

# INET ENGINEERS A “DREAM” SOCIAL COLLABORATION SOLUTION FOR THE JAPANESE MARKET BASED ON HYPEROFFICE TECHNOLOGY

## OVERVIEW

**Company.** iNet Corporation

**Industry.** Cloud services provider

**Challenge.** Deliver a highly differentiated iNet branded solution in the Japanese social collaboration market.

**Criteria.** The solution needed to be:

- Proven in the market
- Highly differentiated
- Rapid deployment
- Hosted in data centers of iNet’s choice
- Scalable

**Solution.** HyperOffice Social Collaboration

**Results.**

- Close collaboration with iNet team to package and customize features
- Deployment from iNet chosen data centers
- Minimal time from concept to market launch
- Integrated with iNet billing and provisioning systems

*As a strategic initiative, iNet wanted to rapidly launch a solution in the high growth Japanese cloud collaboration market, without having to build a solution from scratch.*

## The Challenge

Founded in 1971, iNet is the premier data center management and information service provider in Japan.

iNet wanted to leverage its competence in hosting and expansive network in Japan and beyond to take a leadership position in the fast growing Japanese cloud collaboration market. IDC predicts that the Japanese UCC market will grow to over \$2 Billion by 2016.

However, the window for success was narrow, as a large number of large and smaller players had been attracted to this lucrative market.



**Tsutomu Taguchi, Senior Managing Director, INET**

*“In HyperOffice, we found a technology with a proven track record, the ability to be customized for our market, and the flexibility to white label and deploy it from our data centers -- everything we wanted.”*

For the sake of speed, and because it did not wish to develop new competencies, iNet was looking for a technology it could white label and quickly launch under its own brand name. iNet did not want to restrict its search to Japanese vendors, and expanded its search globally for a vendor which would fulfill the following criteria.

- It should have a **proven track record** of delivering success to customers
- It should be an **innovative technology** which would allow iNet to differentiate itself
- It should be **customizable** in Japanese
- It should have the ability to be **deployed from iNet's Japanese data centers**
- It should be **scalable** to handle iNet's projected workloads
- Should be **easy to package and modify** for the evolving needs of iNet's audience

## The Solution – “DreamOffice”

iNet's search lead it to HyperOffice, a pioneer in the cloud based collaboration space since 2004. HyperOffice's distinguishing features were:

- A proven **10 year track record**
- A **unique and differentiated “social “ approach to collaboration” technology** with wide industry recognition and awards
- The **flexibility to private label and be deployed from data centers of iNet's choice.**

- HyperOffice offered more than twice the margin offered by vendors like Google and Microsoft.

HyperOffice was a great fit for iNet. After initial contact, the iNet and HyperOffice teams worked closely together to understand Japanese requirements and build a custom solution that was packaged, priced and translated for the Japanese market. This also included provisioning, billing and onboarding.

The solution has appropriately been branded as iNet “DreamOffice”.



**Tsutomu Taguchi, Senior Managing Director, INET**

*“We were really impressed by HyperOffice’s leadership and team. They are seasoned industry professionals, and their team showed amazing responsiveness to assist in meeting our requirements and deadlines.”*

## The Results

HyperOffice's deep experience working with large technology partners, and deploying in diverse data center environments allowed iNet to achieve unprecedented speed-to-market. “DreamOffice” was launched at a gala PR event that attracted the who's-who of Japanese tech media.

DreamOffice was an instant hit in the Japanese market. Initial successes included:

- Traction with large Japanese technology companies
- Rapid growth, with the user base expected to grow to a substantial size by the end of 2013