



EXECUTIVE SUMMARY

Customer Name

- Unitim, Turkey

Industry

- Retail

Business Challenge

- Maximise the success and launch to market of Turkey's first Harvey Nichols store
- Extract greater value from operations across the group
- Improve customer experience

Solution

- An agile and responsive retail model - based on Cisco Unified Communications, which is built on Cisco's Service-Oriented Network Architecture (SONA) - that integrates communications more closely to business processes and delivers information to employees and customers where and when they need it

Business Results

- Rapid acquisition of flagship store status for Harvey Nichols
- Improved ability to track sales monitor stock, and make informed decisions - in real time
- Service-oriented approach increases productivity, customer satisfaction, and return visits
- Capital expense savings of €15,000, plus reduced future operating expenses from IP telephony and centralized IT management

Retailer Improves Communication for New Store in Turkey

Unitim opens first Harvey Nichols store in Istanbul with Cisco Unified Communications

Business Challenge

Based in Istanbul, in Turkey, Unitim is a diversified business group consisting of three sub-divisions: Marka Mac, Moda Mac and Aksesuar Pazarlama. Unitim's vision is to become a leading and highly favoured retailer that is transparent in its practices and sustains profitability through continued growth. The pursuit of these goals has already opened Turkey's door to a succession of prestigious luxury brands for womenswear, menswear, accessories, beauty and the home. Recent examples include Tommy Hilfiger, Bally, Thomas Pink, Accessorize and Agent Provocateur.

The next phase of this strategy focused on establishing the country's first Harvey Nichols as the flagship store at the new Kanyon shopping mall, in the Levent district of Istanbul. This prestigious development will extend the diversity of Unitim's high-end lifestyle portfolio and add to Harvey Nichols' international presence of exclusive stores in Riyadh, Hong Kong, Dublin and Dubai.

To realize the full potential of this joint market opportunity, Unitim decided to take advantage of the benefits provided by Unified Communications. Mete Yüksel, retail technologies and IT manager at Unitim, says: "Fast moving retail environments depend on ubiquitous communications and real-time information. The challenge was to develop a secure platform and common integration point across our entire operations - supply-chain, logistics, warehouse, sales and marketing, customer service, stores, finance, HR and payroll."

Network Solution

As well as supporting 80 users at the new Harvey Nichols store, the solution also had to provide wireless LAN (WLAN) and WAN services - delivered using VPN tunnelling - to connect an additional 220 users located at Unitim's headquarters, Artwork and Yeni Bosna branch offices and other retail outlets (nStores). Following the launch of a formal tender and extensive consultative process, one technology partner stood out from the rest.

Mete Yüksel says: "The strength and flexibility of Cisco's integrated IP platform was very impressive. So much so, in fact, that we decided to change all our core network technology, including LAN and IP telephony solutions, from a competitor to Cisco® products."

This flexibility was soon put to the test when Unitim decided to extend the scope of the project and move its headquarters to a new site, in order to be closer to Harvey Nichols. Here the benefit of a single infrastructure investment really paid off by allowing the retailer to accelerate and significantly lower the cost of relocation. Cisco® Unified Communications made this possible by the unique way it brought together IP telephony, LAN, and mobility services.

The infrastructure is based on an architectural framework that Cisco calls its Service-Oriented Network Architecture (SONA). SONA delivers a framework for enabling network-based services such as security, mobility, and Unified Communications to be connected with applications to enable business solutions.

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Having one communications platform with centralized management has enabled Unitim to reduce Operating Expenses by completing moves, adds, and changes more efficiently. In addition, integration with Cisco Aironet Wireless Bridges to carry voice and data at 54 Mbps between the store and headquarters sites has lowered Capital Expenses by removing the need for separate installations and an expensive leased line to connect the sites.

With the implementation complete and the store open for business, the solution is playing an important role in supporting day-to-day operations at Harvey Nichols. The platform transparently facilitates every customer interaction and transaction that takes place across a total area in excess of 8,000 square metres. This coverage extends to the operation of 240 point-of-sales areas (60 tills and 180 credit card terminals), 300 IP and wireless phones, and numerous personal digital assistants (PDAs).

By enabling other business critical activities, such as Enterprise Resource Planning (ERP), Customer Relationship Management (CRM) and Headquarters interface applications, the Cisco platform provides a consolidated view across the store based on events as they occur. Equipped with this data, Harvey Nichols is able to more accurately track sales, monitor stock, and make informed adjustments - in real time - for example, to pricing or product positioning. Even the in-store audio and video, closed-circuit TV security, and fire systems are run over the same IP infrastructure.



Behind the scenes, the huge Unitim warehouse takes full advantage of the WLAN to facilitate cross docking - a practice in logistics of unloading materials from an incoming truck or rail car and transferring these materials for shipping, with little or no storage in between. Wireless access for PDAs and handheld devices helps to speed up this process of counting, stacking, labeling and organizing over 100,000 products online.

Business Results

Unitim has successfully brought Harvey Nichols to Turkey and, at the same time, has created an agile and responsive retail environment where employees can collaborate more effectively and customers receive an unrivalled shopping experience. The stores opening has seen Harvey Nichols become the place to visit for shoppers and fashion-conscious consumers keen to sample its wide range of well-known clothing labels, cosmetics, and perfumery, as well as its gourmet food market and Brasserie restaurant.

Unified Communications, based on Cisco's Service-Orientated Network Architecture, provide the foundation for this "joined up" retail model by integrating communications more closely with business processes and streamlining information flow. This ensures customers and employees have the information that they need, when they need it most. A service-oriented approach helps to boost productivity, improves customer satisfaction and, most importantly, encourages repeat visits to Harvey Nichols.

With business in the store going from strength to strength, the Cisco solution has also helped to deliver bottom line benefits. Mete Yüksel says: "By reducing cabling requirements, IP telephony is estimated to have saved over a €1 per square metre on installation costs. When applied across our store and headquarters, this is equivalent to €15,000 - and that is before we look at the money we will save going forward from remote management and cheaper calls between sites."

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Next Steps

The main focus for Unitim now is to drive greater value from its technology investment. The retailer plans to converge communications further still with the introduction of Nokia E class business phones, which will provide all-in-one devices for transparent access to voice and applications over the wireless network. Moreover, the high scalability provided by the Cisco platform will allow Unitim to open new stores faster and more cost effectively in the future.

For Further Information

To find out more information on Cisco Voice and Unified Communications visit www.cisco.com/en/US/products/sw/voicesw/index.

and for more information on Cisco Service-Oriented Network Architecture visit www.cisco.com/en/US/netsol/ns629/networking_solutions_market_segment_solutions_home.

Product List

Routing and Switching

- Cisco Catalyst 4500 Backbone Switches
- Cisco Catalyst 3560 Series Switches
- Cisco 2811, 2821 and 2851 Integrated Services Routers

Voice

- Cisco Unified Communications Managers
- Cisco Unified IP phones (7912, 7936, 7941 and 7961 models)

Mobility

- Cisco Aironet Access Points
- Cisco Aironet Wireless Bridges

Network Management

- CiscoWorks for simplified device management and network monitoring

The Cisco Service Orientated Network Architecture (SONA) services include:

- Security
- Unified Communications
- Mobility
- Identity

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