Major Retailer Ensures Network Availability Across Thousands of Stores

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

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.

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 the Customer Chose 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 24×7 support center coverage. Optanix's carrier management capabilities were also particularly

Reliable Networks

important, since the company's stores relied on carrier DSL connections and dial backup for network connectivity.

Initially, the company chose Optanix's IT Management-as-a-Service (ITMaaS) to manage network connectivity for its new acquisition. As Optanix demonstrated its value, the company 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, allowing it to benefit from high network reliability, uniform engagement processes and consistent reporting.

How Optanix Has Delivered Success

Optanix's managed services delivered immediate value to the company, allowing it to dramatically reduce network problems for its new acquisition. The Optanix Platform 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.

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

Highlights

Customer Overview

- Major North American retailer
- Data network supporting 1000s of stores
- More than 3,700 Cisco network devices
- Multiple carriers
- 10 IT team members have full access to the Optanix Platform

Why Optanix?

- Comprehensive device and circuit monitoring
- Proven platform and deep Cisco expertise
- Carrier management capabilities
- Scalable platform and effective engagement model for remote service delivery

The Results

- 39 seconds Mean Time to Notify (MTTN)
- 99.2% reduction in incident volumes
- 98.6% proactive incident identification
- 217K+ incidents managed by the Optanix Platform and Support Center
- 100% platform availability

Additional Value-Added Services

- Carrier Management
- Customized run book

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 run book 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.

- Detailed reports give the company full visibility of circuit availability and utilization, including identifying 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.

The Results

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.

- On average, it only takes **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.
- By using Optanix for 24×7 managed services and carrier management, the company's network support team can **cost-effectively support a larger number of stores with fewer staff and focus on strategic initiatives.**

About Optanix

Optanix is leading the advancement of predictable IT in today's hyper-competitive digital economy – where predictable service delivery has never been more vital. Optanix offers a patented approach to proactively optimizing the service delivery infrastructure behind critical business services so IT organizations can filter out the noise, focus on what matters, and drive operational success – ensuring the highest levels of reliability, security, and availability. The Optanix Platform accelerates

root cause through an average 1,000,000:1 reduction in events, generates a 50% reduction in remediation times, and enables first-time fix rates of over 90%.

Hundreds of customers, including the world's top financial institutions, media and technology companies, and agencies of the federal government, rely on Optanix's proven platform and IT Management-as-a-Service (ITMaaS). The battle-tested Optanix Platform – powered by Advanced Logic Profiles – and suite of accompanying SaaS and ITMaaS services are delivered through industry-leading channel partners, who benefit from our turnkey solutions and extensive IT automation experience.

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