



## SUCCESS STORY



**Jumbo Group** | [www.jumbogroup.sg](http://www.jumbogroup.sg)

“CITIC Telecom CPC’s deep and broad expertise, in both technology and the China market, were instrumental in helping us sustain our strategic Greater China expansion.”

**Chua Koon Teck**  
Assistant IT Director

### Global Restaurant Group boosts Enterprise Productivity and ERP Reliability with Integrated Cloud Computing, Global Connectivity, and Network Security Solution

By operating its new Enterprise Resource Planning (ERP) system with SmartCLOUD™, TrueCONNECT™ and TrustCSI™, the JUMBO Group gained 99.99% availability and on-demand scalability, while streamlining staff productivity and enhancing global infrastructure performance and security, all effectively supporting continued China and worldwide expansion, and its new prepack ingredients business.

“The JUMBO Group began with JUMBO Seafood, a Singapore-style seafood restaurant in 1987. Originally best known for its chili and black pepper crabs, the company evolved over the years and now offers diverse Asian cuisine, serving more than 7,000 diners daily, across over 20 restaurants in Singapore, China, Japan, Vietnam and Taiwan.”

#### Expanded Cuisine, Bigger Footprint

With business success came additional overseas restaurants and branches, yet operations complexity also increased, making it difficult for JUMBO’s management team to gain effective visibility and control.

While an ERP system would help the company boost efficiency and productivity by streamlining the entire global enterprise

workflow, it needed a stable and secure platform. Initially, JUMBO considered purchasing servers for this task, but it was also struggling to cope with IT scalability in the face of continued international expansion, particularly in China.

#### Global Menu with Local Service

With these challenges in mind, JUMBO consulted with CITIC

› Global-Local Intelligent DICT Service 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.

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 resources to address business tasks, all protected with highly secure connectivity to ensure data integrity. SmartCLOUD™ solutions also seamlessly interoperate with the company's other products and services.

## Innovation Never Stops



Telecom CPC. CITIC Telecom CPC has multiple points of presence globally, including in Singapore, with local teams working closely with customers in their native languages, mindful of local culture and business conditions.

### Smart Combo with Integrated Solution

After carefully analyzing JUMBO's various technical requirements and business needs, the CITIC Telecom CPC team recommended operating JUMBO's new ERP system on the virtualized SmartCLOUD™ Infrastructure-as-a-Service (IaaS) platform, fully customised service to fit Jumbo's requirement.

“We were initially reluctant to choose a cloud solution because we experienced sluggish performance on our legacy network, from our previous service provider. Now we are aware of the significant performance gain with CITIC Telecom CPC's MPLS VPN and point-to-point solutions.” said Chua Koon Teck, JUMBO's Assistant IT Director

By leveraging SmartCLOUD™, JUMBO would considerably minimize both IT resources and staffing overhead, while scaling the world-class cloud computing resources on demand, according to business needs.

SmartCLOUD™'s OPEX model also meant easier management approval for smaller monthly IT budgets, compared to much larger amounts for initial CAPEX investment, plus ongoing maintenance and full-time staffing.

Further highlighting the advantage and convenience of using a one-stop-shop vendor, CITIC Telecom CPC also recommended JUMBO to utilize point-to-point connectivity for its local restaurants, and a TrueCONNECT™ global MPLS VPN for overseas offices. This would address JUMBO's need to maintain high performance network links between its various sites, with no latency or reliability issues. The enterprise network would additionally be protected against a wide range of modern threats with TrustCSI™ UTM.

These various solutions easily integrate and interoperate, because they are all part of CITIC Telecom CPC's broad portfolio of world-class offerings encompassing connectivity, computing, security, and other important enterprise IT domains. Furthermore, because they are managed solutions, the burden of monitoring and updating systems to ensure 99.99% service availability is left to CITIC Telecom CPC, freeing up JUMBO's staff.

### Delicious Results

With the new ERP system running smoothly on SmartCLOUD™, and enterprise connectivity and security supported by CITIC Telecom CPC's networking and security solutions, JUMBO is enjoying much greater network traffic performance and reliability. This solid foundation has translated into real-world benefits.

“We are always looking for ways to improve resource planning, shorten our ordering cycle, and serve more customers, faster, at more locations,” explained Mr. Chua. “With the ERP system and CITIC Telecom CPC's integrated solution, our staff can more efficiently collaborate, our management team receives automated daily revenue and profit reports, and we can focus on ensuring our customers enjoy wonderful experiences so they visit our restaurants again.”

JUMBO estimates it gained 20% business productivity from the integrated CITIC Telecom CPC solution, alongside benefits from the ERP deployment.

“In addition to the world-class technology, we are very impressed by CITIC Telecom CPC's world-class service,” added Mr. Chua. “We usually get a response within the day, and turnaround for requests is also usually around a day. The proof-of-concept was also very impressive, giving us a live demo system to explore, before actual implementation.”

Aside from restaurant operations, the new integrated solution is helping JUMBO with its prepack ingredients business, and continued global expansion.

### CITIC Telecom CPC

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