

# Customer story

INDUSTRY:

RETAIL OUTLET



## HIGHLIGHTS

Cutting-edge SD-WAN service facilitating seamless access to digital content across multiple retail outlets.

### CLIENT

A multi-brand mobile chain retailer with a network of 100+ stores across Tamil Nadu and operates an online store catering to customers all over India.

### REQUIREMENT

The company was keen on enhancing its network capabilities to fulfil these key solution requirements:

- Optimise network performance and provide seamless connectivity across all branches.
- Internet connectivity to approximately 160 IoT facilities.
- Internet connectivity for digital demos of premium brands in each branch.
- Provision of Wi-Fi connectivity to enhance customer experiences at their stores.

### CHALLENGE

Each branch has leased lines from the head office with varying bandwidth sizes for handling CRM, billing, HRM applications, and other tasks.

The challenge arises from several branches reliant on broadband connections from four different vendors, making it difficult to manage and optimise bandwidth usage efficiently.

Additionally, premium mobile brands require separate bandwidth for showcasing digital product demos.

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## SOLUTION

### [ Managed SD-WAN with Branch-to-Branch Connectivity ]

To address this complex network requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- **SD-WAN Services:** Ensures seamless and optimised network connectivity across all branches, enhancing overall performance and efficiency.
- **IoT Facility Demos:** VIVA provides robust internet connectivity for around 160 IoT facility demos, enabling the client to seamlessly showcase cutting-edge technology to customers.
- **Digital Demos for Premium Vendors:** The company can allocate separate bandwidth for digital demos for premium brands, ensuring smooth and uninterrupted demonstrations for customers
- **Wi-Fi Connectivity:** Enhancing the in-store experience for customers and facilitating seamless access to digital content.
- **Centralised Monitoring:** The client gains centralised control and management of the entire network infrastructure.