



CASE STUDY

THE CHALLENGE

Prior to contacting Daisy, The Entertainer's retail stores and head office were linked via dial-up public internet connections. Due to expansion and a desire to protect the large volume of sensitive data traversing the network, the business sought to create a faster, more secure, always-on network across its geographically dispersed locations. As a key objective, Daisy was to deliver a solution that removed single points of failure, ensuring the business could operate effectively in the event of primary line failure.

THE SOLUTION

In collaboration with Comms365, Daisy refreshed The Entertainer's MPLS Virtual Private Network (VPN), upgrading store DSL access circuits, retaining head office Ethernet bearers and increasing core internet access bandwidth.

To deliver store resilience, each Cisco router features an embedded 'roaming' SIM, providing the business with seamless, automated failover to 3G should either the PSTN or ADSL service fail. While operating on 3G, each store remains part of the corporate MPLS network, with each SIM accessing the 'best available' network, dependent on location and coverage. All connections within The Entertainer MPLS network also feature the 'Highlight' service, which presents a full picture of circuit utilisation, health and availability.

THE RESULT

Despite an installation period for the primary DSL service, The Entertainer was able to benefit from the solution's connectivity immediately, thanks to the innovative 3G element. The routers also allow the business to provide Wi-Fi functionality to customers at selected stores. Implementing the 'Highlight' tool has provided invaluable 'management to management' information for The Entertainer, conveniently presented in a simple, graphical format. The application allows the retailer to measure existing ROI and to make informed decisions when budgeting, planning or resolving issues in real time.

"Planning was smooth bearing in mind it was new technology and we had to incorporate changes during that time. Taking the opportunity to renew our ADSL commitment has allowed us to take advantage of faster, lower priced connections. Following the upgrades from Daisy, we have experienced a significant improvement in reliability across all of our stores. It means that we can operate more efficiently across the business, safe in the knowledge that the network connection won't let us down"

Ian Pulsford, Head of IT at The Entertainer