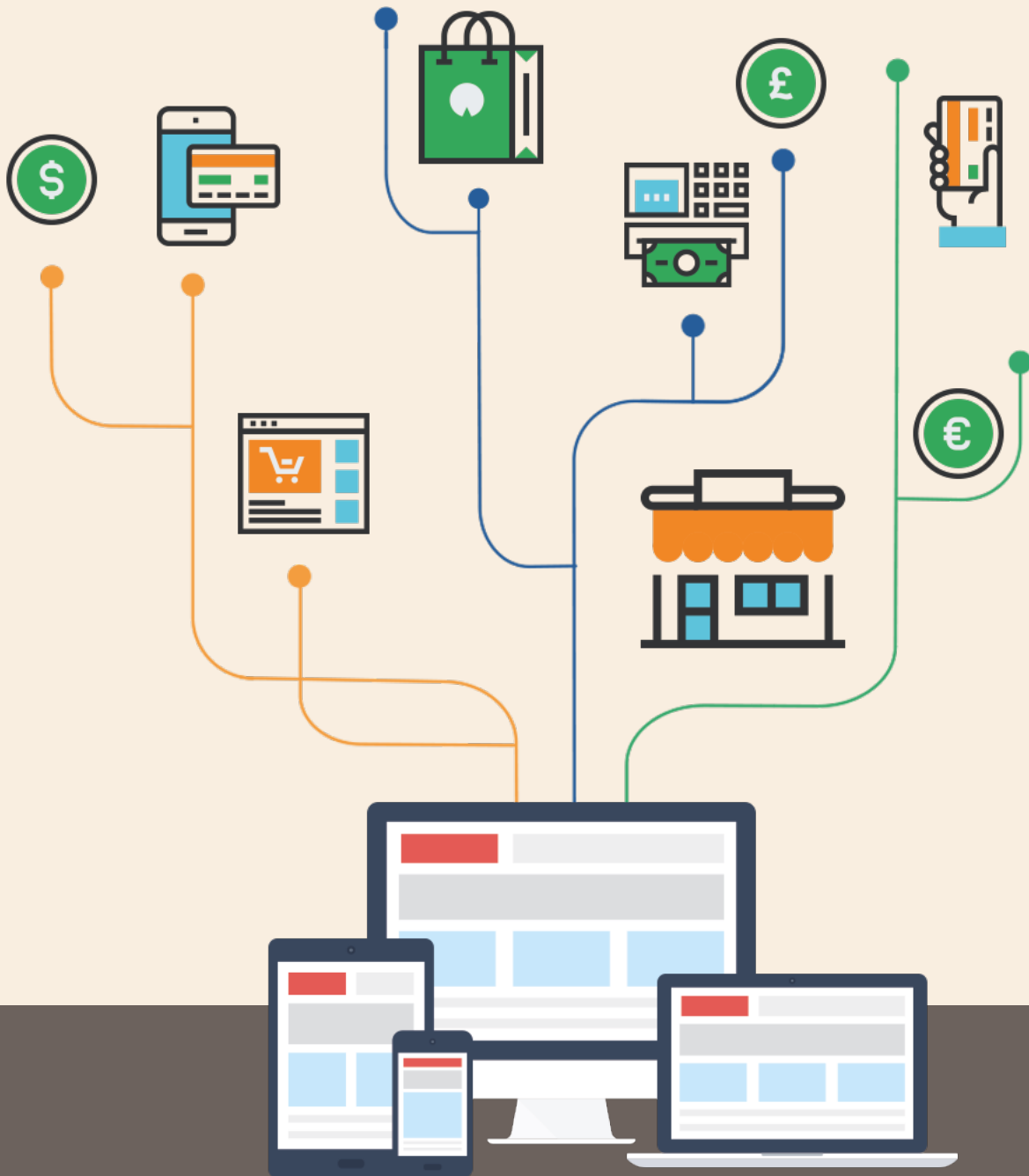




中国电信（欧洲）有限公司  
China Telecom (Europe) Ltd.



**Connecting stores. Connecting consumers.**  
The key to richer retail engagement in Asia.



Joining up the digital and physical worlds in retail is more important than ever these days to increase connectivity – and engagement – with customers for a seamless brand experience.



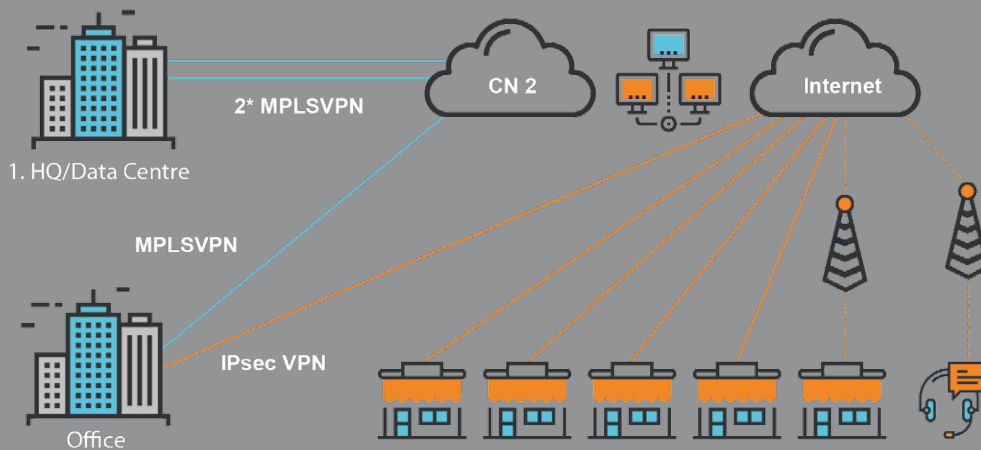
A truly global retailer is one that can easily and swiftly adapt to local market conditions with the guarantee of a reliable international communications network.



At China Telecom, we offer a fully connected, one-stop omni-channel solution that gives retailers the confidence, security and robustness needed for successful business growth in Asia. We not only understand the business landscape and culture perfectly; we also provide the connectivity options that you require and the extensive network coverage in China that you demand.

## Your one-stop global Smart WAN solution

China Telecom's CN2(AS4809) is a multi-billion dollar investment with a completely new Ipv6-capable backbone network. It leverages new soft switches and protocols to provide the very best routing of MPLS-VPN from Europe to China with boosted performance and improved reliability.



### WAN Package

- MPLSVN
- IPSec VPN
- MOBILE VPN
- Wireless VPN
- Internet Access
- Managed Router
- 3G/4G Data Plan



## Our seamless retail solution includes:

- MPLSVN for a store's primary circuit
- CPE management
- IPsec VPN or mobile VPN as backup or pop up cv store solution
- Adsl / dedicated Internet access in shopping malls
- Proactive network monitoring

## Improving operational efficiencies

- Real time knowledge - Our secure and quality network enables retailers to stay connected with every single store and outlet in China as well as their manufacturing sites throughout Asia. Communication with HQs is even easier via China Telecom's Euro-Asia network solution.
- Slicker inventory management – Balance demand and supply and eliminate out-of-stock situations so that customers don't leave empty-handed. Instead, items can be held at another store or the order processed immediately at the distribution centre.
- Analyse customer behaviour - Gain insight in to regional, seasonal and other sales trends in a timely manner. Analyse sales data across online and offline channels and use as a demand indicator to optimise inventory management and predict customer demand.

## In-store engagement through WiFi

Shoppers today expect free and fast access to the Internet. This not only leads to a better shopping experience and therefore improves customer loyalty, it also increases the potential for footfall and provides retailers with the opportunity to monitor and influence consumer behaviour.

Our in-store WiFi solutions enable stores to be proactive in an ever changing marketplace and gain the insights they need to stay ahead:

- Cloud based management and authentication platform.
- Redundant and carrier neutral design with a central controlled platform.
- Maximises the value of retail space to improve product display through tracking the customer's in-store shopping route .
- Provides details of customer behaviour and preferences through accessing their visiting log with details of visit time, preferred URLs etc.
- Pushes tailored advertising content directly to customers after login with a time-specific discount valid for that day, coupons and offers tailored to their browsing patterns or by introducing new products to generate more sales.

## Transform your retail marketing with China Telecom's solutions:

### SILVER PACKAGE

- Multi-way of Access Point Deployment
- Cloud based & centralised management and ID authentication platform
- Log records storage which is required by Chinese government policy

### GOLD PACKAGE

- Free Wi-Fi advertisement operation**
  - Product information push
  - Online survey push
- Big data analysis and report**
  - Marketing activity consulting and plan
  - Customer tailored report

### TRADE FLOW



### LOGISTICS





**CHINA TELECOM**

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London • Frankfurt • Moscow • Paris • Istanbul • Budapest • Prague