

## Jewelry Store Chain Lowers Costs, Enhances Customer Service

This retailer launched a major upgrade of 60 stores, replacing analog phones with wireless IP phones.

EXECUTIVE SUMMARY
<p><b>JEWELRY STORE CHAIN</b></p> <ul style="list-style-type: none"> <li>• 64 stores in United States and 103 international stores</li> <li>• 7000 employees</li> </ul>
<p><b>BUSINESS CHALLENGE</b></p> <ul style="list-style-type: none"> <li>• Migrate from analog phones and PBX in stores to IP telephony and unified communications</li> <li>• Enhance storage solution at data center</li> </ul>
<p><b>NETWORK SOLUTION</b></p> <ul style="list-style-type: none"> <li>• Cisco Wireless for Retail, Cisco Unified Communications for Retail</li> </ul>
<p><b>BUSINESS RESULTS</b></p> <ul style="list-style-type: none"> <li>• Enhanced return-on-investment by integrating voice, security, and data services into one ISR per store</li> <li>• Achieved better customer service with wireless IP phones for sales representatives</li> <li>• Deployed more redundant and scalable SAN solution</li> </ul>

### Business Challenge

This jewelry retailer had analog phones behind their sales cases in the stores and in the company's corporate offices. Convinced of the cost and efficiency benefits from a converged network that could encompass telephony, wireless, and call center applications, the company began looking at solutions that would allow them to smoothly transition from the Avaya private branch exchange (PBX) gear that they were leasing and their data solutions. IT executives were also looking for a more robust and scalable storage solution for their data center.

### Network Solution

The Cisco account team demonstrated to the customer how Cisco® IP telephony with unified communications, security, and wireless features could enhance productivity and customer service in the stores and corporate offices while driving down the total cost of ownership. The Cisco demo included a Cisco 3800 Series Integrated Services Router

(2800 Series for smaller stores) with virtual security (VSEC) bundle in each store. It also included both the Cisco Unified IP Phone 7960G and Cisco Unified Wireless IP Phone 7920 (enabling sales representatives to move about the store with their phones, which they could use check on inventory and perform other data and telephony applications, while serving customers). The IP phones with Cisco Unified Communications Manager Express and Cisco Unity® voicemail would give each sales representative a personal voicemail box to enhance customer intimacy, extension dialing to other stores and corporate offices, and many other features to enhance productivity. The ISRs could also provide a future platform for point-of-sale Payment Card Industry (PCI) Data Security Standard (DSS) compliance.

"The executives also liked our unified contact center solution," says the Cisco account manager. "We were going up against the incumbent, Avaya, and the customer really appreciated how integrated our entire wireless, IP telephony, security, and contact center solutions were."

The customer particularly liked how mobile call center agents could be, with the ability to work from home or any remote location, a feature not provided by the Avaya software version that they were running. Also, through Cisco partner EMC, the company decided to upgrade its data center

storage environment to a storage area network with a Cisco MDS 9500 Director SAN switch. The company had numerous Cisco MDS 9216 multilayer fabric switches and decided to upgrade to the MDS 9500 to provide a more redundant and scalable SAN solution.

## Business Results

In the summer of 2006, 60 stores in the United States upgraded from Avaya analog phones and PBXs to Cisco Unified Communications Manager Express and Cisco Unity on Cisco ISRs. For even greater consolidation and savings, four Avaya PBXs in one large metropolitan area were collapsed into one Cisco Unified Communications Manager cluster, which was deployed along with Cisco Unity in a Cisco 3800 Series ISR. Employees also received Cisco Unified IP Phones. At the corporate office, Cisco Unified Contact Center replaced the previous Avaya contact center.

“The Cisco Unified communications platform gives this customer a great deal of flexibility as they grow globally. From the features in the store to those in the contact center, unified communications is a strategic asset that they are relying on to keep prices down and customer intimacy up,” says the account manager. The company plans to deploy the unified communications, wireless, and security solution in 100 international stores in 2008 and 2009.

PRODUCT LIST
<p><b>Routing and Switching</b></p> <ul style="list-style-type: none"> <li>• Cisco 3800 and 2800 Series Integrated Services Routers (ISRs) with virtual security (VSEC) bundles</li> </ul>
<p><b>Unified Communications and IP Telephony</b></p> <ul style="list-style-type: none"> <li>• Cisco Unified Communications Manager Express</li> <li>• Cisco Unified Contact Center</li> <li>• Cisco Unity</li> <li>• Cisco Unified IP Phone 7960G</li> <li>• Cisco Unified Wireless IP Phone 7920</li> </ul>
<p><b>Storage</b></p> <ul style="list-style-type: none"> <li>• Cisco MDS 9500 Director SAN switches</li> </ul>

## For More Information

To find out more about Cisco Solutions for Retail, go to:

<https://www.cisco.com/web/strategy/retail/index.html>



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