

# stepping up a footwear brand's operations



One of the world's leading footwear brands specialises in the design, distribution, and licensing of sneakers, skating shoes, lifestyle footwear, apparel, and accessories.



## Business Challenge

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- The brand's overall store network uptime was less than 92%, which impacted their online billing process due to frequent network downtime
- They needed an analytics platform to study buying behaviour and capture real-time footfalls
- They were also looking to rapidly expand their store footprint and ensure a superior customer experience, both online and in-store



## Our Solution

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- With our Internet Leased Lines (ILL), MPLS and APN-based 3G/4G MPLS, we could connect the brand's hub location to their 80 company-owned store locations, across India. This was set up on a fully managed architecture
- Our Managed WiFi platform offered analytics on in-store customer behaviour patterns



## Business Impact

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- Through our solutions, the brand and its customers now enjoy a seamless and uniform WiFi experience across all stores. With the absence of unpredictable network downtime, they can ensure the continuity of store operations
- The brand can now track user-analytics and compare the performance of each store using a single online dashboard. The customer stay-time on WiFi can also be tracked to understand user-behaviour



**Enterprise Mobility**



**Communication**



**Connectivity**



**Security**



**IoT**



**Cloud**

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