

“Thanks to Fujitsu, our stores now have a modern and managed WLAN and LAN infrastructure. On this basis, we can provide our customers with comprehensive free and high-performance Internet access.”

Arno Schwarz
Manager Store Solutions
s.Oliver Bernd Freier GmbH & Co. KG



Fujitsu designed and implemented a comprehensive managed WLAN and LAN solution in 185 s.Oliver stores, tailored specifically to individual customer needs.

At a glance

Country: Germany
Industry: Apparel
Founded: 1969
Website: www.soliver.eu

Challenge

As part of a digital business strategy, s.Oliver planned to upgrade its entire LAN and WLAN network infrastructure, including cabling, in 185 stores in Germany to thereby offer its customers a special service.

Solution

Fujitsu designed a comprehensive managed WLAN and LAN solution and modernized the cabling, LAN infrastructure (switches) and access points in the individual stores. The solution ensures free WLAN for customers and also acts as a flexible multichannel business platform.

Benefit

- Provision of a modern and comprehensively managed WLAN and LAN infrastructure
- Free and high-performance Internet access for customers in all stores
- Flexible, modern and high-performance business platform for multichannel sales in the stores and individual marketing measures
- Central management of the solution via the Fujitsu Network Operation Center (NOC)

Customer

s.Oliver Bernd Freier GmbH & Co. KG is a German clothing manufacturer and retail chain operator headquartered in Rottendorf, Bavaria. Founded in 1969, the company has grown from a retail business to one of the biggest international fashion and lifestyle enterprises. The fashion chain owns and operates 289 stores and sells its brand-name products in more than 20 countries, including Germany, Austria, Switzerland, the Netherlands, Belgium, Greece, Spain, Croatia, Italy, Canada and India. s.Oliver employs more than 7,000 people worldwide.

Products and Services

- Consulting, design and development of an individual WLAN and LAN solution
- Project control, implementation and transition management
- Provision of a guest WLAN access
- 24x7x365 real-time monitoring
- 8x5 operation of the decentralized WLAN infrastructure
- 24x7 operation of the central components in the data center infrastructure
- Incident, change and escalation management



Focusing on the customers' digital needs

To prepare itself for the challenges of the future, the s.Oliver Group relies on a modern, digital store concept. The objective is to make the fashion chain ready for digitalization and expand its e-business capabilities. As part of the company's digital strategy, customers should be able to comprehensively access a high-performance WLAN in all retail stores. In doing so, s.Oliver wants to offer its clientele a special service and set itself apart from the competition. "By providing guest access, we want to place a stronger focus on our customers' digital needs and incorporate them better into the sales processes," explains Arno Schwarz, Manager Store Solutions at s.Oliver.

To implement this plan, the entire LAN and WLAN network infrastructure, including cabling, had to be upgraded in 185 selected stores in Germany. For this purpose, the company needed a reliable and expert IT partner. The goal was to manage the complete network environment in the stores. The IT managers therefore went looking for an experienced full-service provider who could cover the entire range of services, including consulting, design, component selection, implementation and support. "Fujitsu's extensive expertise was what convinced us. Our partner's many references in the managed WLAN field were also a crucial factor in our decision to hire them," confirms Arno Schwarz.

Designing and implementing a managed WLAN solution

The Bavarian fashion provider thus engaged Fujitsu to design and implement a comprehensive managed WLAN solution, including virtual store coverage. The service package includes, among other things, the selection and procurement of all hardware and software components, professional project support as well as the installation and configuration of all offered solution modules. Fujitsu acts as the general contractor for the project. In partnership with GDBK, the Fujitsu experts modernized the entire cabling in each individual store and installed 185 switches and 448 WLAN access points. MR33 devices manufactured by Cisco MERAKI were used. Fujitsu and its partner, m3connect, which is responsible for the guest WLAN access, also provide additional services. These include qualified support via a central fault reporting process, regular software updates and patches, professional hardware maintenance as an on-site service and complete documentation of the implemented solution. If a fault occurs, the integrated services make it possible to respond to the problem and restore the systems based on the service level agreements.

The environment is managed through the Fujitsu Network Operation Center (NOC), which is operated in Germany. This facility ensures smooth operation of the entire infrastructure, thanks to continuous 24x7x365 monitoring. The proactive monitoring enables most problems that arise to be corrected even before the customer becomes aware of them. Clearly organized dashboards transparently visualize all processes related to controlling and managing the access points and switches. In addition, reports are drawn up, which show important parameters such as power consumption and data throughput. They also clarify which applications are used by the visitors on which clients and in which stores. All data is collected anonymously, ensuring compliance with all data protection provisions.

Comprehensive Internet access for store customers

"Thanks to Fujitsu, our stores now have a modern and fully managed WLAN infrastructure. On this basis, we can comprehensively provide our customers with free and high-performance Internet access. The experts addressed our requirements and needs in detail and have implemented them one-to-one in the solution," says Arno Schwarz. Another benefit is that the WLAN solution also functions as a comprehensive multichannel platform and permits the smooth integration of in-store retail and online business lines. The employees can thus provide their customers with flexible and mobile advice, using tablets. For example, they can check whether the desired item is available online or in a different store and can also order it right away if the customer so desires. s.Oliver also plans to use the solution for anonymous analysis of customer data and thus for strategic advertising campaigns in the future. "Our partners Fujitsu and m3connect have provided exemplary support for the project. The WLAN solution enables us to effectively implement our digital business model, strengthen customer loyalty and perform high-quality data analyses," Arno Schwarz concludes.

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Get in contact with a sales representative at: cic@ts.fujitsu.com

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