



## SUCCESS STORY



**Mainetti Group**  
[www.mainetti.com](http://www.mainetti.com)

“ When we needed to quickly adjust business strategy and adapt to the rapidly changing market environment, CITIC Telecom CPC came to our assistance with timely connectivity and security solutions. ”

**Mr. Albert Yuen**  
Senior IT Manager

### Mainetti Opens New Doors of Opportunity with CITIC Telecom CPC's Networking and Secure AI Solutions

When the pandemic crisis hit, CITIC Telecom CPC helped the Mainetti Group capitalize on new revenue opportunities and optimize work-from-home and other new initiatives quickly, securely and seamlessly.

“ The Mainetti Group of companies has been a trusted partner to the world's most respected and well-known retail and apparel brands for over six decades. It is the world's largest garment hanger company and pioneered garment hanger reuse and recycling, introducing sustainability practices that continue to lead the industry. The company group operates with 6,000 employees in 90 locations on 6 continents, and its diversified portfolio includes Packaging, Branding, Supply Chain, and Intelligent (RFID) Solutions, and a newly introduced line of Health and Safety products. ”

#### Facing New Threats Online and Offline

When the COVID-19 crisis hit the global market, like numerous other companies, Mainetti faced multiple challenges, many of them unprecedented. Aside from effects the pandemic caused to retail consumer shopping behavior, affecting Mainetti's customers, the social distancing and work-from-home requirements—plus disruptions to the supply chain and other business operations—meant Mainetti's staff could not be productive. At the same time, the company had to find ways to quickly address the drastically changing environment.

Mainetti's management team realized the company was well-positioned to produce face masks to supply the

world's sudden enormous demand, with Mainetti's unique quality and sustainability expertise. But to establish a new production line was not a simple matter, especially with COVID-19 disruptions.

Fortunately, CITIC Telecom CPC was able to assist Mainetti in this urgent matter. Mainetti had already been using CITIC Telecom CPC's TrueCONNECT™ Premium connectivity solution for 7 years, and the business and technology professionals at CITIC Telecom CPC advised Mainetti to activate TrueCONNECT™ Express to complement their existing network for the sudden rising demand of remote access.

➤ **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.

TrustCSI is a suite of managed information security solutions for businesses to address today's emerging network threats that harm businesses, with comprehensive, customized and highly advanced, proactive, state-of-the-art security managed 24x7 by industry-certified security experts staffed at CITIC Telecom CPC's operated Security Operations Centers (SOCs).

## Innovation Never Stops



### Rapid Deployment for a Rapidly Evolving Situation

"Everything was quite hectic," said Albert Yuen, Senior IT Manager of Mainetti. "We had to suddenly deal with many areas of business impact, including having all our staff work from home. Meanwhile, we also needed to ramp up our new mask production line. Thankfully, CITIC Telecom CPC already had solutions we needed. TrueCONNECT™ Express quickly resolved the bandwidth resources for all our staff to work from home, without burdening our IT team which had numerous other tasks to deal with."

With the enormous COVID-19 impacts, Mainetti needs speed to capture the mask market's opportunities and an extremely low tolerance for outages or disruptions, without sacrificing information security. Managing a good balance between ease of operation and security protection, Mainetti capitalizes on TrustCSI™ Secure AI to enhance its enterprise infrastructure protection.

### Securing Workforce Remote Access and Enterprise Assets

"We were very impressed by the TrustCSI™ Secure AI solution," added Albert. "We have a small IT team, and with the company-wide work-from-home arrangement, our systems would be much more exposed to potential network-borne threats. We did not want any disruption, damage, or intellectual property theft to cause further problems for us, on top of COVID-19. Fortunately, TrustCSI™ Secure AI can comprehensively protect our whole business group using automated intelligence, without burdening our IT team or compromising on security."

TrustCSI™ Secure AI utilizes the artificial intelligence of User and Entity Behavior Analytics (UEBA) to automatically detect anomalous enterprise event logs, actively and continuously investigating all potential threats with

advanced machine learning algorithms to rapidly identify and neutralize attacks, including previously unknown new "zero-day" threats. By automatically learning what is "normal" to an enterprise, and recognizing even subtle deviations, TrustCSI™ Secure AI shortens the time to contain threats and limits the extremity and cost of attacks using surgical precision at machine speed.

### Innovation Partners for Now and the Future

"In just three months' time, we were able to successfully establish our mask production line, including international quality certification," said Albert. "This would not have been possible without a smooth running and fully protected communications and collaboration infrastructure. You can say TrueCONNECT™ Express and TrustCSI™ Secure AI made it possible for our company to transition to our future, during a critical time in our corporate history."

Mainetti places high value on innovation, as CITIC Telecom CPC does, with both companies always striving to improve business using creative new ideas to bring real-world results. Now, fully operational despite COVID-19 pressures, and enjoying the rewards of its new Health and Safety products expansion, Mainetti looks forward to continuing to build upon its success and have CITIC Telecom CPC's expertise and technologies support that future growth.

