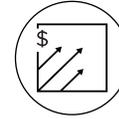




Reduced the cost of doing business by 40%



Grew the number of customers by 300%



Enabled their customers to increase revenue by 25%

Nimbus Thailand Takes Local Shops Into the Cloud to Safeguard Their Survival

In Thailand, more than 20,000 local wholesalers are still doing business the traditional way. Nimbus Thailand wants to help them move from paper to digital, so they can increase their revenue and expand their business. By hosting its cloud-based inventory management system with Internet Thailand (INET), a VMware Cloud Verified™ Partner, Nimbus is now able to make the switch to digital attractive and affordable for the store owners, helping to future-proof these local shops in the new economy.

Making digital transformation affordable

While Thailand 4.0 encapsulates the country's aim to become a digital hub, digital transformation remains out of reach for many local wholesalers, who are typically used to taking orders on slips of paper and being the only ones who can remember the prices of all 3,000 products in their store. Although they are cognizant that their business might end with them if they do not change the way they operate, many are still not keen on the hefty upfront investment in infrastructure and hardware required for most on-premise inventory management software.

To make it easy and attractive for the wholesalers to go digital, Nimbus Thailand offers their software as a service for 33 baht (US \$1) a day. Store owners can use the cloud-based inventory management system to check stock, set prices, manage orders, run reports and manage retail branches. Since the software is hardware-agnostic, unlike other micro ERP



NIMBUS™

Set up in 2017, Nimbus Thailand aims to bring digital transformation to local wholesalers who still rely on pen and paper for their operations. The start-up provides cloud-based inventory management as a service at an affordable price point, so customers do not need to invest in expensive infrastructure.

INDUSTRY

Technology

HEADQUARTERS

Bangkok, Thailand

ABOUT THE PARTNER

Internet Thailand (INET) is a VMware Cloud Verified partner, and an ICT infrastructure provider that offers services such as network connectivity, consulting services, system design and integration as well as a fully equipped data center.

VMWARE FOOTPRINT

VMware Cloud Provider™ Platform

- Software-Defined Data Center
 - » vSphere
 - » NSX Data Center
- vCloud Director

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providers, the wholesalers are free to use any computer or barcode scanner.

However, to make the service affordable for the store owners, Nimbus was under pressure to lower its cost of doing business. Previously, the company hosted their software with a global hyper-scale cloud provider and the costs were prohibitive due to charges that scaled with the number of transactions. Moreover, the provider offered some proprietary services that would have locked Nimbus in and made it very difficult to change providers down the road.

“I was not able to control my monthly expenses, and it was a challenge for a start-up like us that’s chasing high growth,” said Apichet Anutaravanichakul, COO, Nimbus Thailand, who aims to eventually have at least 2,000 store owners using their software.

The search for another cloud

After a year with the previous cloud provider, Apichet knew he had to switch providers to ensure the viability of the company. Having had a positive experience with VMware in his former role at a global company, he decided to go with Internet Thailand (INET), as it offers the complete VMware cloud infrastructure delivered as a service.

INET is the largest cloud provider in Thailand and the first in the country to be VMware Cloud Verified. The INET Cloud is built on the VMware Cloud Provider™ Platform and leverages VMware Software-Defined Data Center technologies, including vSphere and NSX Data Center, as well as VMware vCloud Director.

Apichet explained that INET offered the company a “reasonable” price based on their business requirements, such as capacity and storage. Moreover, INET bundled in other services such as backup snapshots and data transfer, which would have been add-ons with the previous provider. And more importantly, as a local cloud provider, INET is able to provide engineering and sales support not only in the Thai language but also in person.

Through their partnership with INET, VMware has built an ecosystem for companies like Nimbus, so that they can now

grow and scale on demand.

“VMware is a global company and I’d never expected that they’d help small companies like Nimbus,” he explained. “They provided world-class support and stability at a level that’s way beyond their competitors.”

Future-proofing local wholesalers

Shifting to INET had an immediate impact on Nimbus Thailand’s bottom line – their cost of doing business dropped by about 40%.

And now that the company is no longer paying for cloud usage based on the number of transactions, they are better able to control their costs as they scale up their business. As a result, Nimbus Thailand has been able to grow the number of customers exponentially by 300%.

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“We can now focus on winning customers and guiding them on their digital transformation journey, instead of worrying about utilization and server space. Without VMware, Nimbus won’t be able to survive.”

APICHET ANUTARAVANICHAKUL
COO, NIMBUS THAILAND

their digital transformation journey, instead of worrying about utilization and server space. Without VMware, Nimbus won’t be able to survive,” said Apichet emphatically.

The move to INET made it possible for Nimbus Thailand to offer their services at an economical price point for local wholesalers in the country, with many reporting an increase in revenue after using the cloud-based software.

In the past, it could take them 20 minutes to process an order, from receiving an order on the phone to writing it order and checking available supplies and the prices. Now, with Nimbus, it typically takes them less than five minutes.

“As every order can be taken faster, it means I can now take in more orders. As a result, my revenue has increased by 25% since I started using Nimbus,” said Thantanach Thanasriphanom, Ton Liew Shop owner.

Previously, bookkeeping was done manually and on paper, so store owners did not have a comprehensive view of their business. Now, not only can they see the health of their business

from a dashboard but they can also easily support operations in their retail branches without additional investment.

“I never could take time off because only I knew the prices of all the products in the shop. Now that the inventory can be managed on Nimbus, I can have a meal with my wife and even go on holidays,” said Thantanach with a smile.



Across Southeast Asia, digitalization is fast becoming the competitive game-changer.

“We need to help these local wholesalers navigate a new way of doing business so they don’t get left behind,” said Apichet. “Together with VMware, we’re empowering them to reboot their business, so that they can succeed and thrive in the digital economy.”

Next steps

With the rapid growth in the number of customers, Nimbus Thailand is considering working with VMware on storage as a service to manage their data transfers and backups, without the need to set up hard drives, servers and hire IT staff. It will also allow them to mitigate risks in disaster recovery as corrupted or lost company data can be easily restored.

“Our aim is to help traditional shop owners go digital,” said Apichet. “We’re definitely open to solutions that will enable us to achieve our goal securely and effectively.”

Taking Orders In The Cloud



Nimbus Thailand takes local shops into the future with #VMware cloud technology