

# Accelerating Efficiencies and Insights for F&B Industry

Renowned beverage leader, also a strategic bottling partner of a global fast-moving consumer goods giant, boosts cross-region operation efficiencies and generates business values by leveraging AWS Direct Connect on MEGA Campus in Hong Kong.



## Business Needs

### Agility

The ability to quickly respond to market needs, especially during promotions, peak and slack seasons, plays a crucial role in enhancing efficiency and generating revenue.

### Efficiency

Accessing AWS through the public internet is not efficient enough to deliver the performance it expected

### Consistent Performance

Large volume of traffic generated in diverse locations will easily create pressure on network performance and cloud migration

### Cross Region Connectivity

Looking to accelerate cloud performance to efficiently manage applications and time-sensitive data such as inventory and purchasing orders for cross-region operations

## Why SUNeVision



### Asia's Number One Connectivity

Establish direct, private connections to the local AWS Direct Connect gateway at MEGA-i, Asia's number one connectivity hub, with reliable, consistent performance, and higher security



### Unparalleled Connectivity

Combined with 9 City PoPs of major submarine cables on the SUNeVision carrier and cloud-neutral data centres campus, provide direct access to multi-cloud exchanges to effectively support multi-cloud strategies



### Cross-region Cloud Connectivity

Establish private access for users of AWS in Hong Kong and AWS in mainland China to support seamless day-to-day operations in diverse locations, leveraging major national telcos resided on MEGA Campus



### Robust Data Centre Ecosystem

Enable on-demand, flexible and easy connections to hundreds of ISPs, telcos, partners, suppliers and cloud exchange platforms available to quickly address market needs

# BENEFITS

- Enhanced cloud performance with lower latency
- Consistent network performance
- Seamless cross-region cloud experience
- Greater flexibility to adapt changes

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