

# Connecting the world to China



## Charmant poised to benefit from China's WTO accession

Using CPCNet's TrueCONNECT™ to explore the Greater China market

**Success Story**

### Benefits of TrueCONNECT™

- One Region, One Network Solution
- Fully-Meshed Topology
- Secure
- Reliable, Resilient and High Quality
- Optimisation of Resources and Cost-Effective
- With multiple classes of service to help prioritise traffic
- Scalable
- 24 x 7 Network Management

### Charmant eyes tremendous business opportunities from Mainland China

With China's accession to the WTO, Charmant set up branches in Beijing, Guangzhou, Shanghai and a factory in Dongguan. As the number of branch offices in Mainland China increased, Charmant had been hunting for an ideal communication solution to connect its offices across Hong Kong and the Mainland. Finally, Mr. Dickson Ho, System Supervisor of Charmant Group, decided to go for CPCNet's VPN solution, TrueCONNECT™.

### TrueCONNECT™ offers significant cost effectiveness

According to Mr. Ho, the Hong Kong office is the IT center for the Group in the Greater China region to connect the Mainland's offices with the headquarters in Japan. Mr. Ho said, "We found that the cost of International Private Leased Circuit's (IPLC) point-to-point connection was very high and would increase proportionally to the number of access points. IP-VPN, in contrast, offered a much lower cost and higher scalability. The more connections a company has, the higher savings it can enjoy." This was the main reason why Charmant chose TrueCONNECT™.

Mr. Ho said that using TrueCONNECT™ for data and voice transmission, the company can save cost as much as 40-50% as compared with using IPLC.

Using VoIP applications over TrueCONNECT™ alone can save 80% on IDD fees. CPCNet's 24 x 7 network maintenance and technical support services significantly relieve the pressure that Mr. Ho experienced in supervising the entire system for the Charmant Group.

### TrueCONNECT™'s best quality wins the trust of Japanese customers

Japanese companies always strive for the best quality of service and Charmant is no exception. When choosing solution provider, Charmant not only required reliable services, but also insisted that the provider's network coverage should be able to support the Group's development plans in Mainland China. One-stop service is a must to help the Hong Kong office in supporting all its Mainland China offices.

"We have considered using a Japanese service provider, but were deterred by the limitation of their China network coverage. We were also doubtful about the quality and stability of their technologies," said Mr. Ho. The Charmant Group operates an Enterprise Resource Planning (ERP) system to manage its entire business. It requires the best network stability, and so CPCNet was obviously the choice for Charment, Mr. Ho added.

"High stability of network is the main reason for us to choose CPCNet instead of other leading Japanese service providers. Coupled with its network coverage, maintenance service and support across all major cities in Mainland China, TrueCONNECT™ can help us develop our business in the country," said Tomomi Takedani, IT Manager of the Charmant Group.

Your trusted communications and network solution provider

## Connecting the world to China



"CPCNet's VPN solution offers unmatched stability and extensive service coverage to satisfy our needs. I have no hesitation in recommending TrueCONNECT™ to other enterprises,"

Dickson Ho  
System Supervisor of  
Charmant Group

### CPCNet helps Charmant establish linkage with China and the world

Mr. Ho also pointed out that Charmant could leverage the IP-VPN technology for global connection. "In the future, we plan to use IP-VPN to connect Hong Kong with Japan and the US, forming a global intranet for the group. We also plan to recommend CPCNet's services to our Japan headquarters, so the Greater China business can be linked with Japan and the US," Mr. Ho said.

"CPCNet's VPN solution offers unmatched stability and extensive service coverage to satisfy the needs of Charmant in expanding its business to China. We are also deeply impressed by the salespersons of CPCNet, who fully understood our requirements and made the best recommendation. I have no hesitation in recommending TrueCONNECT™ to other enterprises," concluded Mr. Ho.

#### **Charmant Group**

Charmant Group is an internationally renowned manufacturer and seller of optical frames. Founded in 1956 with headquarters located in Japan, Sabae, Charmant set up its Hong Kong office in 1991 as the business hub of the Greater China region. Besides their own brand names, Charmant is also the supplier of world famous brands, such as HUGO BOSS, Elle and ESPRIT.

## TrueCONNECT™



**TrueCONNECT™ is a managed Network service using MPLS (Multi Protocol Label Switching) VPN service with different Classes of Services (CoS) to link together offices and sites in different locations.**

**TrueCONNECT™ provides a highly secure and efficient network for transmission of data, voice, and video applications with guaranteed Quality-of-Service (QoS).**

**TrueCONNECT™ VPN is a cost-effective alternative to other Layer 2 Virtual Private Networks (VPNs) without compromise to security.**

Your trusted communications and network solution provider

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