

PCI Compliance, IP PBX, and Unified Communications Complete Overhaul of Clothing Store Chain Network

Along with replacing a TDM phone system, this retailer migrated to a converged voice and data network over IP Multiprotocol Label Switching (IP MPLS), with Payment Card Industry (PCI)-compliant security and unified communications.

EXECUTIVE SUMMARY
<p>WOMEN'S CLOTHING STORE CHAIN</p> <ul style="list-style-type: none"> • 355 stores throughout the United States • 1000+ employees
<p>BUSINESS CHALLENGE</p> <ul style="list-style-type: none"> • Replace legacy TDM phone system to add new functionality and cost efficiencies • Make point-of-sale systems PCI compliant • Replace Frame Relay data network in stores and headquarters with converged, high-speed broadband network • Establish network platform to enable unified communications, on-demand media to the stores for advertising and training, improved video surveillance, and radio frequency identification (RFID) applications
<p>NETWORK SOLUTION</p> <ul style="list-style-type: none"> • Cisco PCI Solution for Retail, Cisco Unified Communications for Retail
<p>BUSINESS RESULTS</p> <ul style="list-style-type: none"> • Successfully deployed scalable, flexible, converged IP MPLS network for various unified communications applications • Deployed PCI-compliant security for credit card transactions • Enhanced bandwidth cost efficiency by a factor of three by converging separate voice and data networks and moving to high-speed IP MPLS network services via AT&T • Began deployment of efficiency-enhancing applications to better serve customers and employees

Business Challenge

This women's clothing store chain was using a POTS for telephony both in the stores and at the corporate headquarters and a standard 256 Kbps Frame Relay data network. Executives had seen the benefits possible with a converged IP network and unified communications after Cisco Unified Communications Manager was deployed in early 2005 at the company's technology center in Asia. For the U.S. stores, the company was interested in reducing the costs of separate legacy networks, upgrading bandwidth, reaping the efficiency and customer intimacy benefits of unified communications, and establishing a platform for other applications that they could add as desired.

Network Solution

The Cisco Unified Communications Manager in the corporate headquarters handled unified communications for 400 Cisco Unified IP Phones. Next, the Cisco certified partner was responsible for deploying a Cisco Integrated Services router (ISR) with voice security bundle in each store along with IP phones. The retailer decided on an IP/MPLS network service from AT&T that increases bandwidth to the stores to up to 1.5 Gbps for the same price as the older and slower Frame Relay network.

Point-of-sale PCI Data Security Standard (DSS) compliance was achieved utilizing the Cisco 2821 Series ISRs, which handle all data and voice traffic over the WAN connection. The customer also activated the Cisco Survivable Remote Site Telephony (SRST) feature installed on the ISR. The SRST software provides Cisco Unified Communications Manager with fallback support for Cisco IP phones that are attached to a Cisco router, enabling the router to provide call-handling support for the phones when they lose connection to remote primary, secondary, or tertiary Cisco Unified Communications Manager installations or when the WAN connection goes down.

The Cisco partner began deploying the solution after the 2006 holiday shopping season with the goal of rolling out five stores per day on average. By the end of 2007, the 355 store deployment was complete.

Business Results

With unified communications in the stores, now store managers have voicemail, making it much easier for them to be reached by corporate headquarters personnel or by customers. The retailer is cautiously preparing to introduce a variety of applications in the store with their new converged

PRODUCT LIST
<p>Routing and Switching</p> <ul style="list-style-type: none"> • Cisco 6500 Series Catalyst switch • Cisco 2821, 1800 and 1700 Series Integrated Services Routers with virtual security (VSEC) bundles <p>Security and VPN</p> <ul style="list-style-type: none"> • Cisco PIX Firewall <p>Unified Communications</p> <ul style="list-style-type: none"> • Cisco Unified Communications Manager • Cisco Unified IP Phone 7960G

broadband network. The Cisco team showed them a video of the Cisco win at a large Japanese department store. After deploying ISRs and unified communications in the stores, the Japanese company installed radio frequency ID tags (RFID) on all merchandise, enabling sales staff to access inventory information using their IP phones. The project was then expanded to allow customers to swipe ID tags at computer stations in changing rooms to check availability of styles and sizes. The clothing store chain in the U.S. intends to deploy the same applications to gain the same benefits.

Additionally, the company is interested in streaming on-demand video to the stores to promote brands to customers and to provide training in break rooms to sales staff. The new network will also be used to upgrade video surveillance in the stores.

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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