

## Regional Data Centre Account Management

Protecting your world

Providing regional account management for one of the world's leading cloud providers across the Asia-Pacific region.

Chubb has been a preferred security partner for a large global cloud provider across the Asia-Pacific region since 2019, a relationship led by Chubb's team in Singapore.

Recent reports predict that global investment in data centres will double within the next few years, with heavy investment and maturity in APAC pushing this region to the forefront of the global market.

As one of only three preferred suppliers in the region, Chubb has successfully delivered various projects across the Asia-Pacific region. The sophistication of the customer and very specific requirements demonstrate Chubb's expertise in the sector and the technical backgrounds of the teams on the ground in Asia.

### Customer Needs

- To work with a trusted supplier with the technical expertise, design and project management capability to support an expanding footprint in the region.
- To reduce the complexity of negotiating and managing cross-border contracts, the customer required a single point of contact for regional account management, including all matters including sales and after sales.
- To maintain stringent internal standards and requirements to ensure water-tight project execution with minimal customer involvement.
- To ensure that specified equipment is sourced and installed, only available in US.

### Approach

Chubb Singapore was identified as the main interface to disseminate information between customer and Chubb's teams across Asia-Pacific. To facilitate the fast flow of information and escalation of issues, different communication channels have been established for Chubb and customer stakeholders.

The regional account management structure has allowed for consistent bid preparation, opportunity consultations and contract negotiation. It has also provided efficient knowledge transfer across the region, with minimal customer involvement. The Chubb team understands the demands of the sector, is knowledgeable of the different cultures and languages; and has hands-on experience with the solutions in scope.

An existing relationship with a global distributor for the specified products that need to be shipped out of the US has helped to improve time and cost efficiencies.

Regular performance reviews and feedback sessions are held to ensure the customer remains happy with the level of service provided by Chubb.

### Project Summary

- End to end regional project management through a single contact, with improved communications with customer stakeholders in each country.
- Projects run in line with the customer expectations, consistently and with minimum customer involvement.
- Enhanced customer experience has developed with this stronger working relationship. The customer, having onboarded Chubb and worked with us on several projects to date, and has the confidence to tender future projects.
- Chubb's regional infrastructure to support the customer's projects means we are well-placed to scale up the relationship and support the customer's ambitious growth plans.