Case Study

Expanding Business Capabilities with Cloud

Building on Hong Kong's robust IT infrastructure, CypressTel provides cloud networking solutions which are essential in the implementation of digital strategy in any business.

The advent of information and communication technology (ICT) has enabled digital transformation of traditional businesses. A one-stop ICT service provider with 12 years of industry experience in Asia Pacific, CypressTel assists companies in the use of cloud-native IT infrastructure, and in the evaluation and adoption of new digital technologies.

CypressTel provides companies with a range of Cloud network services, including data connectivity, SDN/NFV, cloud connect, application acceleration and WAN optimisation. Its new generation SD-WAN technologies enables its customers to have a seamless connectivity across the world.

Connee Zhang, CEO at CypressTel believes that cloud adoption is a necessary building block for digital transformation in business. "We have seen a rapid rise of cloud adoption among our customers in Asia, and we have invested heavily in the past years in building up our capabilities," she said, "We assist our customers in the entire lifecycle of cloud adoption – helping them design, implement, manage and optimise their IT infrastructures. We also help our customers in the adoption of new technologies such as 5G and Artificial Intelligence, which may be useful in the transformation."

A well-established ICT hub with strong talent pool

CypressTel set up its headquarters in Hong Kong as they consider the city as an ICT and business hub. "Hong Kong has a well-established legal system to protect the privacy and security of data," said Zhang, "this strategic decision has proven to be perfectly in line with our core business of helping companies in both Hong Kong and Mainland China to expand globally."

Housing a full team of talent in tech and other functions, its Hong Kong office becomes a pivotal base for developing CypressTel's cloud technology. "Our local staff is not just tech savvy, but also innovative and flexible. Their multicultural experiences allow us to understand the business needs in Mainland China and international markets," she said. "With a strong base in Hong Kong, we are planning to build a global team to provide cloud migration and management services to clients across the world."

According to Zhang, tech companies like CypressTel can use Hong Kong as a base, to further expand into Mainland China. "There are more and more opportunities in the Mainland with the development of the Guangdong-Hong Kong-Macao Greater Bay Area. Hong Kong helps bring the high tech industry of the Mainland closer to the international market, as well as providing the appropriate resources for overseas companies to enter the country."

Zhang considers InvestHK as an essential partner in their journey of global expansion. "InvestHK is a great connector for us to get in touch with potential partners and customers. The events they organise provide opportunities for us to communicate and exchange ideas with others in the market. We are looking forward to more collaboration with the team to tap markets in the ASEAN and Belt and Road countries," she concluded.

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> **CEO**
> **CypressTel**

CypressTel

- Set up its headquarters in Hong Kong in 2008

- CypressTel currently employs over 300 employees worldwide with branch offices, data centres and research labs in Shenzhen, Beijing, Shanghai, Xi'an, Singapore and Tokyo

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