



## Arrow Asia Pac Ltd. | [www.arrowasia.com.hk](http://www.arrowasia.com.hk)

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### Bryan Chau

Director, Information Technology Infrastructure

## Arrow Asia Pac Ltd. keeps abreast of global trend by leveraging on the state-of-the-art communications technology. Optimizing voice and data communications platform with CITIC Telecom CPC's TrueCONNECT™ to ensure a timely and accurate response to the market

Arrow Asia Pac Ltd. (Arrow Asia) is a subsidiary of NYSE-listed Arrow Electronics Inc. headquartered in Hong Kong, Arrow Asia operates 41 sales offices, 4 distribution centers as well as 11 local warehousing facilities in 11 countries or territories across Asia. Providing a full range of semiconductors, passive, electromechanical and connector products from over 60 leading international suppliers, Arrow Asia serves more than 10,000 original equipment and contract manufacturers and commercial customers in Asia Pacific.

The Asia Pacific region has been rapidly emerged as the production hub for electronics industry. Operating in such a dynamic business environment, Arrow Asia needs a reliable and high performance network covering the whole region to connect offices in scattered locations, so as to keep the company abreast of the latest market trend, as well as capitalize on every business opportunity.

Since 2002, Arrow Asia has been adopting CITIC Telecom CPC's TrueCONNECT™ PREMIUM MPLS VPN as the internal voice communications platform to conjoin offices located in Hong Kong, Shanghai, Beijing, Shenzhen, Suzhou and Nanjing. With unmatched network performance, TrueCONNECT™ effectively eliminated communications barriers and friction, meanwhile

significantly reducing the cross-border communications costs.

### Revolutionizing Data Communications Platform for the Greater China

As frame relay becomes obsolete, IP VPN is mature and MPLS technology is ready to dominate the market. In 2006, Arrow Asia followed the global strategy led by its U.S. headquarter to revamp their network and communications platform with MPLS technology.

Leveraging on the successful application of CITIC Telecom CPC's TrueCONNECT™ as the voice communications platform in past few years, Arrow Asia adopted MPLS to the entire corporate network, which was built on traditional frame relay previously, so as to raise the overall cost effectiveness.

**Your trusted ICT solution partner**

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.



CITIC Telecom CPC, with in-depth knowledge on technology advancement, plotted the vision “One Region, One Network” to TrueCONNECT™, the first MPLS VPN solution built in Greater China.

Featured with fully meshed topology, which offers exceptional flexibility, scalability, manageability as well as cost effectiveness, TrueCONNECT™ delivers maximum advantages of MPLS technology to customers. Through its intelligent traffic prioritization mechanism, which classifies network traffic into different Classes-of-Services (CoS) with predefined Quality-of-Service (QoS), customers now claim the right to selectively apply different priority levels to data running across the network infrastructure. This guarantees smooth transmission of time-critical data, such as voice and video, as non-critical network traffic is waiting on the sidelines for a less busy session.

#### High Performance Network Enhancing Productivity

“TrueCONNECT™ PREMIUM has been serving as a high-performance and reliable enterprise voice communications platform since 2002. We are confident of the quality offered by CITIC Telecom CPC. Their network stability, professional knowledge and quality service are all leading the industry, therefore, we continue to choose TrueCONNECT™ to upgrade our network infrastructure,” said Mr. Dominic Wan, Regional Information Technology Manager of Arrow Asia Pac Ltd.

Electricity supply is always unreliable in Mainland China operations. This could severely alter the network services. CITIC Telecom CPC could always detect a potential interruption of electricity supply ahead of the local office informed Hong Kong headquarters. The proactive monitoring service ensured hassle-free network connectivity.

“A stable network tops our priority. It is always the key to ensure a timely and accurate delivery of data and information across our system, which is a determining factor for our business performance” said Mr. Wan.

CITIC Telecom CPC’s reliable and peerless TrueCONNECT™ PREMIUM service, accompanied with TrueCONNECT™ EXPRESS service as a back-up solution, could perfectly fulfill the need, as it ensures Arrow Asia uninterrupted communication and contributes to business continuity.

#### State-of-the-art Enterprise Data Communications Platform

MPLS VPN is a future-proof network solution. The key difference between MPLS and Frame Relay Technology is that topology of the former is point-to-point whereas that of the latter is fully meshed. Therefore, MPLS can offer greater availability, scalability and service flexibility. This also implies more extensive network coverage. Only service providers with solid technical and financial strength could achieve full coverage over the region. CITIC Telecom CPC’s TrueCONNECT™ Points-of-Presence (POPs) covers across 24 geographic locations, including Hong Kong, Taipei, Singapore, Tokyo, as well as 20 major cities in Mainland China, namely Shanghai, Beijing, Tianjin, Guangzhou, Dongguan and Shenzhen. With the extensive network coverage, CITIC Telecom CPC is always ready to cope with expansion of Arrow Asia.

Arrow Asia currently connects the offices in Shenzhen, Shanghai, Hong Kong, Suzhou, Beijing, Nanjing, Qingdao and Chengdu seamlessly with TrueCONNECT™ as the data communications platform, which is an extension of the voice communications platform deployed since 2002. Having been in full service since mid-2006, the service provides abundant bandwidth as well as traffic prioritization (CoS/QoS), which optimizes traffic, ensures smooth operations of mission critical applications, and hence helps Arrow Asia to deliver the best quality of service to their customers.

Mr. Wan believed that CITIC Telecom CPC’s solid background and professional know-how could surely cope with Arrow Asia’s business strategy. When he looks ahead of their expansion plan, he is confident that CITIC Telecom CPC is a trusted solution provider to offer customized solutions for their connectivity needs.

#### CITIC Telecom CPC

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