

ENSURING NETWORK AVAILABILITY ACROSS THOUSANDS OF STORES



MAJOR RETAILER CHOOSES OPTANIX

Optanix
proactively
identifies 98.6% of
network incidents
without the need
for stores to
report them

CUSTOMER OVERVIEW

This Optanix customer is a major specialty retailer operating multiple brands throughout North America. The company has thousands of retail stores, making reliable network connectivity a critical necessity. Any network downtime has a direct impact on its in-store sales and also affects its ability to provide superior service to its customers in the increasingly competitive retail space.

CUSTOMER SNAPSHOT

Industry: Retail

Geo: North America

IT Landscape:

- Data network supporting 1000s of stores
- Over 3,700 Cisco network devices
- Multiple carriers

Solution: Optanix RMS

PAIN POINTS

Historically, the company managed its network internally using standalone monitoring tools, but it was growing rapidly and had just acquired a major new retail brand. As a result, it needed to scale its support capabilities and implement a more effective solution for managing its critical network infrastructure. With no IT personnel in its stores, it was imperative that its new service model enabled strong remote support delivery. The company needed to act urgently since its new acquisition was experiencing network outages that were disrupting store transactions.

WHY OPTANIX

The company's immediate need was to ensure stable connectivity for its newly acquired retail brand, so the business partner that supplied its computing, business software and network called in Optanix. Optanix offered a proven platform for managing the company's network, backed by deep Cisco expertise and 24x7 support center coverage. Optanix's carrier management capabilities were also particularly important as the company's stores relied on carrier DSL connections and dial backup for network connectivity.

BUSINESS OUTCOMES

Initially, the company chose Optanix's Remote Management Service (RMS) to manage network connectivity solely for its new acquisition. Optanix RMS is powered by the Optanix Platform, which, upon implementation, immediately identified preexisting network circuit issues that were disrupting store transactions. Optanix engineers then worked with the company's carriers to resolve these issues, creating stable and reliable connectivity to each store.

As Optanix demonstrated its value, the company ultimately expanded Optanix's monitoring and managed services to cover each of its other national brands. Optanix's ability to scale its engagement model and platform was a key enabler for this expansion. As a result, the company has now standardized support across all brands, enabling it to benefit from high network reliability, uniform engagement processes and consistent reporting.

Since then, Optanix has continued to deliver impressive benefits for the company:

- When the Optanix Platform detects a circuit issue, 24x7 Optanix engineering teams proactively engage the affected carrier for resolution. Comprehensive monitoring is also conducted on network devices in each store and verified root cause incidents are immediately raised to the Optanix Support Center for attention. By providing after-hours coverage, Optanix helps to resolve issues before stores reopen – protecting revenues and increasing shopper satisfaction.



- Optanix has worked with the company to create and maintain a consistent runbook that spans its multiple brands, ensuring uniform processes and rapid resolution of network outages.
- At the end of each support center shift – and twice per shift during critical periods such as Black Friday – Optanix produces a comprehensive handover communication that details the status of all active incidents for the company's IT team. Not only does this provide management visibility, it also allows the company to identify and respond proactively to high-impact environmental events such as regional power outages during winter storms.

BUSINESS OUTCOMES CONTINUED

- Detailed reports give the company full visibility of circuit availability and utilization, including historical trends that indicate potential emerging issues. This includes both primary circuits and backup dial access.
- Routine briefings are conducted with the company's IT team to review service history, trends and areas where proactive actions can further improve network availability. Optanix also works closely with the company to quickly facilitate monitoring platform administration and managed service onboarding in parallel with ongoing store changes.

With Optanix, the company now has a robust data network, ensuring its stores have access to reliable data connectivity. Rather than the company waiting for stores to report problems, Optanix proactively identifies and resolves service issues to eliminate or reduce downtime and the business impact it causes. Plus, by using Optanix for 24x7 managed services and carrier management, the company's network support team can cost-effectively support a larger number of stores with fewer staff while also focusing on strategic initiatives.

KEY METRICS

- On average, it takes only 39 seconds for the Optanix Platform to identify, diagnose and report network issues to the Optanix Support Center
- 98.6% of network issues are proactively detected without the company having to manually report an incident
- The Optanix Platform has lowered incident volumes by 99.2%, correlating events and validating incidents to dramatically reduce noise – as a result, the Optanix Support Center focuses on resolving real service-affecting issues rather than chasing false positives

About Optanix

Optanix is the leader in intelligent business service assurance. The Optanix Platform delivers predictive and proactive performance and availability management across hybrid infrastructures, with a focus on real-time communications use-cases. It is available as a standalone solution or as the engine behind Optanix's managed service offerings.

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