

apc hosting

Your Success Is Our Business!

MARKET

Operating in Singapore since 2003, APC Hosting is an established pioneer in the hosting and IT infrastructure industry. It is currently amongst the top five in terms of both customer following and popularity. The stability and quality of services offered by APC Hosting have helped strengthen its competitive position in Singapore, and made it an ideal hub for companies building a web presence in Asia.

ACHIEVEMENTS

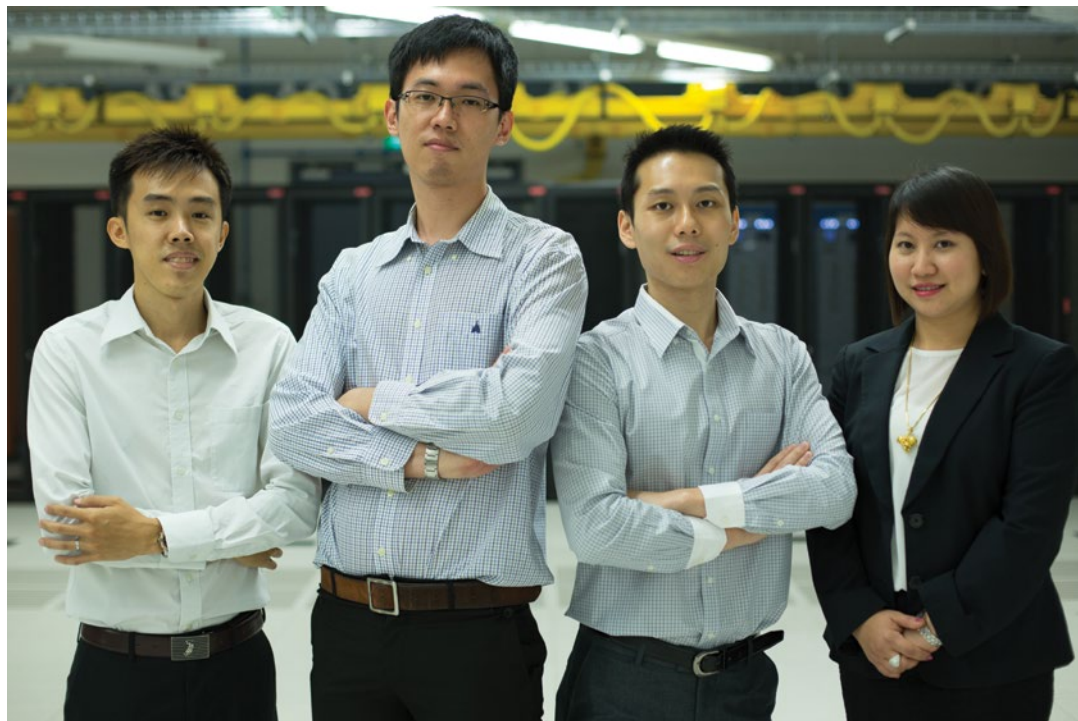
The pioneering spirit that defines APC Hosting continues to set the company apart in its industry. Keeping abreast with the latest trends in technology and spearheading the implementation of new services such as Cloud Server Hosting and Hosted Microsoft Exchange, the company continues to be recognised for its reliability and ingenuity.

In 2006, APC Hosting was accredited the TrustSG and the BusinessTrust Trustmark by CommerceNet Singapore (CNSG). Receiving this accreditation certifies that the company consistently complies with a stringent Code of Practice established by CNSG, a code that covers the areas of disclosure, privacy, fulfillment, and best business practices.

The company also grabbed the headlines in City News, in 2010, when it was acknowledged for providing web hosting services at a level of excellence.

HISTORY

Conceived and founded in 2003 by Jackson Yap, APC Hosting was established as a sole-proprietorship during Mr Yap's college days.



With a keen desire to challenge himself and an insatiable passion for technology, Jackson was constantly on the lookout for opportunities to explore beyond what he learned in school. Despite the long hours spent studying computer science, he was determined to be even more productive during his free time with something that did not require a heavy capital investment, and something that was within the means of a student to execute. In the course of his internet research, he chanced upon results for companies that provided web hosting services. Intrigued by the growing relevance of the field, he began to delve deeper into the specifics of how hosting worked.

Plugging away at his personal home computer, Jackson developed his very first static website, and began to take orders manually. He also began to resell hosting for other hosting companies while making a small commission. There were difficulties in the beginning, especially while serving full-time for two years, in the army. Although he had steadily built a pool of customers, he had limited

internet access during that time. This restricted his ability to respond promptly to customers, and to address issues that arose during server and network outages, but it did not deter him from continuing to provide valuable services to his clients. Once Jackson graduated from university in 2010, he made a decision to focus full-time on the company, and in the years since has watched it grow exponentially. APC Hosting's office in Toa Payoh currently houses six staff who handle everything from sales to technical aspects, covering the gamut of IT infrastructure requirements. It has also expanded its business branches to provide IT Solutions, as well as Web Design & Development services.

APC Hosting's motto, "Your Success Is Our Business", conveys a strong, clear message about the priority the company places on its customers. The exceptional level of service it delivers has helped it become a prominent brand in the realm of hosting and IT infrastructure, for both individuals and businesses, across Singapore, as well as in other parts of Asia.

PRODUCT

There are three core services offered by the company that include Hosting, IT Solutions, and Web Services.

Hosting services encompass everything from Web Hosting, Virtual Private Server

(VPS) Hosting, and Cloud Server Hosting, to Dedicated Servers, FTP Hosting, Co-location, and Hosted Applications. Its IT Solutions include IT Support, Office Setup, Server Management, and Network Design, while its Web Services cover Web Design & Development, Graphic Design, Content Management Systems (CMS), Software Development, and Search Engine Optimisation (SEO).

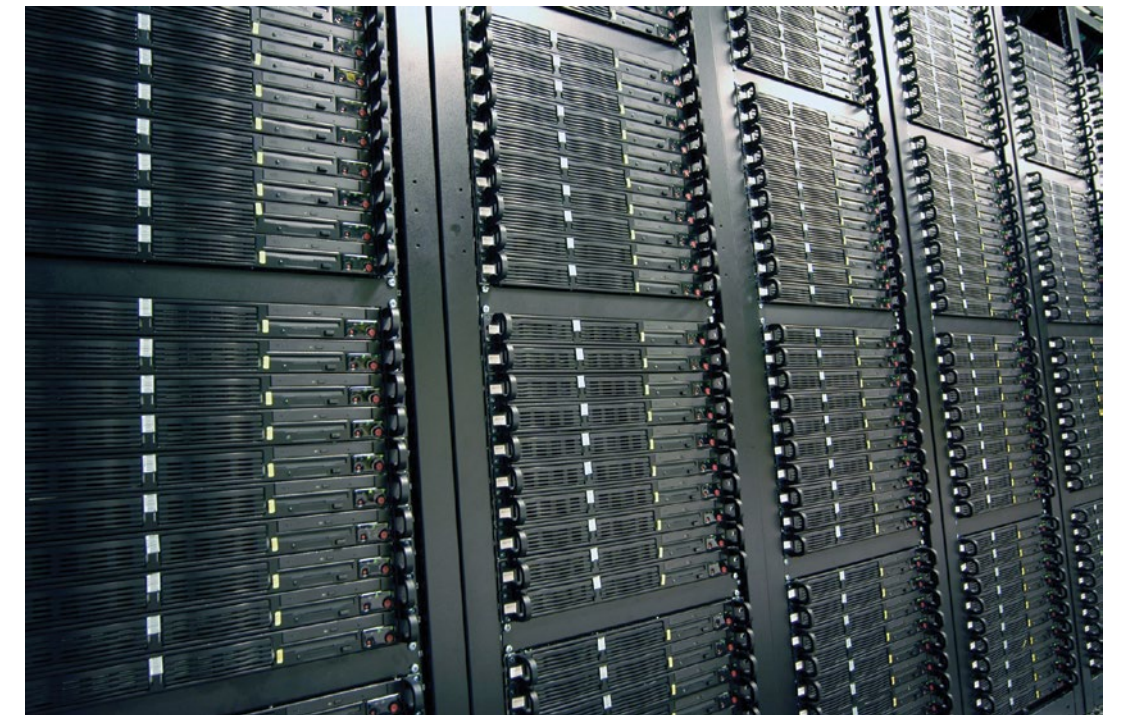
The company collaborates closely and extensively with leading strategic players in the IT industry to ensure it continues providing quality services. APC Hosting's partners include Hewlett Packard, SuperMicro, Microsoft, cPanel, Parallels, and Comodo, as well as data centres like Tata Communications.

Its current flagship service is Cloud Server Hosting, which uses enterprise-class high performance hardware, and VMware technology, to ensure a highly redundant infrastructure for companies with mission critical requirements.

Driven by an unflinching commitment to the company's motto, APC Hosting provides impressive response times for client support. It also offers a round-the-clock monitoring service that enables timely responses to any emergencies that may arise. These benefits help to ensure the delivery of quality services with minimal disruptions.

RECENT DEVELOPMENTS

As APC Hosting continues to grow, it is striving to do so in a uniquely contrasting way, by growing both bigger and smaller at the same time. Bigger, in terms of IT infrastructure size, expansion into neighbourhood markets, as well as the provision of a broader range of services that includes Software as a Service (SAAS), and Platform as a Service (PaaS). From the other perspective, growing smaller means further improving the current service offerings by continuing to focus on quality, and the utilisation of new technologies. Plans are underway to provide hosting services based on the new generation of SSD hard disk drives, in addition to other emerging market innovations. The company is also preparing to offer a disaster recovery site for customers



desiring a secure, reliable strategy for mitigating unexpected circumstances.

PROMOTION

APC Hosting has its own press release site and regularly shares information about new services and the direction the company is taking. It also releases this information through various social media channels including Twitter, Facebook, and email to keep the public and customers up-to-date.

As a leader in Singapore's hosting industry, the company is the founder of a popular online web hosting community (webhostingtalk.sg) that aims to grow and encourage discussion amongst the local web hosting companies, as well as those in other parts of Asia. One of the objectives is to further enhance the quality of services in the region. The community also serves as a platform to assist new and budding web hosting companies with professional guidance.

APC Hosting is committed to actively linking corporate social responsibility (CSR) efforts with its core mission through sponsorship of projects

that support positive change in the community. Over the years, it has been enthusiastically involved with the 11th Asia Pacific Next Generation, Project Vibrant Colours, and the Intercultural Theatre Institute.

BRAND VALUES

"Your Success is Our Business!" This statement is the driving force that elevates APC Hosting to deliver the highest level of service possible, in its mission to help customers succeed. The commitment goes beyond providing best-in-class, reliable hosting solutions and hardware infrastructure for the company's diverse network of customers; it means ensuring high quality and consistently maintaining customer satisfaction.



www.apc.sg

THINGS YOU DIDN'T KNOW ABOUT APC HOSTING

- The company name, "APC", was selected for two reasons. The first is that APC is a well-known acronym for "Armoured Personnel Carrier", which represents the image of sturdy, strong and stable. These words embody the characteristics the company demonstrates in the hosting and IT infrastructure services it provides. The name also comes from "A PC", which is "A Personal Computer".
- The company started from humble beginnings, in Jackson Yap's home, in front of a PC, in 2003.

