

Supermarket Chain Consolidates Data Centers and Deploys PCI, Wireless, SAN, and Unified Communications

While planning a new corporate headquarters and distribution center, the customer chose Cisco for an converged network and solutions including LAN, data center, Payment Card Industry (PCI)-compliant security, wireless, and unified communications.

EXECUTIVE SUMMARY
<p>SUPERMARKET CHAIN</p> <ul style="list-style-type: none"> • 164 supermarkets in the western U.S. • 750 employees
<p>BUSINESS CHALLENGE</p> <ul style="list-style-type: none"> • As part of a massive data center consolidation, build a new, highly available, converged network • Deploy security to conform to PCI DSS requirements • Deploy VoIP and wireless LAN solutions that are secure, manageable, and flexible • Implement storage area networking solution that is scalable and manageable
<p>NETWORK SOLUTION</p> <ul style="list-style-type: none"> • Cisco PCI Solution for Retail, Cisco Unified Communications for Retail, Cisco Wireless for Retail
<p>BUSINESS RESULTS</p> <ul style="list-style-type: none"> • Successfully collapsed eight separate data centers into one • Provided an array of new unified communications and wireless applications for store employees and call center specialists • Achieved PCI DSS compliance at all point-of-sale locations in the stores

Business Challenge

In 2004, the company announced the building of a 2.25 million square foot corporate office complex and distribution center. This distribution center consolidates seven separate distribution centers in four different cities, leveraging cost efficiencies for greater competitiveness. The company also decided on the consolidation to better support growth to 400 stores. The new construction provided an opportunity to build a network that would leverage the cost efficiencies of converging data, voice, and security.

The company was looking for a highly available, efficient, and secure infrastructure that could be leveraged for existing, planned, and future services. The PCI Data Security Standard (DSS) solution had to comply with industry requirements. A voice solution had to be secure, manageable, and flexible, demonstrating a viable return on investment and encompassing specific features, including ad-hoc

conference calls and call park. A wireless solution for the corporate offices and warehouse had to support Symbol handheld devices and advanced features such as Radio Frequency Identification (RFID) asset tracking. Storage area networking (SAN) switching had to scale and be easily managed.

Network Solution

The Cisco account team positioned an overall solution to ensure that the company's network would be highly available. Initially, the decision to select Avaya for voice had already been made, due to a consultant's recommendation. But Cisco was able to prove the superiority of an overall, integrated multi-service solution and win the voice business. For wireless, the Cisco account team competed against Symbol and Aruba. Symbol was leveraging their existing handheld solution. Aruba positioned their controller-based wireless architecture. The Cisco account team prevailed by selling the advantages of wireless integration with voice and security.

Cisco also won over incumbent Brocade for storage by demonstrating the ease of management, flexibility, and long-term stability of the Cisco solution. For PCI-compliant point-of-sale security,

Cisco beat Trigeo, Tripwire, and other point solutions. An all-encompassing reference architecture that showed how the end-to-end network solutions worked helped cement the deal.

“We were able to show that integrating all of our technologies instead of deploying solutions from many different vendors made sense by lowering the total cost of ownership and providing less complex implementation and management,” says the Cisco account manager.

The new core infrastructure includes redundant Cisco Catalyst 6500 Series switches linked by 10-Gigabit Ethernet connections to Cisco Catalyst 6500 Series, 3750 Series, and 3560 Series switches in the wiring closets. The wireless architecture leverages the scalability and high availability of Cisco Catalyst 6500 Series switches and Cisco Aironet access points in corporate offices, warehouses, and outside of buildings to support Symbol RFID scanners and Cisco wireless phones, among other devices. The rollout of new WLAN solutions in the stores will occur in 2008.

Cisco Unified Communications Manager and Cisco Unity provide unified communications via Cisco IP phones. The Cisco PCI for Retail Solution to be deployed in 2008 will include the Cisco ASA 5505 Adaptive Security Appliance, Cisco IOS® Software security features, and either a Cisco 3800 or 2800 Series switch in each store. A Cisco Catalyst 6500 Series switch with integrated firewall services module will be at headquarters to further secure transactions. The company also deployed Cisco MDS 9500 Series Multilayer Director SAN switches for secure, scalable, and easily managed storage area networking.

Business Results

With a brand new physical headquarters and data center, the company has additionally rebuilt their network environment, providing potentially millions of dollars in savings in every service category

for the future and positioning the company for an array of the most sophisticated new applications. One example of savings: the integrated switch within the Cisco IP phones lets the company save on ports and cabling costs for 10/100 and 10/100/1000 connections. Beyond saving money and increasing efficiency of internal operations and communications, the company has safeguarded all customer transactions and is providing new in-store applications to better serve the customer and enhance customer loyalty.

PRODUCT LIST
<p>Routing and Switching</p> <ul style="list-style-type: none"> • Cisco Catalyst 6500, 3570, and 3560 Series switches • Cisco 2811 Series Integrated Services Routers
<p>Security and VPN</p> <ul style="list-style-type: none"> • Cisco ASA 5505 Series Adaptive Security Appliances • Cisco Security Monitoring, Analysis, and Response System (MARS)
<p>Unified Communications</p> <ul style="list-style-type: none"> • Cisco Unified Communications Manager • Cisco Unified 7920 wireless IP Phones
<p>Wireless</p> <ul style="list-style-type: none"> • Cisco Aironet access points
<p>Storage</p> <ul style="list-style-type: none"> • Cisco MDS 9500 Series Multilayer Director SAN switches

For More Information

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

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



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