

Zanroo Taps IBM Cloud for Global Expansion Plans

BANGKOK, May 7, 2017 /PRNewswire/ -- IBM (NYSE: [IBM](#)) today announced that market research and services firm, Zanroo Limited, has selected [IBM Cloud](#) as its preferred cloud provider. Zanroo will leverage IBM Cloud and Bluemix, IBM's cloud platform, as its key infrastructure and innovation platform to help improve the performance and scale of its innovative digital products.

Founded in 2013, Zanroo provides real-time brand monitoring, data and trend analytics, crisis prevention and management and digital research services with multiple-language support to clients in more than 10 countries.

The company has grown more than 400 percent over the past four years and now leads the Thai and Indochina markets, with six out of 10 banks, retailers, telcos, auto manufacturers, electronics brands and airlines using Zanroo social media tools.

With over 800 virtual machines spread across these markets, Zanroo began experiencing IT challenges, including unplanned downtime and outages and server sprawl.

The company needed a platform that could be accessed by clients from a variety of countries and that could smoothly handle 1-2TB of data transfer per-month. But migrating its virtual machines presented a huge risk. With no extra cost attached to migration as well as IBM's ability to scale the infrastructure, IBM Bluemix was selected.

"IBM has always been a preferred choice of Zanroo, as we value technology at our core," said Udomsak Donkhampai, Chief Technology Officer, Zanroo Limited. "The high performance, reliability and bare metal technology of IBM Cloud enables us to significantly reduce system administration effort, resulting in 80% greater efficiency and remarkable OpEX reduction."

Zanroo is the only company in the region with ISO 27001 certification. Having served clients in ASEAN and the large Asia Pacific region, the company is now poised to introduce its leading technology to the global market, starting with U.S., where it has recently launched new innovative MarTech services.

"Today is a significant milestone for Zanroo, as we are starting a new chapter, turning from a Thai startup to a truly global company," said Chitpol Mungprom, Chief Executive Officer, Zanroo Limited. "IBM Cloud uniquely fits into our rapid growth and global expansion. Its cloud data center footprint in more than 55 cloud data centers in 19 countries will allow us to scale with speed to pursue new opportunities without the need to reconfigure the system. Agility, efficiency and consistency in performance will allow us to help clients everywhere to benefit from big data in real time."

"IBM Cloud infrastructure combined with unique cognitive and analytics capabilities allows companies ranging from startups to corporations to innovate with speed, scale and efficiency," said Parnsiree Amatayakul, Managing Director, IBM Thailand Co., Ltd. "This partnership will only accelerate Zanroo's expansion as global one-stop social media solution provider, allowing the company to scale and capture new opportunities as business evolves."

About IBM

For more about IBM Cloud, visit www.ibm.com/cloud-computing.

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