

CONNECTING THE WORLD:

# Networks Designed for the Digital Age

 CHINA TELECOM  
AMERICAS



## CHALLENGE:

This health care company was building a new research and development location and manufacturing facility in Shanghai to support rapid growth in the Chinese market. The company required network and service coverage to support its new facilities, including MPLS and Internet, while connecting several geographic locations throughout the Asia-Pacific.

## ABOUT:

This Fortune 500 company and its science-based offerings in diagnostics, medical devices, nutrition and pharmaceuticals address the healthcare needs of people in more than 150 countries. Based in the U.S., they have approximately 100,000 employees.

## CHINA TELECOM AMERICAS SOLUTION:

China Telecom deployed its MPLS solution with dual links for redundancy, connecting China, Hong Kong, Vietnam, Singapore, Malaysia, Indonesia, Thailand, South Korea, and the United States. It also provided Internet services for backup and general usage.

This company benefited from working with China Telecom as their trusted partner throughout all phases of its new construction. In addition to providing them with internet access and network redundancy, China Telecom delivered a solution that eliminated their need to source a new carrier while offering speed of implementation.



# WHOLESALE TRADE

## CHALLENGE:

To support the world's largest retailer's rapid global expansion, the company was bringing online a great number of data centers requiring accelerated delivery of services customized to its individualized requirements. They needed to source a comprehensive suite of integrated services from rack leasing, local data transmission and internet access to cabling systems and maintenance service outsourcing. This company required these services in Brazil, Dubai, Germany, Hong Kong, India, Japan, Singapore, and the U.S., in addition to other targeted geographic markets.

## ABOUT:

This \$500 billion company provides online and mobile marketplaces in retail and wholesale trade, as well as cloud computing and other services such as one of China's online and mobile payment solutions. As a global business, they have employees in more than 70 cities including China, India, Japan, Korea, the United Kingdom and the United States.

## CHINA TELECOM AMERICAS SOLUTION:

China Telecom provided this multinational holding conglomerate with OFF-NET Server Room/Band with resale and global cabling system service. Additionally, it provided cost-effective, outsourced global maintenance service and Chinese technical support offering rapid response times from a local, single point of contact.



## CHALLENGE:

The largest international cargo airline was rapidly expanding its business in China but suffered from deficient quality of service from its existing network provider, including limited network flexibility and reliability and inadequate cost-value as it sought to keep pace with the demand of multiple applications. The company was searching for a long-term partner with experience in the APAC region that could deliver rapid and reliable deployment of IP communication and ICT services.

## ABOUT:

Considered as one of the world's best airlines, based in Hong Kong, this company offers passenger and cargo services to more than 200 destinations in Africa, Asia, Australia, Europe and North America. They have a fleet of approximately 200 aircraft and the company and its subsidiary employ approximately 33,000 people worldwide.

## CHINA TELECOM AMERICAS SOLUTION:

China Telecom provided them with a comprehensive connectivity and device management solution supported by a stable and highly reliable network in China. By deploying its MPLS VPN service, China Telecom connected 50 sites with more than 100 circuits in total, including Hong Kong and more than 20 Chinese cities: Beijing, Changsha, Chengdu, Chongqing, Dalian, Fuzhou, Guangzhou, Guilin, Hainan, Hangzhou, Kunming, Nanjing, Ningbo, Qingdao, Shanghai, Shenyang, Shenzhen, Tangguan, Tianjin, Wuhan and Xiamen.

China Telecom also provided them with its NetCare service, a unified customer network monitoring management platform that delivers end-to-end, real-time proactive monitoring and network troubleshooting. Designed to support and strengthen the management and maintenance capabilities of their IT departments at a reduced cost, the system increases usability for end users, enabling the company to better allocate internal resources.

Additionally, China Telecom provided its equipment leasing and 4008 national hot-line service, and a Proof of Concept (POC) test site. China Telecom now manages their network from terminal to terminal, backed by Service Level Agreements to ensure the continuity and performance of its business. Lastly, China Telecom's sensible network infrastructure meets the future-proof requirements of this international cargo airline and can be adapted to its needs as the company grows.



# AUTOMOTIVE DISTRIBUTION

## CHALLENGE:

One of the largest distributors of tires and light vehicle maintenance has three warehouses in Beijing that suffered from unsatisfactory internet performance. They had difficulty reaching its Beijing-based AWS account set up via VPN through Ohio causing significant sales order processing delays. Also, with different autonomous system numbers (ASNs) assigned in the system for its two Ohio facilities, they were required to change ASN numbers in their Business Support Systems (BSS) and CRM platforms. When the AWS Beijing connection was down, neither China Telecom's NetCare team nor their US-based SNMP server reported the failure and practice was to pull all information from the SNMP server. It was determined they required a unified management portal to view their links and resolve the problems.

## ABOUT:

This high-tech, US-based international distributor of tires and automotive parts is focused on the dealer channel. They work with franchised automobile dealers all over the world, providing them actionable intelligence and identifying opportunities that help boost their sales and customer satisfaction.

## CHINA TELECOM AMERICAS SOLUTION:

China Telecom recognized that it was necessary to clarify customer requirements during the LAN information acquisition stage. For load sharing sites, CE ASN numbers must be same.

China Telecom modified its agreement to include "slm-C" on their AWS Direct Connect link, configuring- AWS' primary IP address. For bandwidth usage, we recommended they issue a ticket to AWS.

China Telecom was able to improve the current site to site IPsec quality through our secure IPsec platform with comparably low costs. Once China Telecom helped them solve its problem, we solidified its trust.





# SPORTING GOODS

## CHALLENGE:

The leading provider of sporting goods was pursuing an aggressive expansion of its retail locations in the Asia-Pacific region, growing its stores from 79 to more than 140 in 2014, and planning to increase its footprint with 150 more stores in 2015. To accomplish this expansion successfully, they required fast deployment of its network and service coverage throughout Mainland China, Hong Kong and Taiwan.

## ABOUT:

The largest sporting goods retailer in the world, is a France-based company that has more than 1,400 stores in 45 countries and more than 70,000 employees. Their wide range of sporting goods can be found in large superstores globally.

## CHINA TELECOM AMERICAS SOLUTION:

To satisfy this company's requirements, China Telecom deployed an MPLS VPN, which converges voice, video, data and cloud applications across locations onto one secure global network, and IPSec VPNs on a per-site basis.

Additionally, we provided them with our low-cost Managed Customer Premises Equipment (CPE) solution, which is a value-added feature that empowered the company to focus on its business without the need to continuously monitor the performance of its data connections by outsourcing router and equipment management to China Telecom.

China Telecom also provided them with our Dedicated Internet Access and deployed guest WiFi access and authentication across all its APAC retail locations. They now benefit from China Telecom's ability to provide a cost-effective, rapid response, one-stop solution to all its telecommunication service deployment and trouble shooting.



CONNECTING THE WORLD:

# CLOTHING RETAIL

INDUSTRY: Retail

## CHALLENGE:

One of America's largest companies has retail stores throughout China and its new procurement team wanted to drive down network expenditures, especially when it compared pricing to UNICOM, which forced China Telecom to make a significant reduction in cost. Additionally, they wanted to introduce in-store Wi-Fi at 140 retail locations in 90 days and transition from its domestic U.S. provider to implement corporate connections in seven sites in APAC.

## ABOUT:

They are the leading global specialty retailer offering clothing, accessories, and personal care products for men, women and children. They have more than 137,000 employees, more than 3,100 company-operated stores as well as more than 350 franchise stores.

## CHINA TELECOM AMERICAS SOLUTION:

China Telecom worked with the company's technical engineers for a year to develop the optimal solution. China Telecom connected 112 Sites with dual MPLS and NetCare network monitoring and equipped 91 sites with in-store WiFi. Using Cisco 2951 managed routers, we developed a corporate WAN and VPLS. The result was that they now benefited from an expansive network with value-based pricing structure.

China Telecom thus established a long-term partnership with this global fashion business, reinforced with a deep knowledge of the company's requirements. The clothing retailer now enjoys a secure and stable project management team and Tier 1 technical support.



# GLOBAL TRANSPORTATION

## CHALLENGE:

This company sought to leverage the internet and existing infrastructure and establish a true end-to-end, plug-and-play networking solution. MPLS and IEPL (International Ethernet Private Line) were not viable options nor was Asymmetric Digital Subscriber Line (ADSL) due to budget constraints, and reliability and latency issues. Cloud Access was also perceived as out of their budget. Additionally, the network services needed to be deployed within an aggressive timeframe.

## ABOUT:

This global transportation company is a provider of air and ocean freight services, customs brokerage, and warehousing and distribution services. They are privately owned and employs approximately 400 employees in offices throughout North and South America, Asia and Europe.

## CHINA TELECOM AMERICAS SOLUTION:

The company needed to migrate to an optimized network infrastructure in China, improve performance and connectivity to its Chicago-based corporate headquarters in the U.S., and secure a reliable and cost-effective, end-to-end network solution connecting eight APAC sites including Beijing, Guangzhou, Ningbo, Qingdao, Shanghai, Shenzhen, and Xiamen.

China Telecom provided this global transportation and logistics provider with a fully managed internet-based, end-to-end solution that was cost-effective and provided sub 200ms latency. We deployed an SD-WAN service with Versa Networks coupled with Local Internet Access at each China location. The managed service scope includes hardware maintenance and software support.





CONNECTING THE WORLD:

# ELECTRONIC SPORTS

INDUSTRY: Video Games

## CHALLENGE:

This company's video game has the highest active player count and was taking its eSports tournament to China for the first time and needed circuits for broadcasting outside of the country. For its eSports China Regional Finals in Shanghai, installations and circuit quality needed to be flawless. They required a strategic partner that could deliver enhanced network performance, global support and account management, and speed to market, along with lower cost of ownership.

## ABOUT:

Based in Los Angeles, California, they are an American video game developer, publisher and eSports tournament organizer with 23 offices worldwide. This online multiplayer PC game has the largest active player base in the world and is a key driver in the explosive growth of eSports.

## CHINA TELECOM AMERICAS SOLUTION:

China Telecom provided 100M IEPL (International Ethernet Private Line) service from the Shanghai Oriental Sports Center to their Hong Kong data center. We also provided 1G IEPL from each Chinese location to their Tokyo data center and 100M DIA (Dedicated Internet Access) for each Chinese location.

