

Retail Case Study

2nd Largest Retail Bookseller in the US with 260 locations, chose AireSpring to update its Network Infrastructure with state-of-the art Connectivity, UCaaS, SD-WAN & Security.

AT A GLANCE

Company Profile:

Second largest bookstore chain and toy retailer in USA, with more than 260 retail and office locations in 32 states and the District of Columbia. Large eCommerce website. Revenues in excess of \$500 million. 2,200 employees.

Challenges:

Outages that impacted retail stores drove home need to replace aging copper-based network that could no longer serve company and support further growth.

Needed a more secure, reliable, higher bandwidth network capable of supporting modern SaaS applications, UCaaS, video meetings, SMS communications, processing more credit card transactions, and online collaboration.

Needed to improve network security posture blocking malware and ransomware attempts across retail enterprise and eCommerce websites.

Objectives:

- Replace legacy voice and data network
- Source & deploy leading-edge solutions to serve needs of each location and HQ
- Update communications technology across organization
- Improve Network Security
- Eliminate vendor sprawl

Solution:

- Redesigned state-of-the art voice and data networks
- Broadband and multigigabit DIA for primary connectivity with 5G/4G/LTE backup for retail stores & HQ
- Installed Fortinet NG firewall security with SD-WAN
- Deployed 729 UCaaS users across all locations
- Added AireALERT 24/7/365 Monitoring & Alerting System

Benefits

- Improved internet connectivity with cost savings of 30 to 45% across 200-plus locations
- Offloaded 80-90% of all phone calls to an auto attendant
- Significant decrease in network downtime
- Reduced vendor management with one point of contact and one bill across 260 locations



Cost savings

of 30 - 45% across 200+ locations



80-90% of all phone calls to an auto attendant



Significant decrease in network downtime



Reduced vendor sprawl