



## Automobile



“CITIC Telecom CPC’s SmartCLOUD™ provides a stable, reliable operating environment, sufficient and smooth network services, as well as a system that is scalable and secure for years and easy to manage. These qualities set SmartCLOUD™ apart and have served to deepen our IT team’s confidence in the platform.”

## China Motor

**Edwin Ting** Specialist  
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### China Motor Employs Cloud Computing to Manage Multinational Operations, Shapes Company’s Future

China Motor is employing SmartCLOUD™, taking advantage of the platform’s dense network and ubiquitous bandwidth in the Greater China Region. The firm has incorporated its ERP system into 40 branch offices in the Greater China Region, establishing a foundation to develop the new market, while enhancing management efficiency and reducing HR costs.

China Motor was established in 1969 and began technology exchanges with Mitsubishi Motors in 1970 to produce a variety of car and motorcycle components. Upholding its principles of harmony, innovation, excellence, and HIT, China Motor continues to pursue the production of high quality vehicles and vehicle components. In 2006, China Motor gradually began expanding overseas. It has established Southeast Motor Corp (Soueast) in China under a joint venture and exports finished vehicles and automobile parts. With its base in Taiwan, it searches the world for business opportunities. In 2008, China Motor began developing electric vehicles, marking the company’s entry into the new field of green energy where it has

continued to maintain its high standards in motor vehicle manufacturing and quality control.

#### Cloud Computing for New Market Solutions

China Motor sells products in China, which requires the company for sharing information with over 40 points in the country. To effectively manage sales channels in China, the Information Department has expanded and operated the company’s ERP program in branch offices in Taiwan, Hong Kong, and many Chinese provinces. China Motor’s Information Department specialist Ting Jen-Liang (Edwin) pointed out, “There are two traditional solutions for such situation. First, it’s

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SmartCLOUD™ solutions deliver unprecedented flexibility and scalability to enable any-sized enterprise to rapidly deploy any scale of service with little delay or administrative overhead. Customers can dynamically allocate key resources to address business tasks, including on-the-fly allocation of processing power, memory, and storage, all protected with highly secure connectivity to isolate applications and ensure data integrity. SmartCLOUD™ solutions also seamlessly interoperate with the company's other products and services.

to set up data center locally at each branch. Second, it's to transfer information via network back to the head office in Taiwan where it is dealt with. The first is too expensive, especially because you have to set aside parts of buildings to house computers, to manage and maintain hardware, and to hire IT staff. This option not only has low Return on Investment(ROI), but also generates many management issues. The second option is even less ideal, because network connections between Taiwan and China are unstable and the broadband is unable to handle large numbers of users at the same time. Unstable connections often make it impossible to transfer operations-related information back to Taiwan in a timely manner. We had to discard both options and find a better, more cost effective solution."

After deep considerations and much testing, China Motor opted to employ CITIC Telecom CPC SmartCLOUD™ and set up its ERP system on the SmartCLOUD™ platform, connected through TrueCONNECT™ MPLS VPN to provide its offices in Taiwan, Hong Kong and mainland China stable network connections and ample broadband, enabling staff in China to access ERP quickly and easily.

#### Enterprise-Grade Cloud Computing, Fast ERP Deployment for High ROI on IT Services

China Motor's ERP services have been extended throughout Greater China, so information not only flows among Chinese provinces, but also backs up in Taiwan with a consolidated database. SmartCLOUD™'s enterprise-grade cloud computing services provide firms with exclusive information pool, exclusive TrueCONNECT™ MPLS VPN transnational network, and

high-level information security services. Once online, each branch in China can enjoy stable and secure service, ensuring operation information can be consolidated and transferred back to Taiwan. Since its installation two years ago, branches in China have not experienced any problems, such as stoppage of services. In addition, SmartCLOUD™ is able to rapidly adjust systems resources at any time depending on actual need, allowing China Motor to accurately control costs in this new market. It can adjust cloud memory, processors, and network bandwidth whenever needed. It even sets up new virtual mainframes in just minutes. So whether from the perspective of IT management or overall cost control, SmartCLOUD™ is a practical and effective option. Friendly and professional cloud computing technicians are also standing by ready to help, offering assistance on everything from assessment, recommendations, and installation to post-installation management, providing the firm with face-to-face service.

#### Cloud Gives Business Edge, Boosts Sales

The cooperation with CITIC Telecom CPC was smooth and after China Motor has deployed SmartCLOUD™ services, it realized that the services are well-matched with the company's business development model, it plans to pursue further cooperation with CITIC Telecom CPC. To that end, China Motor is proactive in performing numerous tests and evaluating a variety of systems for moving to SmartCLOUD™. Ting explained that server capacity of China Motor website needs to be greatly increased when the company holds sales promotions or launches new vehicles, gobbling up much of the server resources required for normal internal operations. They are therefore evaluating on moving their future external communications programs to cloud for increasing their flexibility in adjusting computing resources and bandwidth. With China Motor's strategic consideration on increasing business flexibility, its partnership with CITIC Telecom CPC will become stronger and deeper in the future.

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