



CASE STUDY

RETAIL DX 2.0

**High Speed network to deliver High-Tech
customer experience**

The Customer

Headquartered in Mumbai India our customer tops the Indian Fashion and Retail landscape with +1200 retail stores spread across multiple brands operating in +90 locations. With over 65000 employees the company's revenue stands at ₹2,552 cores (US\$380 million) FY 17 Q1.

Well-known for all its brands across stores and on e-commerce platforms the company wanted to redefine its legacy WAN ecosystem with Next-Gen cloud defined networking solutions.

The customer knew transformation to digital holds the key to remain competitive and retain its reputation as a leader in the Indian fashion and retail industry. To meet the demands of the cloud era and to ensure enhanced customer experience both in store as well as online the company decided to undergo a network transformation to become dynamic, responsive and efficient.





The Challenge

Each store has different applications, including Point of Sale, which was linked back to one of its two data centers and to the Internet. The ICT was operating the WAN environment using mix of MPLS and VPLS private circuits from a variety of carriers. All stores have some limited Internet connectivity. **Annual spend on WAN circuits exceeded 5.8 crore per year.**

Leading WAN challenges

Challenge 1: Cost

- Reduce OPEX via automation, rapid provisioning, and improved traffic prioritization through a Centralized Administration.
- Reduce Cost incurred from expensive WAN circuits- MPLS/VPLS

Challenge 2: Improve Application Performance

- Improve In-store application performance including all point of sales (POS), guest Wi-Fi, voice each with different topology

Challenge 3: Security

- Secure even the most remote of stores against malware and other network-based attacks

Challenge 4: Bandwidth

- Use locally available internet to reduce the bandwidth cost at retail stores
- Faster return on investment for WAN bandwidth by prioritizing business critical applications





Key buying considerations

Aware of SD-WAN, the customer was looking for a solution that would allow them to connect users to applications, from any location to the datacentre or the cloud particularly across India's diverse geography from large cities to the smallest towns. A network that provides flexibility of service provider at each branch, security with FIPS compliant encryption, centralized policy control, enhanced network performance with active link monitoring and dynamic QoS aware traffic steering.

The Customers buying criteria for SD-WAN solutions included –



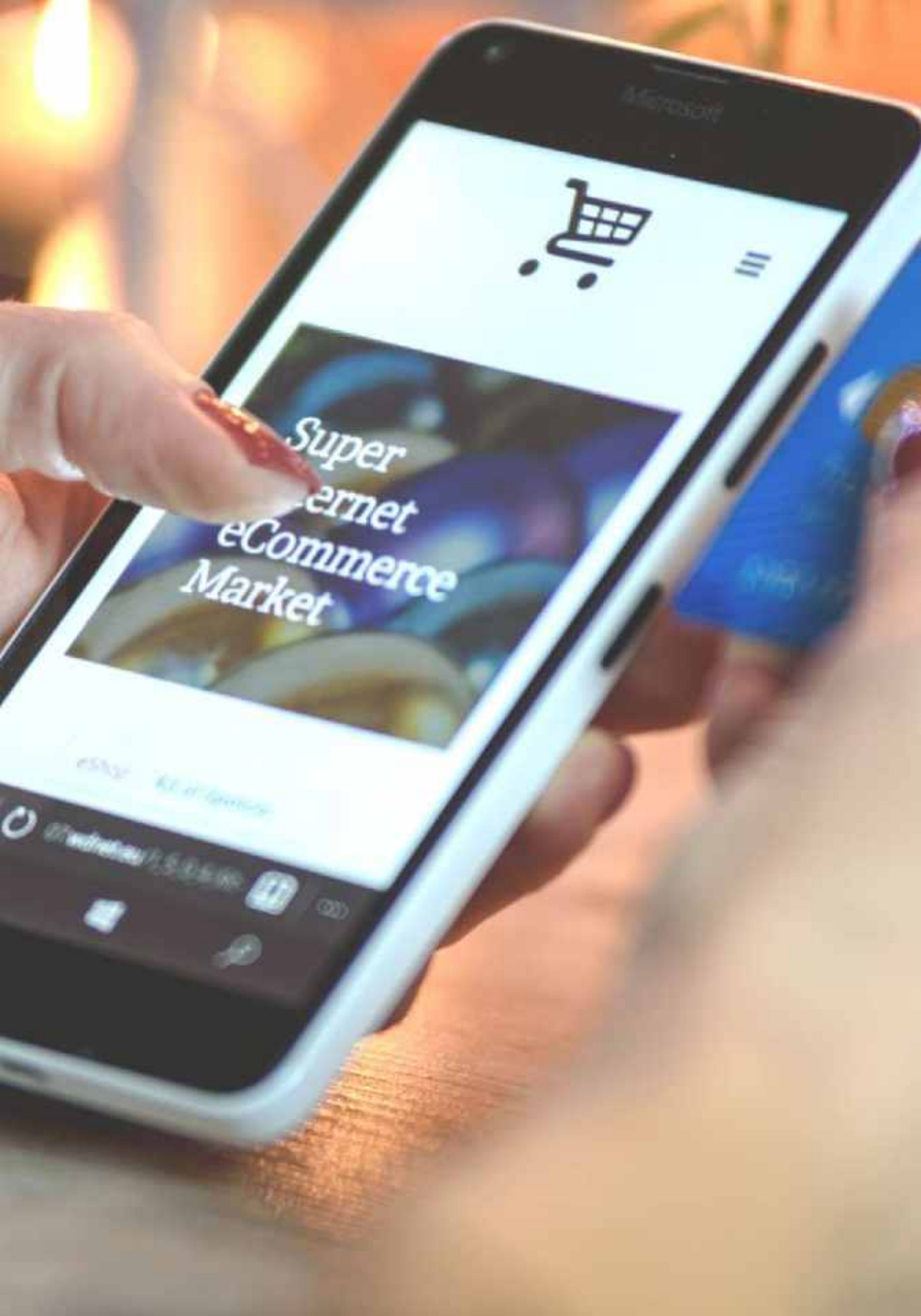
Dynamic Multipathing

- The solution should Automatically detect application traffic's sensitivity quality or capacity of WAN, Network Scores and automatic selection of best link based.
- The solution should be able to perform asymmetric and symmetric enterprise traffic steering between the hub and the spoke using quality-based WAN path selection.
- The solution should balance Application flow across all available WAN links based on the capacity.
- It should be able to use any type of WAN link that is terminated on Internet broadband, wires or wireless, Internet Leased Line or a MPLC Circuit.

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Hybrid WAN

- The solution should be able to use any form of transport link - broadband, wireless, leased point-to-point lines, MPLS, RF last mile.
- Since all kinds of links will be used, the solution should be able to perform automated, dynamic link selection using real-time analysis of link metrics.



- The solution should be able to leverage advanced form of network probes so that the WAN is not choked because of measurement and metric traffic.
- It should be able to use a form of measurement that allows us to compare different ISP links in the same way.

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Network Segmentation

- The solution should allow create new network paths, and segments on the fly from a central console making deploying new apps and services for DX seamless.
- The solution should allow keeping the same configurations when the WAN link changes.
- Given that a lot of broadband will be used at stores. The solution should provide maximum security and seamlessly manage keys, encryption methods.
- The solution should allow us to create all kinds of network topologies - from simple store-to-DC to store-to-store-to-cloud, cloud-to-DC-to-store, the solution should be free of feature licenses and complex protocol configuration.

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LAN Management

- The solution should allow us to manage in-store network from our wide-area store network.
- The solution should allow all other classical stuff to work as well - VLAN. WiFi Guest access etc
- The solution does not neglect any part of the customer's store network needs since DHCP, VLANs, WiFi management will done on the same solution.

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Network Security

- The solution should allow uninterrupted Internet in-store networking.
- It should allow to identify application deployment in real time, and prioritize it without delay Network QoS, Rate limiting in hundreds and thousands of locations makes per-store network management cumbersome.
- The solution should avoid consuming time when applying policies without commit checks and configuration state problems

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Results

The customer found to their delight that answer to all their buying considerations was a resounding YES!! Three distinct features attracted the client towards Lavelle Networks' SD WAN Platform.

Firstly, Network scores - an abstraction which allows measuring and benchmark WAN links across ISPs, Quality & Capacity based automated link selection, Advanced Traffic Steering, and 100% WAN Transport Independence.

Secondly, our User-Intent based Network Policies with blazing fast REST API based Policy management,

and flexible Global-Regional-Local Policy domains, made the customer thrilled at the level of security and policy control we provide. Not to mention its the World's most modern Application Detection Engine where new applications can be added with Zero downtime.

and **Thirdly**, our simple SD-WAN control panel which made network segmentation easy in less than couple of clicks allowing flexible Automated Encryption Key Policies to secure any and all traffic, change the network at will to ALL Network/VPN Topologies, and using our unique VPN-as-a-Path implementation achieved dynamism on a broad band network with zero touch re-configuration.



Here's how Lavelle Networks' SD-WAN solution helped the client within a period of 13 months (as per FY18 Q2 reports)

7X

improvement in store conversions as per FY18 Q2 June 18 reports along 30 % increase in customer satisfaction score.

60%

reduction in capital (new stores) and operational expenditure for the IT team on WAN connecting new and existing stores.

81%

critical business failures caused by WAN earlier were fixed along with improving and managing application performance aligning it with business priorities.

25X

visibility in availability and utilization of bandwidth at retail stores ensured improved IT service and network experience creating more bandwidth per user at a lower cost

" So far SD-WAN is doing wonders, particularly in addressing connectivity issues in extreme rural areas as well as in important urban hubs. We've witnessed a quarterly reduction of WAN cost by 43% FY1 Q1 alongside We're also able to deliver high-tech omni-channel customer experience in stores as well in e-commerce platforms "

- Senior Network Engineer, Retail, APAC



Why Lavelle Networks?

Retail Industry is increasingly finding present WAN architecture slow, rigid and expensive. To respond effectively and efficiently to the digital world Indian retail stores requires SMART WAN.

Lavelle Networks' SD-WAN solution ensure scalability, flexibility and agility in critical store operations and help accelerate in-store experience resulting in improved conversion rates along a lower OPEX. The solution assures

- Ensured Application Performance
- Advanced WAN Security
- Simple and Cost Effective branch Networking
- Integrated Cloud Managed WiFi
- Increased Reliability of Existing MPLS VPN
- Integrated Cloud Management
- Reduced IT Complexity





thank you

Onboard the Network of the future. Experience India's fastest WAN transition.

I WANT A DEMO

I WANT A POC



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