



Manufacturing



Charmant

Charmant Group | www.charmant.com.hk

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Dickson Ho

System Manager

Charmant poised to benefit from China's WTO accession Using CITIC Telecom CPC's TrueCONNECT™ to explore the Greater China market

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 Manager of Charmant Group, decided to go for CITIC Telecom CPC'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 points 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. CITIC Telecom CPC'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.

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.



Scalability



High Availability



Security

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 a 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. Onestop 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 CITIC Telecom CPC was obviously the choice for Charmant, Mr. Ho added.

"High stability of network is the main reason for us to choose CITIC Telecom CPC 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 Tsubokawa Yoshikero, IT Manager of the Charmant Group.

CITIC Telecom CPC 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 CITIC Telecom CPC's services to our Japan headquarters, so the Greater China business can be linked with Japan and the US," Mr. Ho said.

"CITIC Telecom CPC'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 CITIC Telecom CPC, 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.

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