

ENSURING NETWORK AVAILABILITY ACROSS THOUSANDS OF STORES



MAJOR RETAILER CHOOSES ATSG

ATSG proactively identifies 98.6% of network incidents without the need for stores to report them

CUSTOMER OVERVIEW

This ATSG customer is a major specialty retailer operating multiple brands throughout North America. The company has thousands of retail stores, making reliable network connectivity a critical necessity. Any network downtime has a direct impact on its in-store sales and also affects its ability to provide superior service to its customers in the increasingly competitive retail space.

CUSTOMER SNAPSHOT

Industry: Retail

Geo: North America

IT Landscape:

- Data network supporting 1000s of stores
- Over 3,700 Cisco network devices
- Multiple carriers

Solution: ATSG RMS

PAIN POINTS

Historically, the company managed its network internally using standalone monitoring tools, but it was growing rapidly and had just acquired a major new retail brand. As a result, it needed to scale its support capabilities and implement a more effective solution for managing its critical network infrastructure. With no IT personnel in its stores, it was imperative that its new service model enabled strong remote support delivery. The company needed to act urgently since its new acquisition was experiencing network outages that were disrupting store transactions.

WHY ATSG

The company's immediate need was to ensure stable connectivity for its newly acquired retail brand, so the business partner that supplied its computing, business software and network called in ATSG. ATSG offered a proven platform for managing the company's network, backed by deep Cisco expertise and 24x7 support center coverage. ATSG's carrier management capabilities were also particularly important as the company's stores relied on carrier DSL connections and dial backup for network connectivity.

BUSINESS OUTCOMES

Initially, the company chose ATSG's Remote Management Service (RMS) to manage network connectivity solely for its new acquisition. ATSG RMS is powered by ATSG Platform, which, upon implementation, immediately identified preexisting network circuit issues that were disrupting store transactions. ATSG engineers then worked with the company's carriers to resolve these issues, creating stable and reliable connectivity to each store.

As ATSG demonstrated its value, the company ultimately expanded ATSG's monitoring and managed services to cover each of its other national brands. ATSG's ability to scale its engagement model and platform was a key enabler for this expansion. As a result, the company has now standardized support across all brands, enabling it to benefit from high network reliability, uniform engagement processes and consistent reporting.

Since then, ATSG has continued to deliver impressive benefits for the company:

- When the ATSG Platform detects a circuit issue, 24x7 ATSG engineering teams proactively engage the affected carrier for resolution. Comprehensive monitoring is also conducted on network devices in each store and verified root cause incidents are immediately raised to the ATSG Support Center for attention. By providing after-hours coverage, ATSG helps to resolve issues before stores reopen – protecting revenues and increasing shopper satisfaction.



- ATSG has worked with the company to create and maintain a consistent runbook that spans its multiple brands, ensuring uniform processes and rapid resolution of network outages.
- At the end of each support center shift – and twice per shift during critical periods such as Black Friday – ATSG produces a comprehensive handover communication that details the status of all active incidents for the company's IT team. Not only does this provide management visibility, it also allows the company to identify and respond proactively to high-impact environmental events such as regional power outages during winter storms.

BUSINESS OUTCOMES CONTINUED

- Detailed reports give the company full visibility of circuit availability and utilization, including historical trends that indicate potential emerging issues. This includes both primary circuits and backup dial access.
- Routine briefings are conducted with the company's IT team to review service history, trends and areas where proactive actions can further improve network availability. ATSG also works closely with the company to quickly facilitate monitoring platform administration and managed service onboarding in parallel with ongoing store changes.

With ATSG, the company now has a robust data network, ensuring its stores have access to reliable data connectivity. Rather than the company waiting for stores to report problems, ATSG proactively identifies and resolves service issues to eliminate or reduce downtime and the business impact it causes. Plus, by using ATSG for 24x7 managed services and carrier management, the company's network support team can cost-effectively support a larger number of stores with fewer staff while also focusing on strategic initiatives.

KEY METRICS

- On average, it takes only 39 seconds for the ATSG Platform to identify, diagnose and report network issues to the ATSG Support Center
- 98.6% of network issues are proactively detected without the company having to manually report an incident
- The ATSG Platform has lowered incident volumes by 99.2%, correlating events and validating incidents to dramatically reduce noise – as a result, the ATSG Support Center focuses on resolving real service-affecting issues rather than chasing false positives

About ATSG

ATSG is the leader in intelligent business service assurance. The ATSG Platform delivers predictive and proactive performance and availability management across hybrid infrastructures, with a focus on real-time communications use-cases. It is available as a standalone solution or as the engine behind ATSG's managed service offerings.

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