

## Biznet Networks is Reborn

- Biznet to use a new logo, which has a more flexible and dynamic soul that represents a new spirit for the company to continue improving service quality for customers
- Biznet reaffirms its commitment by providing high-quality services and products, which is not only available for business segments, but also for individual customers
- Opening of new branch offices in West Java and Central Java

**JAKARTA, May 26, 2015**—PT. Supra Primatama Nusantara (Biznet Networks) today announced the use of the new Biznet logo for all business units; Enterprise, SMB, Home, and Personal. This year Biznet Networks will add new products and services, and open new branch offices in West Java and Central Java to improve the quality of their customer service.

Biznet's new logo has a more flexible and dynamic soul that represents a new spirit for the company to continue improving service quality for customers. *"Biznet has a new logo that fits our mission in 2015, which is to become the best telecommunication and multimedia provider, not only for corporate customers, but also for individual customers through our commitments of providing world class innovation, infrastructure, and services,"* explained Adi Kusma, President of Biznet Networks. *"By providing assurance to continuously upgrade our infrastructure, we are able to provide the best solutions for Indonesian customers across all segments".*

### State of the Art Biznet Internet Networks for Indonesia

Since 2000, Biznet Networks is well known as the first broadband Internet service provider for large enterprises, Small Medium Businesses (SMBs), and homes in Jakarta. In 2005, Biznet Networks have started to build a 10 km Biznet Fiber Optic network in Jakarta business districts, and now those networks have been equipped with Fiber-To-The-Home (FTTH) technology and stretches to 11,500 km throughout Indonesia. Up until 2015, these reliable optic fiber networks have supported 80,000 Biznet Internet network customers from the enterprise and SMB segment, and Biznet Home customers with up to 205,000 homepass.

In mid-February this year, Biznet Networks has also introduced Biznet Wifi, an affordable premium Internet service available in 70 cities in Indonesia. Biznet Wifi offers a turbo Internet service with up to 100 Mbps speed using Wi-Fi technology installed in all smartphone, tablet, and laptop devices.

### Data Center and Biznet Cloud Service

Biznet Networks owns Biznet Data Center Jakarta, built in 2001 at MidPlaza, with Tier-2 facility and 700m<sup>2</sup> raised floors. The data center service expanded through the Biznet Technovillage project (2012), a Tier-3 Data Center located in Cimanggis, West Java. Biznet Networks data centers are the largest in Indonesia, and serve over 100 corporations, both enterprises and SMBs.

With the development of computing virtualization technology, Biznet Networks introduced cloud computing service. This service was first introduced to the enterprises (2010) and then for SMBs (2013).

Biznet Networks founded PT. Biznet GIO Nusantara (2014) to enrich cloud computing services for its users. Since May 2015, PT. Biznet GIO Nusantara officially offers two Infrastructure-as-a-Service (IaaS) cloud computing

#### PT. Supra Primatama Nusanara (Biznet Networks)

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services; GIO Cloud (public) and GIO Enterprise Cloud (private). PT. Biznet GIO Nusantara will introduce Storage-as-a-Service (SaaS) and Platform-as-a-Service (PaaS) cloud computing later this year.

### **Addition of Biznet Branch Offices to Improve Customer Service**

As the number of clientele grows, Biznet Networks established its first branch offices in Palembang, Jambi, and Padang in 2014. With representatives outside Jakarta, Biznet is able to provide better customer service for its latest products and services. This year Biznet Networks will setup new branch offices in West Java and Central Java. There are a total of 1600 employees and technicians spread across Biznet Networks branch offices throughout Indonesia.

### **Biznet's Rebranding**

Biznet worked with Interbrand, one of the world's leading brand consultancies, to develop a brand foundation and applications that enabled Biznet to transform from a leading Indonesian B2B company into a world-class B2B and B2C brand. The program was conducted by Interbrand professionals in Jakarta and Singapore, and included business strategy, visual and verbal identity, and digital and experiential design.

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### **About Biznet Networks**

Biznet is a company that focuses on telecommunication and multimedia business, with commitment to build modern infrastructure to reduce Indonesia's digital gap with other developed countries. Biznet owns and operates the most advance fiber optic network and data center in Indonesia. For more information about the company and services, please visit [www.biznetnetworks.com](http://www.biznetnetworks.com).

### **About Interbrand**

Interbrand, the world's leading brand consultancy, has been helping clients in Indonesia and Southeast Asia for more than 25 years. Interbrand's combination of strategy, creativity and technology delivers clear business opportunities and compelling brand experiences. Interbrand has brand professionals in Jakarta, Singapore, and 29 other offices in 27 countries. Interbrand is a part of the Omnicom Group Inc. (NYSE: OMC) network of agencies. For more information, please visit [www.interbrand.com](http://www.interbrand.com).

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