



## CASE STUDY

# Blue Moon uses DYXnet's MPLS network solution to take steps towards smart production

### Industry

Manufacturing Industry

### Customer Needs

- To ensure continuous, stable and reliable operations of various business systems
- To realize QoS intelligent allocation and guarantee the bandwidth of key business systems
- To relieve the pressure on the exit gateway of the headquarters to avoid paralysis of the entire network
- To enhance the bandwidth so to support the online campaigns for domestic e-commerce festivals (e.g. Double 11, Double 12, etc.)

### Solution

DYXnet MPLS Network Solution

### Core Benefits

- Enable data exchange between factories and data centres
- Meet the network requirements of Blue Moon's key business systems
- Low-latency, highly reliable service ensuring continuous, stable, and reliable system operations.
- Reduce costs and improve production efficiency

### Customer Quote

"Blue Moon has adopted DYXnet's MPLS network services since 2015 for the interconnection of 4 factories, 3 branches and the IDC in China. The strong technical capabilities and quality services provided from their team has contributed to our improved operation efficiency. Also, their tailor-made solutions and after-sales services with timely responses & follow up help to build our confidence in them. It is with my great pleasure to recommend DYXnet to others."

IT Department of Blue Moon



### About Blue Moon

Founded in 1992, Blue Moon is a leading provider of home cleaning solutions in China with more than 64 categories of products under the brand. Its liquid laundry detergent and liquid soup have had the largest market shares for 11 and 8 years in a row, and ranked the first by China Brand Power Index for 10 consecutive years.

### Business Challenge

The point-to-point dedicated line between the headquarters and factories adopted by Blue Moon in the past has major problems in network scalability and manageability due to high deployment costs and difficulty in implementing redundancy.

While Blue Moon is moving towards smart production, they have higher demand on data transmission and network access. Due to the business growth, the network is overloaded during business peak season which affects their production efficiency.

### Tailor-made Comprehensive Planning

With more than 20 years of extensive experience in providing communication services and network solutions in Greater China, DYXnet share commonly faced problems in digitalization with Blue Moon. DYXnet can also provide Blue Moon with application system analysis reports and consultancy service in accordance with its monthly bandwidth usage, helping Blue Moon to embrace smart production.

Considering that Blue Moon needs to cope with the increased bandwidth usage for domestic e-commerce festivals and live campaigns (such as Double 11, Double 12, etc.), DYXnet will establish a stable network infrastructure for the company through its integrated coordination, centralized management and control, rapid response, and development change services. Based on Blue Moon's actual bandwidth requirements, the bandwidth of IP SEC VPN is temporarily increased to cope with bandwidth bursts, supporting Blue Moon for the sales breakthroughs during the e-commerce festivals.

## DYXnet's MPLS Product Advantages

- **Safe, reliable, and flexible wide area network**  
DYXnet's world-class MPLS core network is equipped with comprehensive network infrastructure/built-in backup and extensive coverage; flat network structure, which can be expanded quickly to support the production business of its customers
- **Low latency, high reliability, high availability for key businesses**  
DYXnet provides different tiers of tailor-made private network services according to the application programme, usage, and business requirements so that dynamic adjustment can be realized, and therefore ensure high productivity, transmission speed and usage efficiency of your private network connection.
- **7x24 hours comprehensive operations and maintenance support**  
DYXnet provides different levels of support for its enterprise users, including round-the-clock monitoring of network operation status and related security conditions, providing its customers with the best solutions in real time, as well as complete and accurate network monitoring reports, network traffic reports, etc.
- **Service compliance**  
DYXnet is among the first batch of ICT service providers in Greater China to obtain ISO/IEC 27001:2013, ISO/IEC 20000-1:2018, and ISO 9001:2015 that reinforce the high standards of its information security, IT service management, and quality management, respectively. It also possesses nation-wide private network service business licenses.

## Why Choose DYXnet?

With the increase in the number of factories as well as traffic flow, it creates significant pressure on the export gateway of Blue Moon's headquarters, which is likely to cause the paralysis of the entire network. At the same time, the company's various business systems rely heavily on the network, making it difficult to ensure continuity, stability, and reliability of the systems.

Riding on its extensive MPLS network solution and customer services, DYXnet offers point-to-point one-stop service with guarantee on secure data transmission link of Blue Moon and 24-hour network management and technical support.

## About DYXnet

Right from its establishment in 1999, DYXnet has been specialized in providing premier enterprise network solutions in Greater China. The Group delivers Multiprotocol Label Switching (MPLS), Software-Defined WAN (SD-WAN), Internet Access, Data Centre Services, and Network Security Solutions to over 1,700 enterprise clients via efficient provisioning capabilities in numerous cities throughout Greater China and the wider Asia-Pacific region. In response to the evolving needs of its ever-growing customer base, DYXnet enlarges its product portfolio to further deliver enterprise cloud and SaaS solutions.

With its outstanding performance in delivering secure, stable, and comprehensive network services, DYXnet Group is the first batch of ICT service providers in Greater China to obtain several ISO international certifications including ISO/IEC 27001, ISO/IEC 20000, and ISO 9001 that reinforce the high standards of its information security, IT service management, and quality management, respectively.



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