



**Cityline (Hong Kong) Limited** | [www.cityline.com](http://www.cityline.com)

“ With CITIC Telecom CPC as our strongest backup, we are very gratified and satisfied. ”

**Joseph Lee**  
General Manager



## Cityline deploys CITIC Telecom CPC's interconnected cloud services to realize barrier-free Online Tourist Agency services

Hong Kong is an international tourist and cultural city that attracts many mainland travelers, and they comprise more than 60% of the visits to the hottest tourist spots like the theme parks. Most of the travelers will pre-order their tickets through mainland travel agencies or theme park websites, and it arouses a huge demand. Cityline (Hong Kong) Limited (“Cityline”) is therefore partnering with CITIC Telecom CPC to enhance its ticketing system and enter the mainland market.

Cityline is a member of the Lark Group. The company began with movie ticketing services through credit card payment, and later set up its ticketing website in 1997. Till now, its customers are diversified that include schools, cinemas, banks and even theme parks and many other event organizers. Cityline has become one of the leading players in Asia for ticketing solutions and a keen competitor in third-party payment gateway. With the expansion of its service scope and enhancement in service quality, its customer base has covered not only the mainland market but also different parts of the world.

### Unstable network as an obstacle for online ticketing

A stable network is necessary to perfect its system and become the best in the industry. That is the reason why Mr. Joseph Lee, the General Manager of Cityline, chooses CITIC Telecom CPC to support Cityline's services based on its comprehensive coverage, reliable cloud solutions and all-rounded professional services. Lee says, “We establish close partnerships with theme parks and some attractions, as our solution can provide unrivalled online ticketing experience to our customers.”

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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.



Scalability



High Availability



Security



Smarter



Better



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SmartCLOUD™ solutions deliver unprecedented flexibility and scalability to enable any-sized enterprise to rapidly deploy any scale of service with little delay or administrative overhead. Customers can dynamically allocate resources to address business tasks, all protected with highly secure connectivity to ensure data integrity. SmartCLOUD™ solutions also seamlessly interoperate with the company's other products and services.

In the past, Online Travel Agencies (OTA) reported to the theme parks that they found it difficult to purchase tickets through Cityline's B2B platform or theme park websites due to the instability of Internet connection between China and Hong Kong, especially during peak seasons. "At that time, we faced network congestion and bandwidth overload issues. This also directly affected the company's sales performance and image. Therefore, we partnered with CITIC Telecom CPC for a solution."

#### Easing the order handling with secure and smooth pathway

Since 2016, Cityline has been engaging CITIC Telecom CPC for its TrueCONNECT™ MPLS VPN and SmartCLOUD™ cloud computing services to support the theme parks ticket ordering projects, and it only took two months for CITIC Telecom CPC to propose, design and implement the solution, which is highly acclaimed by Cityline.

Since then, the network performance has become stable and the system always runs smoothly, even during the peak hours. More than that, as the system supports payment methods including Visa, MasterCard and UnionPay, the data encryption feature of CITIC Telecom CPC's solution can meet with the high security requirements for protecting users' information.

"By deploying SmartCLOUD™ Compute services in CITIC Telecom CPC's cloud service center in Shanghai for collecting orders, then processing the orders through local carrier resources and TrueCONNECT™ connectivity services

in our Hong Kong data centers. It is very encouraging that customers are satisfied with our service quality," says Lee.

#### Professional service team and comprehensive solutions to boost customer base

Lee emphasizes, "The CITIC Telecom CPC service team always bear a sincere attitude with a quick response to quotation, and offer flexible plans." The new solution excels the performance of B2B system and greatly helps enlarging customer base.

According to Lee, Cityline's selection criteria for service provider include stability, security, expandability, coverage, and the sustainability of supporting the company's continuous development. CITIC Telecom CPC has been offering all-rounded ICT solutions for years and is equipped with rich experience and proactive response, thus he considers the partnership very trustworthy.

#### Leveraging CITIC Telecom CPC's global advantage to enter global market

Cityline's ticketing system is now cooperated with about 300 travel agencies. Lee also shares Cityline's future plan to explore more product varieties for the market.

Apart from Hong Kong, mainland travelers also have a high ticketing demand for tourist attractions in Japan and Korea. Hence, Cityline is considering "going out", and that CITIC Telecom CPC's global advantage would make it always their best choice for partnership.

#### CITIC Telecom CPC

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