FREE! DOWNLOAD

★★★★ 252

NEW STORY of DAISY MANAGED SD-WAN

DAISY CORPORATE SERVICES

daisy.
CORPORATE SERVICES

DAISY SD-WAN AND ENABLING SHOPPING THAT DOESN'T DROP...

SPECIAL EDITION

DAISY SD-WAN AND ENABLING SHOPPING THAT DOESN'T DROP...

A LARGE SOUTHERN-BASED RETAILER OPERATING FROM MULTIPLE BRANCHES AS WELL AS AN ONLINE STORE WANTS TO ACT ON RECENT MARKET RESEARCH TO DEVELOP A HIGH STREET PRESENCE FURTHER NORTH AS WELL AS TEST NEW MARKETS THROUGH THE USE OF POP-UP LOCATIONS. REALISING THE SHORTCOMINGS OF ITS EXISTING IT NETWORK AND ALSO SEEING OPPORTUNITY TO COMPLETELY OVERHAUL THE CUSTOMER EXPERIENCE, THE RETAILER NEEDED A NETWORK SOLUTION THAT WOULD EFFORTLESSLY SUPPORT MORE CONNECTED "THINGS" SUCH AS DEVICES, APPS, INVENTORY SYSTEMS, DIGITAL PAYMENT SYSTEMS AND MORE. BUT WITHOUT THE TIME, RESOURCE OR EXPERTISE IN-HOUSE, WILL THE BUSINESS' SHOPPING LIST OF REQUIREMENTS BE ABLE TO BE FULFILLED...?

A HIGHER PERCENTAGE OF VISITORS TO YOUR ONLINE STORE LIVE OUTSIDE OF YOUR EXISTING STORES' CATCHMENT AREAS. THEY DO RATE YOUR WEBSITE'S USER EXPERIENCE AS BEING HIGH BUT IT ISN'T FEASIBLE FOR THEM TO TRAVEL TO ANY OF YOUR BRICKS AND MORTAR LOCATIONS TO SHOP IN PERSON OR TO TAKE ADVANTAGE OF CLICK AND COLLECT SERVICES. YOU'RE LOSING A SIGNIFICANT AMOUNT OF POTENTIAL SALES BECAUSE OF THIS DISCONNECT.

MARKET SHARE INSIGHT MEETING AT RETAILER HQ

COULD WE NOT JUST OFFER FREE DELIVERY OR FREE RETURNS TO PEOPLE IN THOSE LOCATIONS WE WANT TO TARGET BY GIVING THEM DISCOUNT CODES? IF THEY'RE VISITING THE WEBSITE AND CAN GET FREE DELIVERY AND RETURNS, THEY CAN SHOP FROM THE COMFORT OF THEIR OWN HOME.

RETAIL MARKET EXPERT

OMNICHANNEL SHOPPING IS VERY MUCH HITTING ITS STRIDE DESPITE THE PERIOD OF PROLONGED LOCKDOWN IN 2020. THIS GENERATION OF SHOPPERS WANT THE CONVENIENCE OF BROWSING FROM SMART DEVICES BUT THEN PREFER TO USE STORES TO COMPLETE THE PICKUP AND SUBSEQUENT EXCHANGE PROCESS THERE AND THEN - PERHAPS COMBINING IT WITH YOUR STYLIST APPOINTMENT SERVICE.

ONE MONTH LATER...

EXECUTIVE BOARD STRATEGY MEETING

WE HAVE IDENTIFIED THREE LARGE SHOPPING MALLS IN MANCHESTER, LEEDS AND GATESHEAD AS LOCATIONS TO TRIAL "POP-UP" CONCESSIONS AND MEASURE THEIR SUCCESS OVER A SIX-MONTH PERIOD. DEPENDING ON THE SUCCESS, PHASE 2 IS TO THEN CREATE A CONCESSION AT MANCHESTER AIRPORT

EXCELLENT! AND HOW IS THE SUCCESS BEING MEASURED?

IF I JUST SHARE MY SCREEN WITH YOU...

Measuring success

- Connections to free customer WiFi
- Smart cameras to learn foot traffic patterns
- Video analytics to gauge reactions to displays and products

AND WILL WE BE APPLYING THIS APPROACH TO OUR EXISTING SITES?

YES, PENDING SIGN-OFF ON THIS PLAN, THE NEXT STAGE IS A MEETING WITH IT TO DEVELOP A TIMELINE

GREAT. SCHEDULE A PROGRESS MEETING FOR A MONTH'S TIME. I LOOK FORWARD TO SEEING HOW THIS PROGRESSES.

MEETING WITH IT

...SO THAT IS THE PLAN FOR PHASE 1. THREE POP-UP STORES INTEGRATED WITH THE WEBSITE, THE APP, DISTRIBUTION CENTRE WITH CUSTOMER SERVICE AT HEAD OFFICE. SO WE NEED TO START THINKING ABOUT A TIMELINE FOR ROLL-OUT...

I'M REALLY WORRIED THAT THE EXISTING INFRASTRUCTURE WILL STRUGGLE TO SUPPORT HALF OF THIS. THE ISSUES WE HAD IN STORES IN THE LAST FEW WEEKS WERE CAUSED BY CURRENT CONNECTIVITY DEMANDS AND THAT'S BEFORE WE'VE EVEN INTRODUCED ANYTHING NEW ON TOP OF IT. WITH THREE NEW POP-UP STORES NEEDING TO BE ONLINE, I CAN'T EVEN GUARANTEE WE'D BE ABLE TO PROCESS PAYMENTS WITHOUT THEM DROPPING.

Measuring success

- Connections to free customer WiFi
- Smart cameras to learn foot traffic patterns
- Video analytics to gauge reactions to displays and products

HMMMM...

LEAVE THIS WITH ME. I WILL COME BACK WITH A SOLUTION AHEAD OF NEXT MONTH'S REVIEW MEETING.

SD-WAN Can!

I KNEW I'D HAD AN EMAIL FROM DAISY ABOUT SD-WAN. LET ME FIND THEIR ENQUIRY NUMBER AND SEE IF I CAN SPEAK TO THEM...

- Multiple branch sites all with MPLS and multiple connections
- Overlay MPLS and dedicated internet access (DIA) to optimise traffic
- Critical central apps routed via MPLS
- Guest WiFi via DIA
- All controlled centrally with policy and security compliant controls

...SO IN ORDER TO ACHIEVE WHAT YOU'RE WANTING TO, YOU CAN CUT DOWN ROLL-OUT TIME FROM MONTHS TO A MATTER OF WEEKS OR EVEN DAYS BY SWITCHING TO SD-WAN. THAT WOULD MEAN YOU MOVE AWAY FROM TREATING EVERY SITE AS A UNIQUE ENTITY BY IMPLEMENTING THE FOLLOWING:

LATER THAT YEAR...

SALE

THAT DRESS WAS JUST PERFECT FOR THE CHRISTMAS PARTY. I WONDER IF THEY HAVE MY SIZE IN STOCK? I'LL TRY IT ON WHILST I'M HERE...

POP-UP STORE IN MANCHESTER

YES, JUST FORWARD ME THE EMAIL CONFIRMATION, I'LL PICK IT UP FROM THE SHOP NOW ON MY WAY THROUGH TO THE CAR PARK...

MEANWHILE IN LEEDS

HI, WOULD YOU LIKE A FREE STYLING APPOINTMENT? WE OFFER IT TO EVERY CUSTOMER WHO ORDERS ONLINE AND COLLECTS INSTORE...

IN GATESHEAD

IT'S ALWAYS A GOOD LOOK TO RESPOND AND SUPPORT THE EVER-CHANGING DEMANDS OF TODAY'S CONSUMER. WHETHER YOU WANT THE FLEXIBILITY TO "TRY ON" NEW STRATEGIES, IMPLEMENT HIGH-BANDWIDTH APPLICATIONS OR COMPLETELY REINVENT YOUR BUSINESS MODEL, SD-WAN SOLUTIONS COME IN EVERY SHAPE AND SIZE TO BEST-FIT THE BUSINESS IT'S DESIGNED FOR.

Visit:

DCS.TECH/SD-WAN-ROADMAP

to connect multiple branch sites.

cisco Partner
Gold Certified
Solution Partner

SD-BR4-0721

2021 © Daisy Corporate Services Trading Limited (CRN: 02888250)