



A clear vision for business growth through network agility

"Our roll-out relied on Reliance Globalcom to be a really proactive and strategic partner in order for us to achieve our business goals."

Customer Case Study: Specsavers

When global Enterprises like optical manufacturer and retailer Specsavers identify new international markets into which to expand, cost effective and easily managed network connectivity from the outset is critical. With retail outlets, flexible provisioning methods allowing network installations to take place around site refurbishment schedules, maximises store profitability. Reliance Globalcom's Hybrid VNO network provisioning model enabled Specsavers to open 100 stores in 100 days in Australia, and significantly expand its presence in multiple global markets.

The Company

Specsavers is the number three player in retail optics globally and the largest privately owned optical group in the world. The group currently has over 1200 optical stores around the world, including and expanding into its ninth and tenth countries, Australia and New Zealand, in late 2008.

The Challenge

Specsavers had a strongly established market positioning but needed to ensure ongoing scalability, to support its ambitious plans for continued UK development as well as international growth in key Scandinavian countries and Australasia. In order to achieve a critical mass of retail location presence, supported by full local manufacturing and head office support locations, sites required different levels of bandwidth availability, and application access.

The biggest challenge came from the roll-out scheduling however, with network connectivity a critical operational requirement for all retail locations, before any profitability could be realized. In many cases site construction of retail outlets would be completed before any traditional service providers could add fibre connectivity. Specsavers were targeting

aggressive site roll-outs schedules in Finland, Australia and New Zealand, all managed in a one year.

"Our roll-out relied on Reliance Globalcom to be a really proactive and strategic partner in order for us to achieve our business goals".
Simon Baxter, Director of IT - Asia Pacific, Specsavers

The Solution

Reliance Globalcom was able to design a Hybrid VNO solution incorporating scalable levels of availability and resilience, depending on the individual site requirement, provided through multiple carriers and hardware vendors. End-to-end connectivity using a public IP network with a combination of BDSL, ADSL and wireless technologies was deployed across Specsavers' entire estate, including more than 200 sites across Australia and New Zealand.

Centralised, real time, monitoring of circuit performance, supported pro-active fault resolution and service assurance. With on-line tools, providing an efficient single point of global management, with a synchronised central billing processes.

MPLS technologies, implemented at the core of the network, integrated best of breed services with assured, globally consistent, Reliance Globalcom backed Service Level Agreements across the entire network regardless of the underlying carrier.

In Australia Reliance Globalcom and Specsavers teams reached the milestone of connecting 100 new Australian stores, within 100 days. This achievement won the Specsavers IT team the accolade of Retail Systems Magazine 'IT Team of the Year 2008' award as well as the 'Retail Systems Award 2008 - Overall Winner' honour.

Trading had commenced at 153 stores, located in every state and territory, by the end of that year. The first 11 New Zealand stores were also opened within two months of the same year.

"The wireless 3G components of the solution enabled our new stores to 'plug and play' data connections when still waiting for fixed lines to be installed to the stores. It also added a flexible back-up capability, which is critical for us, where if one store goes offline for a single day it can have repercussions among the supply chain to other areas of the business"
Simon Baxter, Director of IT - Asia Pacific, Specsavers

Finland followed the same path with an equally aggressive rollout, further to Specsavers acquisitions in that region. Here, as in Australia, a standardized rapid deployment 3G temporary solution was key in meeting every single store launch date in the short timescales provided, before the xDSL permanent solutions could be delivered.

The inherent flexibility of Reliance Globalcom's Hybrid VNO, approach allowed the implementation of multi-vendor, wireless solutions to handle temporary connectivity. At sites where carrier infrastructure was either unavailable or delivered after the date set for trading to commence at a particular store, this improved profitability. Reliance Globalcom's commitment to co-ordinate the technical implementation elements within the tight timeframes available in the retail store roll-out, also ensured the project was a globally recognised success.

The Benefits

- A Hybrid global network of MPLS Matrix and IP Secure, supplemented by temporary 3G connectivity and back up.
- Over 1200 sites managed globally, including a roll-out of over 200 sites in less than a year across Finland, Australia and New Zealand in one year.
- Over 160 new locations within 10 months rolled out including 100 sites in 100 days in Australia.

- Single point of contact and SLA regardless of the underlying carriage provider at each location, with fully consolidated billing across the network
- Access to both the lowest infrastructure prices available in any local national market and access to new technologies were most appropriate, including 3G Wireless services for rapid site productivity and improved service assurance.
- Flexible network design offering variable levels of resilience, reliability and service support dependent upon individual site requirements.
- Transparency provided through O-zone, Reliance Globalcom's real-time online service delivery performance and reporting portal
- A much simplified management process coupled with Reliance Globalcom's unrestricted network footprint allows future strategic expansion and geographical growth

What the Customer thinks

"Specsavers' very ambitious roll-out target schedule of more than 160 new locations across Europe and Asia within 10 months was always going to mean relying on Reliance Globalcom to be a really proactive and strategic partner in order for us to achieve our business goals. The speed, consistency and accuracy of Reliance Globalcom's global project management, technical service support and carrier management played a huge role in Specsavers, during this initial 10 month period, being able to achieve a higher than projected market share across multiple key global markets, while being an entirely new retailer in them all."

Simon Baxter, Director of IT - Asia Pacific, Specsavers

For more information about Reliance Globalcom, visit www.relianceglobalcom.com

For more information about Specsavers, visit www.specsavers.com

Network solutions that rapidly scale to your changing business

Reliance Globalcom's global footprint allows us to deliver service across 230 countries, in addition to the most technologically advanced and widest distributed domestic network in India. This high performance and resilient global network delivers you the services you demand with the flexibility your business requires now and in the future. You can add or remove services rapidly, adjust your bandwidth requirements within hours, and through the Hybrid VNO provisioning approach, be assured of knowledgeable, carrier and technology independent advice.

Over 2100 enterprise customers and 200 carriers depend upon Reliance Globalcom to deliver business-critical network solutions, manage complex requirements, and deliver services to their global businesses locations across challenging emerging markets.

Reliance Globalcom,
Units 1+2 Great West Plaza,
Brentford, Middx, TW8 9RE, UK
T: +44 (0)20 863 1700
F: +44 (0)20 8636 1701
E: info-uk@relianceglobalcom.com

© 2008 Reliance Globalcom Services, Inc. All rights reserved. Reliance Globalcom, the Reliance Globalcom logo are service marks of Reliance Globalcom Services, Inc. All others are properties of their respective holders.