



THE STORE IS EVERYWHERE

To address larger segments of its audience and to remain the premier men's clothing line provider, this retailer understood that they needed to transform their network. They chose VIVA SMOAD to become responsive, efficient, dynamic and simplified. Learn how this clothing retailer made use of SMOAD to delight its customers.

Problem Definition

Company

The retailer is one of India's favorite menswear brand. It has 100+ own retail outlets and its merchandise is also available in 600+ multi-brand outlets across India. It has been in existence since 1990 and millions of men have trusted them to look trendy and fashionable.

They also deal with accessories and other fashion paraphernalia to go with their clothing line.

This retailer has 100+ outlets of its own and its merchandise is also available in 600+ multi-brand outlets in the country. They have their design, production and warehousing in the outskirts of Chennai with their own outlets in Chennai and Bangalore.

They had their ERP and CRM applications housed in a physical data center and their corporate offices were connected by MPLS. All their retail outlets were using Broadband connectivity. They also have online presence with the same merchandise being displayed and sold there.

As a retail organization, they were completely focused on customer experience and they were finding their existing network infrastructure limiting from many angles. They decided to look at a solution to address their ever-growing needs and support their future growth. The ability of the retail stores to access business applications was completely dependent on the network connectivity at that point in time and was bringing in a lot of inefficiency. They did extensive research and zeroed in on their needs:

- Ease of deployment and management
- Enables faster turn-around time of transactions
- Reduced configuration times
- Small in-house IT staff to manage the network easily



Solution selection: VIVA SMOAD

Software-defined Mobile Aggregated Data

The retailer made the strategic decision to migrate to an SD-WAN solution and decided to go with VIVA SMOAD. It satisfied all their needs in terms of deployment, management, configuration, turn-around times and the ability to manage the network with a small team.

VIVA SMOAD provided them with the ability to do centralized management with outcome-driven networking. It also provided the customer with traffic shaping QoS to prioritize one form of traffic over others like PCI transactions, accessing backend cloud applications etc. SMOAD was implemented at all their retail locations in addition to their corporate offices. This also has redundant mobile data to ensure 100% SLAs when it comes to connectivity.

We began with a POC at a couple of their retail stores and their corporate office. Once it proved successful, this was rolled out across all their retail outlets. VIVA also enabled bandwidth at many of their locations where they didn't have stable Internet connectivity and in some remote locations, we managed it with the mobile aggregation feature of SMOAD.

Each of the SMOAD devices were pre-configured and the implementation at the retail locations took about an hour with SMOAD Edge at each of the locations with 4G mobile data backup. Then they slowly eased out their expensive MPLS infrastructure upon expiry of contracts.

Challenges

- 1 Retail outlets needed faster Internet and access to business applications with no downtime
- 2 Faster transaction processing for customers at the retail outlets
- 3 Access to customer information quickly at retail outlets
- 4 Heavy responsibility and load on their small in-house IT staff as they were managing heterogeneous networks
- 5 High cost of network infrastructure

Advantages

- 1 Transaction – ready at all times with 100% bandwidth availability
- 2 Addition of new stores to the network is done in minutes as opposed to days and weeks
- 3 Ability to access online while at the retail store and access to inventory at all locations provided the ability to offer better customer experience
- 4 Traffic shaping that improved performance across the network
- 5 Video-on-Demand feature letting stores run promotions on-the-fly



Benefits of this solution

- 1 24x7 transaction readiness
All the retail locations are able to process transactions in real-time by connecting with their backend systems seamlessly. This is probably the only solution that guarantees 100% SLA when it comes to data with its mobile LTE backup
- 2 Highly scalable
Plug 'n' play is how we would describe implementation of SMOAD at retail locations. You plug it in and you are good to go in minutes.
- 3 Offline-online
When you don't find what the customer is looking for offline, you can get on to the online channel and get the order processed. In addition, access to inventory across retail locations ensures availability of information to help customers choose what they like
- 4 Improved performance
Traffic shaping allows critical traffic to flow easily in the network due to allocation of priorities and never do you see data speed stuttering at any point
- 5 Promotion ready
Outlets are promotions ready with SMOAD supporting Video-on-Demand
- 6 Analytics
Provides you with advanced analytics on many different parameters

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