



CHLITINA
克丽缇娜



CASE STUDY

CHLITINA's Successful Integration of DYXnet's Hybrid Computing, Network, and Cloud Solutions Transforming Business with Robust Digital Infrastructure

Customer Industry

Beauty Industry

Customer Needs

- A stable IDC computing infrastructure is essential for the marketing system.
- A high-performance network is needed for real-time supply chain data connectivity during back-end construction.
- Efficient connections between the public cloud and back-end systems must be established quickly during front-end construction.
- Continuous 24/7 infrastructure operation and maintenance services are required for stability during store standardization.

Adopted Solution

- DYXnet IDC Computing Solution, MPLS VPN, and Cloud Connect

Core Benefits

- Private cloud architecture with DYXnet IDC ensures stable interconnection for CHLITINA, meeting high core system standards.
- MPLS VPN supports back-end construction and data management for the beauty industry.
- DYXnet Cloud Connect enhances online and offline sales collaboration.
- All-the-clock service operation drives digital upgrades and service improvements for CHLITINA stores.

Customer Quote

"DYXnet provides MPLS VPN and private cloud services for CHLITINA's headquarters and branches. They have consistently delivered stable performance and efficiently addressed fault reports, meeting the high standards set by the listed company for core system stability. We will maintain a close partnership with DYXnet."

—Senior Director of Information Center,
CHLITINA

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About CHLITINA

CHLITINA was founded in Taiwan in 1989 and entered the mainland Chinese market in 1997. It became a listed company in 2013. As a renowned skincare brand, its products are made with pure, natural plant-based ingredients, following the philosophy of "medicine-based, beauty-focused" to create a skincare system encompassing three treatment courses and 22 product lines, earning widespread consumer acclaim. As of 2021, CHLITINA operates nearly 5,000 stores worldwide, including 4,721 in mainland China, making it a leader in China's chain beauty industry.

Business Challenges

After its IPO in 2013, CHLITINA implemented digital management systems like SAP, highlighting the need for a stable digital infrastructure. Building such infrastructure was costly and posed scalability challenges, particularly as the company expanded into mainland China in 2015, where it encountered collaboration issues due to public network latency and instability. The launch of its O2O system coincided with the restructuring of the IT team, which required the rapid deployment of a complex network architecture, placing significant demands on time and expertise.

Enabling Digital Transformation

With its professional ICT service capabilities, DYXnet has provided a wide range of services to CHLITINA:

Digital Infrastructure Construction: We offered one-stop cloud and network services to CHLITINA, helping them deploy their management system in a Taipei IDC data center and build a private cloud architecture. Using MPLS VPN and Cloud Connect, we established stable connections between CHLITINA's headquarters, branches, and factory in Shanghai, ensuring efficient collaboration across their public and private cloud systems.

Back-end System Network Support: DYXnet supported CHLITINA's back-end system development with its MPLS VPN network, ensuring stable connectivity and reliable operational support. This enabled real-time communication between supply chain data and the group's ERP, application platform, and big data systems, ensuring smooth IT operations at the factory. This support was crucial for tracking unique identification codes for beauty products, managing pipeline control, and verifying consumer authenticity.

Cloud Connect Service for Front-end: CHLITINA adopted DYXnet's Cloud Connect solution for its front-end digitalization. This "one network to multiple clouds" service enabled seamless integration between CHLITINA's public cloud application systems and its middle and back-end systems deployed in the Shanghai IDC private cloud. This facilitated efficient collaboration for online/offline order promotion, sharing, recommendations, and settlements with franchise stores.

Digital Infrastructure Operation Services: DYXnet provided 24/7 digital infrastructure operation services and rapid response support for CHLITINA to enhance its store standardization and digital operations, establishing a robust base for business growth.

DYXnet's Solution Advantages

- **MPLS VPN**

DYXnet VPN spans over 700 cities globally, offering stable and reliable network services through a robust mesh architecture and advanced redundancy systems. Additionally, DYXnet provides 24/7 network monitoring and custom reports upon request, ensuring smooth network operations..

- **Cloud Connect**

DYXnet collaborates with top cloud service providers like Ali Cloud and Volcano Engine to offer Cloud Connect services, enabling enterprises to access multiple clouds through a single network and establish a hybrid cloud architecture.

- **IDC Computing Power**

DYXnet's parent company, VNET, operates over 50 data centers across 30 cities, housing 52,250 cabinets. With a network capacity of over 4T and 1T in high-speed cloud dedicated lines, DYXnet provides full-stack services, including IDC cabinet hosting and bandwidth export, showcasing how digitalization can enhance efficiency and reduce business costs.

- **Network Operation and Maintenance Service**

DYXnet offers a 24/7 operation and maintenance service that provides significant advantages, enabling customers to monitor their network status at any time and receive custom operation reports upon request, ensuring the smooth functioning of their networks.

Why DYXnet?

As the market rapidly evolves, customer consumption habits shift, and innovative marketing models emerge, CHLITINA has adapted to these changes through multiple stages of upgrades. DYXnet has been instrumental in this process. The professional services, which include back-end system development, front-end business expansion, network and private cloud hosting, and responsive support, have provided comprehensive support for CHLITINA's business transformation and development at various stages.

About DYXnet

DYXnet is a wholly-owned subsidiary of VNET Group (NASDAQ: VNET) and a leading ICT service provider in Hong Kong and Greater China, offering enterprises one-stop "Cloud, Network, Security, and AI" solutions. Established in Hong Kong in 1999, DYXnet has accumulated over 25 years of expertise in serving corporate clients, and DYXnet is dedicated to tailoring solutions for customers through exceptional technologies and services.

With 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 20000-1, ISO 9001, and ISO/IEC 42001 that reinforce the high standards of its information security, IT service management, quality management, and AI management systems respectively. DYXnet is also one of the first official members of the China Cross-border Data Telecommunications Industry Alliance and one of the first SD-WAN service standard drafting units.

For more information about DYXnet, please visit the official website at www.dyxnet.com.



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