



Managed Networking Solutions Offer Competitive Advantage for China's Largest Global Airline

About Air China

Air China is the largest flight carrier in China both in terms of traffic volume and company assets. The airline's fleet of 224 aircraft serves 81 domestic and 42 international destinations, with nearly 6,000 scheduled flights weekly. Air China's outstanding safety record has been recognized by the International Civil Aviation Organization, China's State Council and the General Administration of Civil Aviation. Since 2004 the company has been listed on the Hong Kong and London stock exchanges.

Situation

Competition in China's airline industry has become increasingly fierce due to the country's rapid economic growth and deregulation, which opened the market to other local and international airlines. Air China sought to increase its competitiveness domestically and expand internationally, all while improving service quality. The company needed a robust, scalable network able to offer web-based services, process millions of daily transactions and accommodate anticipated growth. The company also needed the management of this complex network to be as simple as possible.

Solution

AT&T transformed Air China's corporate network into an IP-enabled global infrastructure based on AT&T International End-to-End Frame Relay Service. Bilateral International Private Leased Circuits link Air China's global network and data center in Beijing with its branch offices worldwide. Air China also uses AT&T Managed Network Services – Router Management Option, along with worldwide implementation services like project management, network design, circuit provisioning, equipment installation and operation acceptance tests. The solution covers 40 sites, including 14 in Asia Pacific, 17 in Europe, the Middle East and Africa (EMEA), and eight in North America.

Better Service is Better Business

"China's strong economic growth is driving a healthy demand for air travel and air transportation services, both domestically and internationally," said Huang Jianxiong, vice general manager of the Air China Information Technology Center. "At the same time, airline companies all over the world are under enormous pressure to provide ever-greater quality of service and return on their investments."

AT&T helped position Air China to take advantage of growing market demand with a fully-managed IP network that handles large volumes of transactions securely, quickly and cost-effectively. This supports Air China's need for high quality and high-speed connectivity worldwide.

Air China Facts

- **Business Needs**
Networking solution to support increased demand for air travel in the world's largest market
- **Networking Solution**
Managed IP network improves operational efficiency, positioning the carrier for growth
- **Business Value**
Enhanced customer service and increased ability to compete globally and domestically
- **Industry Focus**
Transportation
- **Size**
2007 revenues of over \$7 billion



Air China's network improves customer service with better support for applications such as online passenger reservations, ticketing and frequent flyer programmes. The company's new IP network also enables it to make better use of corporate resources, with finance, operational information management, logistics, flight scheduling and email applications.

Shortly after the network implementation was completed, Air China's management noted marked improvements in operational efficiency, especially in the areas of customer service, operational information and cargo and flight scheduling systems.

Reaching New Heights in the Open Skies

By opting for an AT&T managed solution, Air China can focus on its core business processes, secure in the knowledge that the AT&T Global Client Support Centre is managing the majority of Air China's network – from the global network backbone to access lines and customer premises equipment. AT&T provides early fault diagnosis and failure prevention and ensures maximum network efficiency.

AT&T's valuable relationships with key Postal Telephone and Telegraph (PTT) companies worldwide helps Air China overcome regulatory barriers to ensure that implementation is on schedule. Integration issues are minimized with AT&T International End-to-End Frame Relay service that uses Cisco Systems equipment. AT&T develops contracts and proposals and provides a truly one-stop-shopping experience for Air China.

Air China favorably views AT&T's ability to manage its mission-critical international networking requirements. It values AT&T's experience in providing global networking solutions to support the airline now and in the future.

“AT&T has a strong local presence in all the markets where we do business, so it can provide the globally consistent and scalable solutions we need around the world.”

- Huang Jianxiong, Vice General Manager, Information Technology Center, Air China

“We are delighted to be working with AT&T as we expand our international operations because AT&T has an unrivalled reputation globally for quality and service,” Mr. Huang said. “AT&T also has a strong local presence in all the markets where we do business, so it can provide the globally consistent and scalable solutions we need around the world.”

For more information contact your AT&T Representative or visit us at www.att.com/business.

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