



Pacific Supernet Connects More than 150 Branches of Centaline Property Agency in Hong Kong

"After interconnecting our branches with Pacific Supernet's broadband service, our network can communicate better and we can immediately see a high demand in luxury properties starting from March of this year... The broadband service really helps us to boost our sales volume."

Mr. Andes Lam
Analyst Programmer
Centaline Property Agency Ltd.

Broadband Service Strengthens Communications - Taps Shared Resources and Reduces Costs

Centaline Property Agency Ltd is one of the largest property agencies in Hong Kong. It has more than 150 branches in Hong Kong as well as in the main mainland China districts including Beijing, Shanghai and Guangzhou.

Centaline's branches are multitudinous. They can be found in all local areas. The main district branch looks after the local branches. To provide comprehensive services to their customers, the branches must be able to communicate efficiently.

Centaline used to be on Leased Lines to connect the main branches in the past. The company finds it inefficient to further extend the network due to high service cost. After comparisons with several alternatives in the marketplace, Centaline decided on Pacific Supernet's commercial broadband solution. The solution comes with consultancy service to assist Centaline on the various network requirements.

The solution was first introduced in Centaline's Hong Kong Island branches in March 2002. It was eventually rolled out to all branches by November 2003. The entire network with more than 150 branches is now connected via broadband.

"We have been using T1 and 512K Leased Lines in the past, the monthly payment was enormous. After switching to the broadband service, not only can we connect our branches to a network efficiently, the cost has also

dropped by two-thirds. In addition, there is no restriction on the communications between the branches; we can now exchange property information in each of the districts. It helps us to boost up our sales volume," said Mr. Leung Chi Fai, Technical Support Officer at Centaline.

Database conformity with broadband connection

By establishing an economical and a reliable broadband connection, each branch can now share a common database that provides better visibility and control of opportunities in the property market.

For example, the broadband service at its branches in Hong Kong Island facilitated the market information gathering process that eventually allowed the management to anticipate the demand of luxury properties in March 2003. Appropriate resources were allocated quickly to leverage the new demand to increase the company's sales volume.

With the previous service, it was time consuming to compile data at each of the branches. The result was many missed business opportunities.

Moving forward, Centaline plans to use the conformity of database system to strengthen applications such as Data Mining and Customer Relationship Management (CRM) to further enhance the company's competitiveness.

Broadband Connection Makes Life Easier

"We pay special attention on information security, and we are very strict on service requirement when choosing a broadband service," Mr. Leung emphasized.

Both service reliability and flexibility are important. The broadband installation should not be too complicated. It should also be flexible to accommodate new branch openings, relocation, as well as connection to branches in major cities in China including Beijing, Shanghai, Guangzhou, Shenzhen etc.

Previously, when problems occur on the Leased Line connection, Centaline had to call each individual person in charge of different operations at the telephone company. This is time consuming and the line often takes 4 to 5 hours to recover.

Pacific Supernet now provides one-stop service with 24-hour technical support. When a problem occurs, the line would only take half of that time to recover. Centaline has also installed a paging alert system, where an alert will be sent automatically to the administrator's pager when a problem occurs for early repair and recovery.

Demand for Commercial Broadband

Besides a series of databases conformity service, Mr. Leung plans to use the broadband technology to develop video conferencing and remote surveillance. "With our remote surveillance system riding on broadband connection, we can monitor our branches 24 hours a day, to guarantee the security of our company asset," said Mr. Leung.

Centaline has found Pacific Supernet's commercial broadband service an ideal solution for the company. The company is considering expanding the bandwidth for the main branches by upgrading the service from 1.5M to 6M.

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