

# Hong Kong Maxim's Group Modernises Regional IT Infrastructure with SUNeVision

Hong Kong's leading F&B company develops a high-resilience regional infrastructure with SUNeVision's Asia leading data centre as the network hub to ensure the continuity of business in the digital era



## About

### Hong Kong Maxim's Group

Founded in 1956, Hong Kong Maxim's Group (a company incorporated in Hong Kong) is a leading food and beverage company comprised of various renowned Chinese, Asian and European restaurants, quick-service restaurants, bakery shops, coffee shops, Japanese chain restaurants and institutional catering. It also provides a wide range of festive products.

Hong Kong Maxim's Group is expanding business while also transforming digitally. The demand for IT applications and infrastructure has also changed from mostly batch processing in the past to real-time in this digital era. In addition to operating 24/7 supply chains and production lines in the Hong Kong region and the mainland, Hong Kong Maxim's Group also rolls out ongoing brand and market expansions in different locations. Hence, a resilient IT infrastructure meeting business needs is extremely important for Hong Kong Maxim's Group to ensure seamless operations across all business units and locations at all times.

## Business Needs

### Meet agile market needs for multi-location operations

Hong Kong Maxim's Group is a leading regional F&B company with over 1,700 outlets in the Hong Kong and Macau regions, the mainland, and other Southeast Asia markets. It is never an easy task to efficiently manage multiple operations across different locations as well as 24/7 production lines in the fast-paced F&B market. It is even more demanding during peak seasons like festivals and holidays, with customer demand highly agile. Compilation and review of supply chain-related data in a timely manner is required to foster operation decisions.

### Enhance customer experiences with more digital applications

As part of the digital transformation journey, Hong Kong Maxim's Group aims to take its F&B business model to the next level to enhance customer experiences. Online ordering via websites and mobile applications are designed to make ordering anywhere, anytime. The launch of membership and loyalty programs with big data analytics also helps motivate and engage customers. Hong Kong Maxim's Group needs reliable infrastructure services to ensure digital applications are up and running at all times with no compromise.

### Increase connectivity for multi-cloud & hybrid cloud strategies

Nowadays connectivity is vital, as most important data applications are real-time transactions. Hong Kong Maxim's Group has introduced multi-cloud and hybrid cloud strategies with the best possible balance of latency, efficiency and agility. Whether it can directly and flexibly connect with various major cloud service providers (CSP) or not has become a critical success factor of its highly agile multi-location operations. A data centre provider that can seamlessly and securely connect to different CSPs is significantly preferred to enable various cloud-based applications.



*Customer experience is always our number one priority. As a leading F&B player, we strive to keep up with market trends and advance our services and offerings for our customers. SUNeVision's world-class facilities and local expertise give us great confidence.*

**Louis Mah, IT Director, Hong Kong Maxim's Group**

## Solutions

With resiliency, efficiency and reliability increasingly important to business success, Hong Kong Maxim's Group has put its trust in SUNeVision and its Asia leading data centres. Hong Kong Maxim's Group has developed an **active-active resilience hub** at MEGA Plus, SUNeVision's flagship high-tier data centre in the cloud age with Asia's number one connectivity\* extended from the industry-leading MEGA-i data centre.

### **Core network hub for multi-location operations**

SUNeVision's MEGA Plus is designed as an active-active core networking and processing hub (together with the existing primary data centre of Hong Kong Maxim's Group) interconnecting stores and production lines managed by Hong Kong Maxim's Group with IT applications running in a hybrid-cloud environment. It supports timely exchange and compilation of data in multiple locations and cloud applications for daily operations. This successfully formulates real-time traffic load balancing and fosters operation decisions for dynamic market needs.

### **Active-active regional resilience hub backed by Asia's number one connectivity**

Hong Kong Maxim's Group accepts zero interruption for its customer data and related digital applications. MEGA Plus is designed to serve as an active-active regional resilience hub to maintain uninterrupted IT operations in case of any power outage or network issues at the primary site. As Hong Kong Maxim's Group continues to advance its business and IT infrastructure in different locations, MEGA Plus combined with the primary site of Hong Kong Maxim's Group in Hong Kong, also performs as a central hub for 24/7 seamless and reliable operations, connecting other key markets in Southeast Asia with multi-site resilience.

In addition, Asia's number one connectivity enjoyed by MEGA Plus also sets it apart. With most of the telcos and ISPs in Asia already on SUNeVision's ecosystem, Hong Kong Maxim's Group can flexibly connect to its preferred local and regional network providers when it grows.

### **Flexible, direct cloud connectivity enabling ongoing cloud advancements**

Hong Kong Maxim's Group is now able to directly and virtually connect to multiple major cloud providers via SUNeVision Cloud eXchange (SCX), including Amazon Web Services (AWS), Microsoft Azure and Oracle Cloud, among others. With more latency-sensitive multi-cloud and hybrid cloud applications in place, Hong Kong Maxim's Group can further benefit from on-demand pay-as-you-go cloud connectivity aligning with its business expansions. What's more, with Microsoft Azure ExpressRoute and AWS Direct Connect residing on SUNeVision's data centre campus, Hong Kong Maxim's Group can create highly secure and stable cloud connectivity without going through the public internet. All these enable Hong Kong Maxim's Group to excel in their cloud-based applications with flexibility, security and agility.

## Conclusion

SUNeVision is well-positioned to be the trusted partner of Hong Kong Maxim's Group for its long-term business and digital advancements. With the addition of two new data centres from 2022 in phases, SUNeVision will continue to power the sustainable growth of Hong Kong Maxim's Group in the region with sufficient space, connectivity, power density and location diversity.

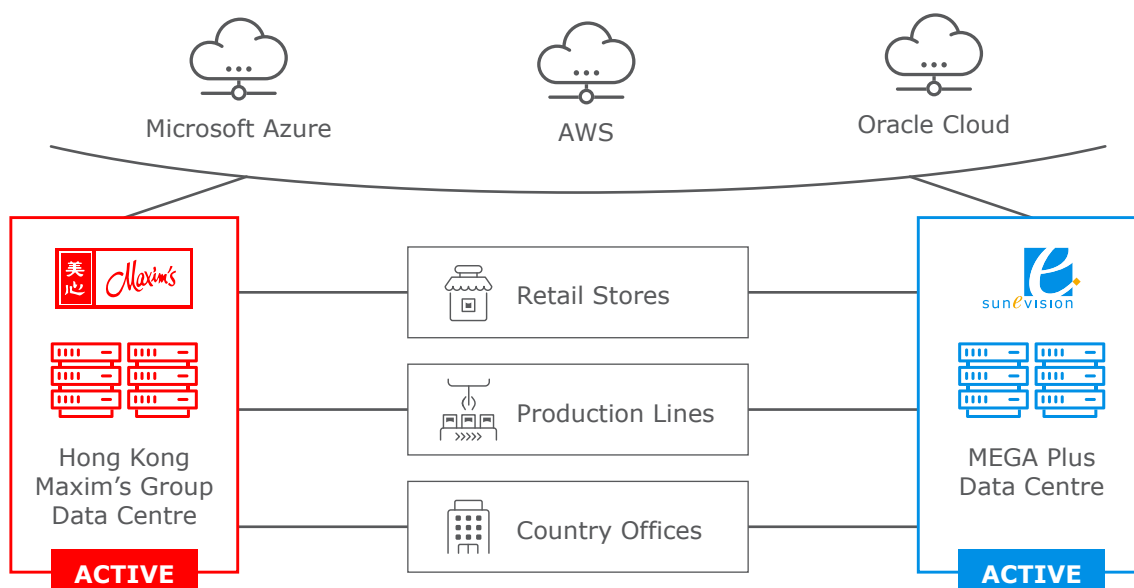
\* Source: Cloudscene



*With SUNeVision, we can truly realise multi-site resilience and capture market opportunities in this fast-paced industry. We are keen to further accelerate our digital transformation journey with them.*

**Louis Mah, IT Director, Hong Kong Maxim's Group**

## Active-active Core Network Hub with Resilience and Connectivity



## Results

- Active-active core network hub boosted business decisions for multi-location operations
- Real-time traffic load balancing enhanced reliability and maximised application performance
- Regional network infrastructure enhanced resilience to ensure business continuity
- Multi-cloud connectivity with greater reliability, flexibility and scalability to quickly address market needs
- Asia's number one connectivity and world-class facilities to power future growth