

Press release

## HGC Retail Cloud enables enterprises to boost sales and marketing power

*Cloud-based solution provides surveillance, audience analytics and management of shop signage*

**Hong Kong, 19 January 2015** - Hutchison Global Communications Limited (HGC), the fixed-line division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today announced launch of HGC Retail Cloud, an integral part of HGC Cloud.

Tailored to the retail industry, the solution comprises Cloud Surveillance, Cloud Audience Analytics and Cloud Signage services, and enables enterprises of all sizes to save on manpower, while minimising investment in software and hardware used for monitoring and running a business. HGC Retail Cloud provides greater sales and marketing power.

### Developing vertical cloud services tailored to specific industries

A study reveals that public IT cloud services spending will exceed US\$127 billion in 2018<sup>1</sup>. As part of this trend, HGC has been developing a "Telecom Cloud" to cope with market needs arising from the big data era. Our cloud proposition is based on advanced and robust infrastructure, world-class data centres, abundant bandwidth and extensive network coverage. The resulting Infrastructure-as-a-Service (IaaS) and Software-as-a-Service (SaaS) offerings have been meeting business needs in horizontal fashion. A further development has been to transform Software-as-a-Service into Solution-as-a-Service, which is seeing HGC customers benefiting from more rounded offerings that include equipment and a network capability, in addition to software.

In response to rising demand for specialised cloud services, HGC has been developing vertical cloud solutions, of which HGC Retail Cloud is a prime example. This enables retailers of varying sizes to reap the benefits of secure and convenient capabilities from the HGC Cloud stable of services. Other vertical cloud projects on the HGC drawing-board include solutions for the logistics, financial and transportation industries.

HTHKH Chief Operating Officer Jennifer Tan said: "Given the huge development potential held by cloud computing, we are tailoring solutions to specific industries and their unique requirements. After launching HGC eduCloud dedicated to Hong Kong's education sector, we have worked tirelessly to evolve the concept, which has now given rise to HGC Retail Cloud. This comprises various cloud solutions to suit the retail industry, enabling outlets to enhance business flexibility and boost competitiveness."

### Retailers can now keep up to speed with market dynamics

Applicable to enterprises of all sizes, the three HGC Retail Cloud components are:

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<sup>1</sup><http://www.idc.com/getdoc.jsp?containerId=prUS25219014>

- **HGC Cloud Surveillance**

Outlets throughout multiple locations can be monitored on PCs or mobile devices running real-time video captured by IP cameras. Recorded footage is stored by a network video recorder and synchronised with cloud storage every 15 minutes. This means video material can be retrieved swiftly if footage has been damaged. Email and mobile alerts are sent automatically if cameras detect unusual motion, thereby enabling staff to take immediate action to minimise loss or damage.

As well as performing a security function throughout shops and stores, HGC Cloud Surveillance enables management to monitor quality of customer service performed by frontline staff, and observe behaviour among shoppers. This opens up opportunities to improve service quality and develop sales strategies.

- **HGC Cloud Signage**

Management of multimedia content throughout an entire chain of stores, or network of branches, can be conducted on a cloud platform on an “anytime, anywhere” basis via an Internet browser. Retailers can now launch promotional offers, update prices and refresh or renew information on products and services throughout dispersed outlets from one place, in one go. Never before has it been so easy to respond so rapidly to retail dynamics.

- **HGC Cloud Audience Analytics**

Inconspicuous sensors in promotional materials gather information that is automatically processed to produce shopper metrics such as number of viewers, gender, demographics, dwell time and time of day. Resultant data is synchronised with cloud storage and presented in easy-to-absorb dashboard format.

This service eliminates the need for manpower to collect and analyse data, while boosting a retailer’s knowledge of viewer reaction to promotional messaging. All such data can be used to devise marketing strategies and more effective product displays.

Cloud Audience Analytics technology can be applied to digital signage to trigger targeted advertising after identifying a shopper’s gender.

### **Flexible tariff plans and low investment threshold**

HGC Retail Cloud enables IT professionals, management, marketers and merchandisers to run operations with comparative ease. The solution is particularly suitable for outlets with a substantial traffic flow and multiple sales locations. These could include fast-food shops, jewelry stores, travel agencies, fashion boutiques and cosmetics stores. HGC provides flexible monthly packages to suit SMEs and start-ups. For example, the investment threshold is relatively low, with monthly fees as low as HK\$600<sup>2</sup> over a contract period of 24 months.

Other HGC cloud activities have included launch of bizCloud, enterprizeCloud and ibizCloud IaaS offerings to provide customers with local and overseas servers, storage and firewall services - all from the cloud. Meanwhile, Solution-as-a-Service launches have included Cloud Document Management Service, Hosted Exchange Email Service and Cloud Video Conferencing. For more details on HGC Cloud, please visit <http://www.hgcbiz.com/Category/Cloud-en.html> or call 2128 6668.

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<sup>2</sup> Requires payment of one-off installation fee.

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**About Hutchison Global Communications Limited**

Hutchison Global Communications Limited (HGC) owns one of the largest fibre-to-the-building telecommunications networks in Hong Kong. Since establishment in 1995, it has been fully committed to building its own optical-fibre network infrastructure and introducing advanced facilities. Coupled with its four cross-border routes integrated with all three of mainland China's tier-one telecommunications operators and world-class international network, HGC provides a comprehensive range of fixed-line telecommunications services locally and overseas. HGC is a subsidiary of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code: 215). HTHKH is a leading integrated telecommunications service operator, offering mobile and fixed-line services to local and international customers.

For more information on HGC, please visit [www.hgc.com.hk](http://www.hgc.com.hk). For more information on HTHKH, please visit [www.hthkh.com](http://www.hthkh.com).

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