



Customer

Founded in a small city near Bologna in Italy in the 16th century, **Farmacia Toschi** opened its current shop in the center of Bologna in 1852.

Looking back at six generations it is one of the oldest pharmacies in town, with a museum attached to the shop. Nevertheless it is also one of the most up-to-date pharmacies with an online shop and advanced customer care including services like blood tests, pressure control, Holter monitor (long-term ECG) and electrocardiogram on site.

Idea / Requirement

- **Implementation of a paperless Electronic Shelf Labels (ESL)** for digitalization of price tags
- **Complete Wi-Fi coverage** of the 200Sq m historic pharmacy building in a high density area for warehouse management
- **Free internet access** for their customers (BYOD) upon arrival

Solution

- **Implementation of single radio LANCOM access points** with up to 150 Mbit/s
- **Separate SSIDs for the guest and employee network** for more stability and safety
- **Centralized management** of the electronic prize tags via WLAN

Benefits

- **Improved warehouse processes** as well as **fewer mistakes** when changing or editing prizes
- **Free guest Wi-Fi** enhances customer experience
- **Central management and configuration** of existing network by means of central WLAN controller
- **High level of security** by using state-of-the-art encryption for the free public hotspot access



Infrastructure

- 1 x LANCOM WLC-4006
- 5 x LANCOM L-151E AP
- 1 x LANCOM L-321agn

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