

Microsoft Services Customer Solution Case Study

MACROKIOSK

Powering Connectivity

Customer : Macro Kiosk Berhad

Web Site : www.macrokiosk.com

Customer Size : >500

Country or Region : Asia

Industry : Mobile Messaging

Customer Profile

MACROKIOSK provides mobile messaging solutions to 18 industries and powers mobile messaging connectivity in 115 countries.

Microsoft enhances the development roadmap of MACROKIOSK

"We are glad to have the highest level of commitment and strong expertise from Microsoft Premier Support in supporting our Global Mobile Messaging Network and infrastructure. I am proud to have engaged Microsoft Premier Support as our support partner in our quest to provide world class services to our clients."

– Kenny Goh, Chief Executive Officer, MACROKIOSK Group of Companies

MACROKIOSK, Asia's leading mobile messaging technology enabler believes that in order to expand its business, it needs to have a stable and robust system – one that can adapt to the latest technologies without complications. Microsoft Services provide MACROKIOSK access to round-the-clock IT support and helps the company maximize its returns from its investments into technology.

The beginning

Headquartered in Kuala Lumpur, Malaysia, MACROKIOSK is one of the largest leading mobile messaging gateway and solutions providers in the country. Its services include mobile messaging gateway, mobile banking, mobile aviation, mobile content monetization and mobile authentication solutions that include 2-Factor Authentication (2FA).

MACROKIOSK currently employs 80 people in its Kuala Lumpur office and has local business consultants in 9 other countries around Asia Pacific. The company currently maintains a presence in Brunei, China, Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam.

MACROKIOSK and Microsoft

The relationship between MACROKIOSK and Microsoft began during its inception in 2000, with the initial deployment of just the Windows platform and SQL Server. Moving forward with the confidence and reliability of Microsoft products and services, MACROKIOSK decided to deploy a full suite of services from Microsoft, starting with the Microsoft.NET solutions.

"It makes good commercial sense to simplify manageability by moving forward with one vendor and to work with one technology solutions provider regionally and globally," says Kenny Goh, Chief Executive Officer, MACROKIOSK Group of Companies.

This clearly signifies the extension of a logical, long-term and cost-effective business relationship.

For more information about other Microsoft customer success, please visit:

www.microsoft.com/casestudies



As the company grew, problems started to surface. They were mostly performance related, such as inability of the system to handle heavy loads of messages, frequent session timeouts between clients' and MACROKIOSK servers and insufficient storage (because the database grew too fast, which resulted in backup failures). The engineers were in a constant state of fire-fighting.

Being a leading mobile messaging technology enabler in Asia, MACROKIOSK requires a robust system that enables all-time availability. Problems such as heavy loads and frequent session timeouts are very much unwelcomed. Downtime does not only result in loss of revenue, but also the inability to provide its customers with the promised services.

Solution

The solution was to engage Microsoft Premier Support Services.

Microsoft Premier Support Services offers comprehensive end-to-end technical services, one of which is the Microsoft SQL Health Check. This service, part of a Microsoft Risk Assessment Program, requires Microsoft engineers to make site visits to review MACROKIOSK's SQL Server architecture, configurations, setup and design to identify bottlenecks and problems.

Drawing from its extensive experience from around the world plus the knowledge of the company and its needs, Microsoft was able to recommend the perfect solution to the problems faced.

After the SQL Health Check was concluded, various recommendations were made. The load issues, such as reporting and transactional queries, were solved by having individual SQL servers handle each task separately. Transactional data and log files were partitioned to different physical drives. SQL Best Practices were introduced to tighten security. Recommendations were also made to enhance MACROKIOSK's database maintenance strategy.

"Operations that took minutes to perform can now be achieved in seconds," says Joanna Hew, Chief Technology Officer, MACROKIOSK Group of Companies.

Microsoft demonstrated its value even further by offering assistance in the implementation of the upgraded program. Leveraging on Microsoft's pool of experts, MACROKIOSK engaged the Microsoft Consulting Services (MCS) to align MACROKIOSK's application architecture with Microsoft's recommended patterns and practices through the SSIS, Enterprise Library and Layering concepts. The concepts were new to MACROKIOSK's engineers, but through the guidance from MCS, MACROKIOSK's engineers were soon able to use these coding techniques comfortably. MACROKIOSK's engineers now spend less time managing long messy codes, thus increasing productivity and delivering projects in a much shorter timeframe.

Making the change

"It wasn't easy but I think it was the right move. Teething problems were expected

but they turned out to be minor ones, such as changing our codes, mainly due to the split in the server system. In the end, the investments were well justified," says Joanna Hew, Chief Technology Officer, MACROKIOSK Group of Companies.

That was before. Now, MACROKIOSK clients seldom encounter unplanned service unavailability or interruptions.

Ever ready

Rapid response to technical issues is critical to MACROKIOSK. Downtime equals interrupted service, which results in loss of revenue. Technical glitches need to be attended to immediately and issues need to be resolved instantaneously.

"We're glad that Microsoft offers 24/7 technical support. Even onsite support is immediately available should we need it. This means we are assured that assistance is at hand, anytime we need it," says Joanna Hew, Chief Technology Officer, MACROKIOSK Group of Companies.

For more information on Microsoft Premier Support Services, please call 603-2179 6838 or visit www.microsoft.com/services

"The services and solutions provided during the Health Check and MCS engagement have helped minimize a lot of performance and maintenance issues."