NTT

Wolford | Europe | Austria | Retail | Digital Infrastructure

Wolford relies on a cloud-based network platform to boost IT efficiency

At a glance

Which services?

- Consulting, Professional, and Support Services

Which technologies?

Cisco Meraki cloud services with the following components:
- MX Security Appliance
- MS Switch Platform
- MR Wireless Access Points
- Cloud-based solution for the retail sector
- Secure guest WLAN
- Cloud-management of allocations worldwide
- Auto VPN (site-to-site)
- Client VPN
- Central reporting

Which partners?

- Cisco Meraki

[[Wolford]]

'The implemented cloud-based network platform for retail is reliable, easily scalable, and secure. What we found particularly convincing was the proactive security management.'

Kurt Gobber, Director Corporate IT, Wolford

Why Wolford needed a centralized IT management platform

In response to the need for digital transformation, Wolford is creating a foundation for current and future IT processes, with a modern and scalable infrastructure. In parallel, they are ensuring that the shopping experience is not left behind and to accomplish this they have deployed free Wi-Fi in their boutiques.

How Wolford benefits from their Wi-Fi platform

When deciding on a network platform, Wolford prioritized reliability, scalability, and security. The Wi-Fi platform has, over three years, delivered as promised and allowed employees to connect seamlessly from anywhere.

What the solution empowered Wolford to do

The Wi-Fi solution that Wolford deployed to their stores enhanced the level of customer service and provided them with the ability to manage the service and control how people used the network.

[Read more] [Read more] [Read more]

Disclaimer: The work described in this case study was performed while the company was known as Dimension Data.

'Thanks to the global network, we could install and configure the service in 140 boutiques across the world in less than six months.'

Kurt Gobber, Director Corporate IT, Wolford

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Wolford is market leader in the area of luxurious legwear, bodywear, and exclusive lingerie. The company is headquartered in Bregenz, Austria and sells its products in around 60 countries in more than 265 mono-brand boutiques, in addition to its online store and other retail partners.

The exclusive sales advice and customer experience in the boutiques is a key element of their business strategy. Free Wi-Fi was an essential part of creating a positive customer experience in the boutiques, but they wanted to be able to control the service centrally from their headquarters.

Taking into consideration the increasing number of users, the need for a secure solution and the desire for a transparent view of the network, they decided to go with a cloud-based network platform.

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In 2015 Wolford installed Meraki in its 140 boutiques across the globe. The key idea was to offer customers an exclusive additional service, with free Wi-Fi in the retail locations.

From the outset the configuration and management of the devices is taken care of centrally from the Bregenz office.

One of their requirements was the complete separation of the company network and the internet access provided to customers. This ensures that the company's network remains secure and that performance is not impacted.

Part of the requirement was that the network was easy to access and that different devices such as laptops, smartphones, and tablets were catered for.

The new wireless network solution also allows employees to log on to the company network and work as if they were in the office.

What the solution empowered Wolford to do

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The cloud-based network solution provided by Meraki allowed Wolford the objective to offer customers free Wi-Fi in a secure and easy way.

One of the most appreciated features is the ability for customers to log onto the network through a Meraki-hosted site which complies with Wolford's brand guidelines and can redirect customers to Wolford's site.

The company is able to monitor user behaviour in real-time and quickly adapt the network according to used device or user group, as well as creating guidelines or traffic policies.

They are also able to push security updates to the network devices, minimizing security risks.