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" I was very impressed by the TrueCONNECT™ solution. It is not only easy to use, but can also be deployed quickly. It's a costeffective solution with high quality service, and can fully satisfy our business needs. "

Radium Fu
Network Team Manager

Provides comprehensive support for e-commerce leader's expansion TrueCONNECT™ connects the whole world together

Newegg.com, is United State's number one online IT retailer, as well as a renowned e-commerce company. The company's operation model is to "gather partners to gain a competitive advantage". The company's turnover has increased by almost 100% year-on-year since the company was established in 2000.

In 2001, Newegg.com set up Tekhill Information Technologies (Shanghai) Inc in Shanghai. Tekhill Information Technologies (Shanghai) Inc, which has 350 staff, is also Newegg.com's largest technical support center in the world, with two branches in Shanghai and Chengdu. It provides Newegg.com with technology services, such as software development, market research and IT product development. The company also recruits IT personnel for Newegg in the United States, and provides online IT retailing services via a website in Hong Kong.

Rapid global partner expansion overloads existing communication system

Besides being the research center and point of presence in China, Tekhill Information Technologies is also Newegg.com's communication hub in Asia Pacific. Tekhill Information Technologies employees need to communicate with colleagues and customers in various parts of the world as well as sending graphics and text, and initiate videoconferences. The company has been using its existing network to run various internal

application systems, such as internal project management and work progress reporting systems. Tekhill Information Technologies business has expanded rapidly with more and more clients, and the company has grown bigger and bigger, which has resulted in the communication system being overloaded.

This has caused several problems for the existing communication system: first lowering efficiency because of long deployment times. Adding one node takes more than 60 days, which is too slow for the rapid expansion of the company's structure and partner network. This communication model is not flexible and not responsive; leading to poor service quality and dissatisfied customers. Furthermore, the overall communication cost is not competitive.

In order to fulfill the needs for expansion and lower cost, Tekhill Information Technologies started to seek a better communication solution in January 2005. After evaluating many

Your Global Local ICT Solutions Partner

TrueCONNECT™

Private Network Solutions

TrueCONNECT™ offers seamless, secure and reliable managed private network services. It uses MPLS network to link together offices and sites in different locations with multiple CoS and guaranteed QoS. It is a cost-effective alternative to IPLC and other Layer 2 private network without compromise to security.

Scalability   High Availability   Security

options in the market, Tekhill Information Technologies discovered that CITIC Telecom CPC offers outstanding technical support and overall serviceability, as well as an excellent priceperformance ratio. It was these factors that drove Tekhill Information Technologies to finally select CITIC Telecom CPC's TrueCONNECT™.

Rapid deployment and open service platform lower overall operation cost

CITIC Telecom CPC TrueCONNECT™ is a managed IP network service, using advanced MPLS technology to link up offices and facilities in different geographic locations, building a secure and high performance network to transfer data, voice and video, and provide comprehensive Quality of Service (QoS).

TrueCONNECT™ features full-meshed design and multi-layer traffic classification to optimize traffic quality, which makes the communication reliable, flexible and secure, truly connecting the world to China, and solving the communication problems for Tekhill Information Technologies compared to its old system. The high scalability brings flexibility, which enables TrueCONNECT™ to be deployed according to business expansion needs. TrueCONNECT™ can also effectively fulfill the increased customer needs, resulting in a cost-effective communication system. Furthermore, the 24x7 network management also ensures excellent service quality.

It only took 30 days for CITIC Telecom CPC to finish deploying the TrueCONNECT™ solution for Tekhill Information Technologies, which started running in August 2005. The system implementation and testing period has been shortened significantly, and the communication among its business partners has also been improved, resulting in a very satisfied customer.

Mr. Radium Fu, Network Team Manager of Newegg.com said, "Our company previously used a point-to-point communication topology to connect various branches, which used one of the branches as a central point to connect other branches. But this kind of communication model is very expensive, and often resulted in a communications bottleneck. Furthermore, it is difficult to deploy redundancy systems, which puts serious pressure on the central branch. However, TrueCONNECT™ solved the problem, and shortened the time needed to add a new node from 60 days to three weeks, which can fulfill our business and rapid expansion needs."

Furthermore, the deployment and operation cost of TrueCONNECT™ is very low, enabling Tekhill Information Technologies to cut down monthly communications and IT costs. TrueCONNECT™ can be deployed and re-configured quickly. CITIC Telecom CPC has a strong technology background and financial situation, and is able to provide a rich selection of product upgrades for customers, ensuring Tekhill Information Technologies sustained development. Furthermore, cost of IT ownership has also been decreased.

Mr. Fu said, "I was very impressed by the TrueCONNECT™ solution. It is not only easy to use, but can also be deployed quickly. It's a cost-effective solution with high quality service, and can fully satisfy our business needs."

The excellent performance of TrueCONNECT™ makes Tekhill Information Technologies confident in CITIC Telecom CPC's services and technology. The company has started to plan the next steps for network expansion. Mr. Fu said, "We will use CITIC Telecom CPC's TrueCONNECT™ service to change the existing star-topology network structure to MPLS fully meshed network, and combine traditional communication methods such as voice and video into the company's network. The work will be implemented in different phases, and I am sure it will lower our operational costs and increase overall business efficiency."