



RETAIL



A (silent) network revolution

With software-defined networking from the cloud, footwear retailer RENO benefits from future-viable branch networks and big savings in time and money

A customer pays for their purchase by debit card at the checkout while an employee processes an online customer order on her tablet. Inventories and checkout data are continuously synchronized in real time with the main office, phone calls run on IP-based connections, and the first omnichannel concepts have been implemented digitally. For the smooth running of the many, often complex processes, and to be optimally prepared for future challenges, RENO has converted its entire network infrastructure to the latest software-defined networking from the cloud – including the cost and time savings that come with it.

“There were a number of reasons for us to modernize our branch network,” explains Matthias Schäfer, Head of Information Technology at the Hamm Reno Group GmbH. “The migration to IP-based telephone connections was just one of many drivers.” Primarily, the Europe-wide footwear retailer aimed to future-proof its branch networks. The majority of the more than 300 locations across Germany were to be connected via VDSL with high performance and maximum resilience.

A modern wireless LAN should bring mobile applications into the branches and form the basis for an integrated omnichannel approach. “From the start, it was important for us to handle these complex requirements with a network that can be managed easily and flexibly,” says Schäfer. The footwear retailer found the ideal solution with the German network solution provider LANCOM Systems. “We decided on the complete package of VoIP router, switching and wireless LAN

in combination with the LANCOM Management Cloud (LMC), a central, cloud- and software-based instance for the administration of all the network components,” says Oliver Kasper, Group Manager of IT Infrastructure at Hamm Reno Group GmbH.

Automatic and intelligent rollout

The rollout of the branch network was performed in cooperation with LANCOM and Diebold Nixdorf, one of the world’s leading specialists in retail technologies.

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The entire network is rolled out, managed and monitored centrally from the LMC, which is based on software-defined networking technology. All the administrator does is define the framework conditions for the network design; the system then implements all of the adjustments and changes automatically. The hardware infrastructure at the branches is fairly simple. A single VoIP-capable router, a switch and one or two Wi-Fi access points are sufficient to provide all of the services.

“The POS systems are connected to the headquarters via the router,” says Schäfer. “The router also handles the EC cash clearing, the people counters, tablet communications, employee time tracking, all order processing and synchronization of the ERP system. We also have the remote maintenance, and the connections for the alarm systems and electricity meters.” The same also applies to telephony in the stores, which with the migration to IP-based telephony now runs via the router. “Thanks to the new, VoIP-capable hardware components, we were able to keep the existing analog telephones and we didn’t have to invest in new ones,” says Kasper. The router performs the conversion between the analog signal and IP. The required high avail-

bility comes with an integrated LTE cellular modem for a redundant Internet connection at each branch.

Employees at the branches work with tablets that use Wi-Fi to communicate with the Internet and the company network. “The Wi-Fi helps us to implement our omnichannel concept, and it is an important basis for the smooth running of various processes,” says Schäfer. For example, customers can order goods online even if they are not available from the central warehouse but are in stock at another branch. The ordering is processed by tablet at the branch.

Massive time savings with a network from the cloud

With the LMC as the central management instance, many aspects of configuring and monitoring the entire network are greatly simplified.

“The advantages of the Management Cloud are most noticeable when it

comes to complex changes such as firmware updates. It works at every location with a simple click of the mouse,” says Kasper. Furthermore, performance data is displayed for each individual network component, which greatly simplifies troubleshooting for the administrators. The result: Problems are identified and resolved faster, and time savings are enormous. For example: In the past, firmware updates had to be performed for each router individually. This took at least 10 minutes per store, so for 300 stores that adds up to about 50 hours just for a firmware update. “The new solution reduces the entire process to a few mouse clicks and minutes. That’s a huge difference,” says Kasper. “This will definitely save us a few hundred hours each year,” adds Schäfer. In future, Wi-Fi hotspots for customers will also be offered on the basis of the new, agile network. “We initially want to





„The new solution reduces the entire process (updating the in-store routers) to a few mouse clicks and minutes. That’s a huge difference.“

Oliver Kasper, Group Manager IT Infrastructure,
Hamm Reno Group GmbH

gain some experience with the new service at a small number of stores, before we start the company-wide roll-out,” says Schäfer. With the new net-

work and the cloud management system at their side, the footwear retailer knows that this is a step they are well prepared to take.

The customer

The retail business is a central pillar of the HR Group. The primary sales line is the Reno footwear chain with around 400 branches in six countries and an online shop. For more than 30 years Reno has been known for a variety of top brands and a wide range of fashionable shoes for the whole family.

As a system wholesaler, the HR Group is one of the leading providers of footwear and services in Europe. The HR Group lives up to its name as a competent partner with made-to-measure store concepts, attractive product ranges for a wide variety of target groups, and an appropriate range of services.

The partner

Diebold Nixdorf makes "connected commerce" a reality for millions of consumers every day: the smooth processing of business transactions in all sales and service channels at banks and retail companies. The company's software-based IT solutions bridge the gap from the physical to the digital world of payment transactions and ensure convenient, secure and efficient processing of cash and cashless transactions. As an innovation partner for almost all of the world's top 100 financial institutions and the majority of the top 25 global retailers, Diebold Nixdorf delivers outstanding IT solutions and services for the future of the consumer world as shaped by digital change. Diebold Nixdorf employs around 25,000 people, is represented in more than 150 countries worldwide and has its headquarters in North Canton, Ohio, USA and Paderborn, Germany.

At a glance

The customer

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Products and services:

Supplier of footwear and services for the retail trade

The partner Der Partner

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Require-ments

- > Successful migration to IP-based telephony
- > Implementation of a future-proof and high-performance network for 300 stores
- > Use of a simple, flexible and cloud-based management instance for all components

Components deployed

- > 300 x LANCOM 1783VA-4G
- > more than 300 LANCOM LN-830acn dual Wireless
- > 300 x LANCOM GS-2326P+

