China Telecom Delivers State-of-the-Art Communication Network to International Printing Company Imago

CUSTOMER NAME

- **Imago Publishing Limited**

INDUSTRY

- **Media - Publishing**

SOLUTION

- **IP Transit**

Imago Publishing Limited

Imago Publishing Limited is a long-established international book production services company. Headquartered in the UK and backed with an international network of offices spanning the UK, Europe, U.S., China, Hong Kong, Singapore, Australia and India, Imago provides printing, binding and product sourcing services to over 300 publishing companies and other commercial enterprises around the world. The company established its first overseas production base in Singapore in 1983 and has since opened three other facilities in Hong Kong, China and India to cater for its rapidly growing business. Imago is also the leading independent training provider to the UK publishing industry. The company currently employs over 100 staff worldwide with annual group sales in excess of seventy-five million US dollars.

Business Challenge

Imago's utmost business challenge lies in establishing reliable and swift communication connections among its worldwide offices and production sites. The company had been using locally based ADSL connections to link up its global offices. Poor connectivity often caused disruptions to the transmission of production data from the UK-based ERP system to the Asian production sites. Access from the Shenzhen office was particularly problematic due to high latency and frequent information packet loss. Down time at the production front and subsequent delays to scheduled productions could have detrimental impact on a printing business that thrives by delivering reliable services. Imago was faced with the challenge of improving the quality and speed of connectivity between its UK headquarters and Asian offices to secure round-the-clock communication and production availability.

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"China Telecom's IP solution and services resolved all our latency and packet loss problems. Our offices in the China region are now equipped with the high speed communication network critically needed for connecting with the UK headquarters. The project management and service were excellent throughout all stages including consultation, planning and implementation."

Ian Williams
Group IT Manager, Imago

China Telecom Solution

China Telecom successfully delivered a carrier-grade communication network with dedicated Internet access to link up Imago's Chinese offices with its UK headquarters. The communication network, built around China Telecom's state-of-the-art IP transit technologies, establishes a high speed, reliable and resilient connection for the company's production sites in Hong Kong and Shenzhen, China, to access the UK headquarters' mission-critical production applications. With the enhanced connectivity, the Hong Kong office is now able to host a replicate of the head office's ERP system and copy the system's data to and from the UK for seamless production runs. According to Imago, China Telecom had won the project not only because of our renowned reputation as a leading international telecommunications solutions provider but also because of the professional project management and customer-focused services offered by our global account team.

Benefits

By engaging China Telecom's solution and services, Imago reaps the benefits of:

- High speed accessibility and resilient availability between its UK and Chinese offices through a one-stop-shop solution
- Professional project management support covering all stages from consultation, solution development and implementation, to installation and trial run
- A complex project made simple, delivered on time and within budget

About China Telecom Europe

China Telecom Europe Ltd (CTE) is China Telecom's wholly-owned overseas subsidiary for the EMEA region. Established in 2006 and based in London, CTE is committed to providing customers throughout the EMEA region with China Telecom's proven global business communication solutions and state-of-the-art European market services. China Telecom is the foremost telecommunications provider in China and has a comprehensive range of telecommunications and information services as well as the world's largest fixed-line communications network. China Telecom has been serving the Media industry for decades and our customers include many Fortune Global 500 companies.

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