



# A luxury retailer can't afford failing lines

As one of the world's largest and most valuable fashion houses, our customer puts a premium on everything.

Second best simply won't do, and the tolerance for sloppy installations, errors, or delays is non-existent. After all, for over 150 years their name has been synonymous with quality and protecting the reputation behind their famous logo is their primary concern.

When frequent failures started disrupting store operations and their highly discerning customers' in-store experience this retailer realized the need to replace their legacy analog lines with a highly reliable and future looking system across all 500 plus stores.

## MarketSpark protects the brand

After carefully considering a wide range of vendors, this retailer chose MarketSpark for all their POTS Replacement and WiFi needs because we could provide stable, sustained connectivity for internal operations and customer needs during high-traffic days, meet their aggressive timelines, and provide installation services in even the most remote areas.

- Minimized business disruption by scheduling all installs while the boutiques were closed
- Combined LTE Business Internet (BI) with secondary SD-Wan to provide stable, reliable bandwidth during various volume demands
- Fast, efficient installations that met their exacting standards for professionalism

## Equipment:

- Cradlepoint IBR900 CAT 12 Router
- DataRemote DRI-9080 POTS in a BOX

## Built back better

While reducing costs and providing simplified management of all their lines wasn't the primary concern, as a single vendor in charge of all their lines across the entire country, MarketSpark, has eliminated double billing and simplified management of their connectivity.

In addition, this retail mainstay can now monitor all their lines in every store from the MarketSpark Command Center providing predictability in their business operations while any future issues can be solved remotely before store hours so business isn't impacted.

**"MarketSpark treated us exactly the same way we like to treat our customers - with the highest level of professionalism and the best quality. They're a name you can count on, and that's something we know a bit about."**

**- VP of Procurement**