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Mr. Mason S.Y. Ho

Associate Director

Centaline serves the public with up-to-minute property market information CITIC Telecom CPC MetroCONNECT strengthens network capacity to accommodate ever-increasing traffic

Founded in 1978, Centaline Property Agency Limited is one of the most established property agencies in Hong Kong, as it employed over 4,000 people and has more than 300 branches. Apart from properties sale and lease services, Centaline also offers a series of professional and consultant services.

Centanet is its interface to the public on the web, where popular services like transaction records and CentaMap are built. Back in 1999, Centanet is awarded "The Best Corporate Site" in Uunet/SCMP Business Web Sites of the Year Competition. It is still one of the top favorite choices in Hong Kong.

The technical department is the hero behind Centanet's operations, which also include maintaining email services and hardware like routers.

Building Success on MetroCONNECT

Mr. Mason S.Y. Ho, Associate Director in Centaline Property Agency Limited, revealed that the partnership between Centaline and CITIC Telecom CPC is the key in the operations. As traffic of Centanet rose, CITIC Telecom CPC made swift response.

Centaline once relied on ATM technology, which was costly and taking as long as 7 days to adjust bandwidth capacity. Moreover, the technology has its setback – the usable bandwidth could be far less than leased bandwidth, up to 25% less! The price performance ratio was incredibly low. These problems drove Centaline to seek an economic and high performance alternative for the sake of the general public who are hunger for information on the property market.

Centaline's traffic demand for web properties soared, as it targeted to cater more frequent updates on its online map, as well as more contents. However, instability of network hindered the development. After discussing with CITIC Telecom CPC, Mr. Ho decided to adopt professional advices from CITIC Telecom CPC – replacing obsolete ATM to a more cost effective solution: MetroCONNECT in August 2006.

Your trusted ICT solution partner

MetroCONNECT

TrueCONNECT™ MPLS VPN Solutions offer seamless, secure and reliable networking services. It uses MPLS technology to securely and efficiently link multiple PoPs for various business critical applications. Multiple CoS prioritize traffic, with guaranteed QoS. TrueCONNECT™ is also IPv6 ready, using hybrid dual-stack technology to enable IPv4 and IPv6 to run concurrently.

Upon the successful migration, Centaline has upgraded its network capacity several times since March 2007 to double the bandwidth, so as to cater the needs of local and international customers. The upgrades, which were done smoothly and efficiently, helped Centaline to achieve magnificent cost effectiveness and eliminate congestion.

Brilliant Performance of MetroCONNECT

Mr. Ho pinpointed bottleneck in network bandwidth to be the key factor deteriorating web page serving quality, which in turn defeating Centaline's long term commitment of maintaining outstanding user experience and establishing lasting partnership. Fortunately, CITIC Telecom CPC MetroCONNECT helps Centaline uplifted performance with:

- Swift and smooth upgrade, which cut 1/3 time needed to upgrade ATM service
- Enhanced price performance ratio. Actual usable bandwidth is approximately leased bandwidth, unlike the 25% discount in capacity of ATM service
- Agility in adjusting bandwidth demand
- Stable and reliable performance. Smooth migration

"We keep on upgrading CITIC Telecom CPC's MetroCONNECT service. We are very much appreciated to have an excellent network performance so far." Stated Mr. Ho. Network traffic could fluctuate in response to the property market. Starting from late 2006, Hong Kong property market has been re-vitalized, which brought tremendous raise in traffic to Centaline's web site. MetroCONNECT has been a solid support to maintain great performance of the server. If it had been handled by ATM, it could have been very costly and ineffective.

Customer-oriented Services

Mr. Ho also values the support and attentive service provided by CITIC Telecom CPC's teams as well. While ATM system migration, a delegated team from CITIC Telecom CPC and equipment provider was formed to support and stand by at both migration sites and operation centers respectively, to ensure migration services have gone smoothly.

After completing the migration from ATM to MetroCONNECT service, CITIC Telecom CPC also has to maintain those high levels of customer services. People from Centaline could reach the support team and get responses from specialists round-the-clock, even on Sunday or public holiday.

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Long Term Partnership

Mr. Ho revealed that the traffic almost consumed the leased bandwidth in August 2007, therefore he expects to undergo another network upgrade. Moreover, MetroCONNECT provides the necessary support to meet Centaline's ambition in web services. Now Upgrade processes or network performance are no longer issues hindering Centaline's provisioning a host of quality services.

As CITIC Telecom CPC's solution goes perfectly well with Centaline's development, other services from CITIC Telecom CPC will be priority choices when Centaline further expands its business.

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