

China Telecom Establishes World-Class Euro-Asia Link for ROL's China Debut

CUSTOMER NAME

- ROL

INDUSTRY

- Manufacturing (Retail Solution)

SOLUTION

- Global Managed Bandwidth Service

ROL

ROL is a leading international store fixture and Point of Sales solution provider. Based in Jönköping, Sweden, the company has a long-established expertise in complete retail concepts creation, production and installation. ROL has market presence in 28 countries throughout the world and has worked with some of the world's biggest brands in petroleum, convenience retail, fashion and Fast Moving Consumer Goods (FMCG). The company currently employs more than 500 people across Europe, the Americas, and Asia.

Business Challenge

Driven by the booming retail activities in Asia-Pacific, ROL has been experiencing rapid growth in overseas demand for its services. High-growth markets are spearheaded by China in particular. To capture the surging market in the region, ROL has recently established a production facility in China - its first ever in the country. In this debut entrance into China, ROL's paramount challenge was to establish a secure, reliable and efficient communication link between the new facility and its headquarters in Sweden to support back-to-back production and service delivery. The company would need a world-class communication service provider with thorough local knowledge and a track record of delivering Euro-Asia connectivity solutions to multinational enterprises. ROL would be monitoring the project remotely from Sweden, therefore the service provider's ability to provide a one-stop-shop solution with first-class customer care and flexibility would be very crucial.

“China Telecom Europe’s IPLC solution and services answer all our international connectivity needs between our new factory in China and Jönköping headquarters. We benefit not only from a world-class communication network, but also from CTE’s superior local market knowledge and customer care which is a huge value-add to ROL.”

**Martin Sundling
Head of Information
Technology
ROL**

China Telecom Solution

China Telecom Europe (CTE) successfully delivered an International Private Leased Circuit (IPLC) to connect ROL’s headquarters in Jönköping to its new production facility in Pinghu City, China. Leveraging on China Telecom’s unique Euro-Asia terrestrial cable network, the IPLC link establishes a point-to-point high-speed backbone network for ROL across Europe and China. In contrast with traditional submarine transmission routes, CTE’s Euro-Asia network offers ultra-low latency and unrivalled resilience enabling our Sweden-based customer to seamlessly communicate and share mission-critical production applications with its Chinese factory. According to ROL, CTE won this key project not only because of our renowned reputation as the leading international communication service provider for Euro-Asia connectivity, but also because of the excellent project management and customer-focused services offered by our global account team.

Benefits

By engaging CTE’s solution and services, ROL reaps the benefits of:

- High speed accessibility and resilient availability between its Sweden and China sites through a one-stop-shop solution
- Professional project management support covering all stages from consultation, solution development and implementation, to installation and service provisioning
- Proactive customer service backed by round-the-clock local support in both Europe and China

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 Manufacturing industry for decades and our customers include many Fortune Global 500 companies.

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