TruScale
Infrastructure as a Service

Lenovo Premier Support

"Lenovo gives us responsive support with pricing and sizing, which in turn allows us to deliver competitive offers to our prospects," says Chew Kah Hun. "We offer BaaS solutions based on Cohesity technology, tailored to our customers' requirements and available via a subscription model with TruScale."

> **"One of the things we greatly value about Lenovo is their openness to collaboration. For example, Lenovo is playing a key role in developing our new BaaS offering, working closely with our partner Cohesity."**

Chew Kah Hun

Director of Sales, Microtree Sdn Bhd

As it moves forward with the new 'as a service' opportunities, M3 is confident that Lenovo is the ideal partner to help it achieve its business growth goals.

"Lenovo TruScale EaaS will bring big benefits to our customers and our business," says Chew Kah Hun. "For customers, avoiding the need for capital spend on infrastructure will free up valuable resources for additional projects. Going forward, we can deepen those customer relationships by providing ongoing system management and monitoring."

- ✓ Unlocks new 'as a service' opportunities
- ✓ Avoids the need for up-front capital spend
- ✓ Offers high-quality pre- and post-sales support
- ✓ Creates opportunities for business growth

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"Lenovo has an **excellent reputation** for producing robust, quality hardware, so we have no worries about performance or availability. Looking ahead, we see that **Lenovo will play an important role** in the growth of our business."

Chew Kah Hun

Director of Sales, Microtree Sdn Bhd

Why Lenovo?

M3 has collaborated with Lenovo for many years, but the company's adoption of the Lenovo 360 for TruScale go-to-market framework represents a new chapter in the relationship between the two companies.

"Our partnership with Lenovo is growing all the time," confirms Chew Kah Hun. "For example, Lenovo brought us into HPC opportunities with two enterprise customers, which is an excellent chance for us to expand our footprint in the HPC space. There aren't many IT vendors in Malaysia that can combine high-performance IT solutions with flexible leasing—and we think Lenovo TruScale has the potential to perform very strongly in our market."

How can technology companies spin up new services fast?

M3 is using Lenovo TruScale DaaS and IaaS solutions to bring value-added services to customers across Malaysia.

Explore Lenovo TruScale Solutions

Lenovo
TruScale

Lenovo