

# VOICEPLUS DEPLOYS 900 ROUTERS TO SOLVE RETAIL CONNECTIVITY ISSUES



## CNH INDUSTRIAL AUSTRALIA

Sydney Australia

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### EXECUTIVE SUMMARY

Specialty Fashion Group was facing business continuity issues with its point of sale connections, especially in many of its shopping centre store locations. The company was also attracting excessive mobile data charges from iPads used by staff.

The solution was to disconnect the unreliable ADSL lines and move the entire store infrastructure to Jasper-based connectivity.

In three weeks over Christmas, VoicePlus configured and made deployment-ready 900 Netcomm 4G M2M routers for connection to SFG's MPLS network.

VoicePlus designed and implemented the solution which resulted in

- a 40% saving on the ICT connection costs of each store
- a more reliable and faster internet connection
- a failsafe response to keep the stores online if WiFi is compromised

- increased security of devices
- increased security of intellectual property content
- a data pool shared across the stores eliminating charges for excess data use

“This is one of the biggest Netcomm M2M retail deployments ever. I am impressed by how VoicePlus has managed it.”

*Andrew Kerr, Wireless M2M BDM, Netcomm*

### CHALLENGE

Specialty Fashion Group (SFG) had over 900 women's fashion stores across Australia including iconic household names like Katie's, Millers, Autograph and Rivers.

The immediate priority was to stabilise the connectivity of all stores so that business-critical sales data could be retrieved on a daily basis to inform the business.

The challenges included:

- business continuity issues with point of sale connection
- excessive mobile data costs
- long lead times for store commissioning/decommissioning due to a reliance on ADSL lines
- security and remote management of each store's iPad
- disaster recovery

Each store was connecting to SFG's WAN network using an ADSL tail. Link quality and reliability were low and speeds could not be effectively forecast.

## SOLUTION

To disconnect ADSL lines and move the entire store infrastructure to Jasper-based connectivity.

The Netcomm 4G LTE router is a MPLS tail over a Wireless WAN link. A simple 8-port unmanaged switch connects to the router and provides the port capacity needed for Point of Sale (PoS) machines as well as thin Wireless Access Points (WAP).

Automatic WAN access provisioning and routing is now being easily managed through the Jasper platform and the Self-Service Telstra Managed RADIUS (TMR-Advanced) platform. This allows SFG to rollout and decommission stores with virtually no lead time.

Connected to the 4G router, each store has an iPad and EFTPoS terminal. The iPads are used for email, Internet access, and carry a private application which delivers information such as promotional pricing, store layout, and management instructions.

The iPad's were previously utilising active data SIM's and there was no easy way to enforce the iPad's to only use the Wireless LAN network.

VoicePlus enrolled the iPads onto the AirWatch MDM platform to allow for maximum security of the device and content including future delivery of additional applications.

SFG were one of the first customers in Australia to utilise the Jasper-enabled machine2machine SIM card from Telstra within their iPads. These were installed in the iPads to activate and provide emergency connectivity should the store WiFi

access go down. The Jasper SIM can be locked to an IMEI number to ensure it can only be used in the iPad it is matched with.

With the Jasper SIMs pre-set in a deactivated state, SFG is able to easily manage mobile data usage on the iPad's and instantly activate the iPad SIM in a Disaster Recovery scenario.

VoicePlus also created and is managing a brand-new hierarchy on SFG's TMDM (Telstra Mobile Device Management) platform. This has provided the ability to manage and deploy applications and settings on the mobile devices in a much more granular manner than ever before.

VoicePlus supplied SFG with pre-staged Netcomm 4G LTE routers, SIM cards and Jasper pre-configured. Staging of the routers is performed through an automated script, developed in-house by VoicePlus, which greatly reduces the probability of human error and misconfiguration. It also reduced staging time from 24 minutes per device to just over 4 minutes per device.

Each SFG Regional Manager was provided with an in-depth roll-out guide, specifically written by VoicePlus. SFG and VoicePlus then collaborated on a customised testing protocol to ensure each upgraded store had been upgraded and was operating correctly.

VoicePlus supplies SFG with an ongoing monitoring and management service for both AirWatch and Jasper. Our specialist Managed Mobility Service Team provides

- device monitoring and tracking
- device security including locking or wiping
- application management
- targeted communications
- support hotline

**NOTE:** In 2017 VoicePlus utilised the AirWatch MDM environment and Apple Volume Purchase Program to rapidly deploy Kronos and Aptos apps to the store iPads. In 2018 SFG sold most of its assets to Noni B Group. VoicePlus continues to manage the AirWatch and Jasper platforms.

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