Case Study

Fortune 1000 Retailer turns to OnX Canada sister company, CBTS, to strengthen network security

Client

Popular specialty retailer

A Fortune 1000 bookseller operates the largest number of retail outlets in the United States. This popular specialty retailer also maintains a premier e-commerce site and an expansive collection of digital reading content. Between their 630-plus retail stores and its online operations, the retailer sells more than 190 million physical books per year. Their physical stores offer excellent service, an extensive selection of reading material, comfortable settings, and cafés where customers can enjoy cookies, sandwiches, and beverages. Additionally, this dynamic company works to be an asset in the communities they serve, hosting over 100,000 community events each year. CBTS, an OnX sister company, provided the Network as a Service solution to add new store locations to the customer's network and offer marketing analytics to drive future growth.

Challenge	CBTS solution	Results
• The client shifted from traditional retail to an experiential model, encouraging customers to stay longer and connect devices to their Wi-Fi network. • To secure their network, the client decided to deploy a Cisco Meraki firewall at each of their 630+ retail outlets requiring significant capital investment. • Project success depended upon finding a qualified contractor to manage the rollout, and to configure, ship, and install the Meraki security equipment at each of their locations. • The firewall needed to be actively managed and supported, ensuring separation of company and retail operations from customers while protecting customer data.	• CBTS presented a Network as a Service (NaaS) solution based on Cisco Meraki technology already vetted by the client's IT team. • CBTS devised a NaaS rollout plan for Meraki firewall deployment, including ordering, configuration, coordinating shipments to retail outlets, installation, testing, and launch. • CBTS ramped deployment to three stores per day and began actively monitoring and managing the Cisco Meraki retail environments universally, 24x7x365. • CBTS Managed Services stepped in to manage existing networks, creating a roadmap to transition the client's hardware and licensing to NaaS, thus eliminating the need for constant technology refresh.	• By switching from a traditional networking model to NaaS, the client saved millions in CapEx and added flexibility for transitioning stores to a Meraki firewall solution. • The Cisco Meraki firewall utilizes template configurations for retail, and with an experienced CBTS team for customizations, deployment ramped quickly to three stores per day. • With over 700 CBTS engineers to monitor and manage network security, when paired with Meraki MX Layer 7 firewall protection, the retailer offers a safe, secure Wi-Fi network for its customers and employees.

Challenge

The company shifted their business model from traditional retail to an experiential environment, encouraging customers to stay longer, connect their devices to Wi-Fi, enjoy a cup of coffee, hold a business meeting or community event, and shop.

Creating a secure network for customers was vital, so after significant research and vetting, the retailer's IT team decided on a Cisco Meraki MX firewall deployment at each of their 630+ locations.

Finding a trusted, qualified contractor to manage a national rollout, with the experience to configure, ship, and install the Meraki security equipment at each of their stores proved challenging. Also, the company wanted flexibility in the rollout schedule to account for the holiday season and potential changes in the retail environment at any given location.

Finally, the firewall systems needed to be actively managed and supported 24x7x365, to ensure separation of company and retail operations from customers while protecting both company and customer data.

CBTS solution

CBTS presented a Network as a Service (NaaS) alternative based on the Cisco Meraki MX84 cloud managed security appliance, added specifically to the CBTS product line for our client because it had been vetted by their IT team. The NaaS solution would prevent a significant capital outlay upfront for equipment, and save on costs associated with warehousing and paying for system licenses before deployment.

Next, CBTS devised a NaaS rollout plan for Meraki firewall systems, and their experienced project management team coordinated ordering, configuration, and shipments to retail outlets, and scheduled engineers onsite for installation, testing, and launch.

While onsite, CBTS technical employees performed network discovery and collected information that allowed the team to ramp deployment quickly to 3 stores per day. After each store launched, CBTS NaaS engineers took over with centralized, proactive, 24x7x365 monitoring and management of the Meraki security environment.

In tandem with the rollout, CBTS Managed Services stepped in to manage existing networks, creating a roadmap to transition the client's hardware and licensing to the NaaS environment over time.

Results

Our client saved millions in CapEx by switching from a traditional networking model to a CBTS NaaS solution, adding flexibility for the timing of bringing stores online within the Meraki security environment. The NaaS subscription ensures the retailer maintains predictable technology operating costs while reducing the expense of managing license renewals.

Additionally, by relying on CBTS certified Meraki experts for network discovery, configuration, and customizations, and a project management team experienced with large retail rollouts, the client saved time, with CBTS quickly ramping deployment to three stores per day. With CBTS Managed Services creating a roadmap for transitioning old networking equipment and licenses to NaaS, the retailer has a sustainable path forward for migrating disparate, location-based networks onto a unified, enterprise-class environment.

Finally, with over 700 CBTS engineers to monitor and manage network security and proactively address evolving threats, the retailer ensures a safe, secure Wi-Fi network for all its customers and employees across 630+ locations.