AT&T Business

Global apparel brand upgrades connectivity with

powerful network

solutions

- **Business needs** - Enhanced performance and integration across multiple sites with different connectivity technologies

- **Networking solution** - An intelligent, integrated SD-WAN architecture supporting a Virtual Private Network (VPN)

- **Business value** - Highly secure, on-demand bandwidth allocation provides access to new applications and enables growth

- **Industry focus** - Sports apparel

- **Size** - Global retailer with more than 500 locations

AT&T delivers a new network optimized for the future

A global manufacturer and retailer of popular apparel operates their own manufacturing locations, plus more than 500 retail stores in 70 countries. Recently, their contract for global Wide Area Network (WAN) was expiring. They decided it was time to upgrade to a full Software Defined-Wide Area Network (SD-WAN), which they believed would provide increased performance and cost savings.

One of their goals was to connect manufacturing, retail, and corporate locations. They also wanted the capability to mix and match location and technology needs while enabling a gradual transformation that would minimize operational disruptions. Finally, they wanted to gain improved network performance to take advantage of retail innovations like in-store Augmented Reality (AR), Virtual Reality (VR), and digital signage. With major licensing partnerships and a global, pop-culture-oriented consumer base, providing cutting edge retail experiences is very important to this company and in maintaining their brand image.

Streamlining, customizing, and enhancing the global network

The company chose AT&T to implement their global network upgrade. AT&T was able to consolidate their various connection types into a single, integrated Virtual Private Network (VPN) routing domain. It made sense to access the VPN through SD-WAN technology to support the resource requirements of managing a VPN among so many remote locations.

The AT&T SD-WAN solution gave them easy access to third-party cloud applications, robust cloud security, and intelligent network traffic management with onsite AT&T FlexWare™ devices—also for redundancy support.

A major concern for the company was the diversity of architecture at their various sites and how they could bring them all under the umbrella of a single, global network solution. AT&T was able to customize multiple versions of integrated solutions based on the customer's site types for 650 locations.

The company is now well-positioned with multiple site-type options as they expand their network upgrade. Their new solution also enables them to implement additional cybersecurity features and develop pop-up store solutions to help them stay competitive and relevant in the pop-culture niches they dominate.

The AT&T Business solution

Company purchased:	AT&T delivered:
AT&T FlexWare™ devices	Network Function Virtualization
AT&T VPN and broadband internet	World-class MPLS and broadband network
AT&T SD-WAN Over-the-Top	Dynamic, application-aware traffic routing to improve network agility
Cloud security	Cloud-based firewall and security services

The AT&T difference

With the help of AT&T to upgrade its network and connect locations worldwide, the company is able to work more efficiently with flexible and highly reliable connections. The company also opted for the added value of our virtualized hardware that delivers a resilient, cost-effective solution with failover capabilities. The company now has the ability to integrate and launch new applications across all its global retail locations through the new virtualized network. This simplifies the overall network and global operations, freeing up company resources to focus on new projects.

By virtualizing their network with AT&T SD-WAN and AT&T FlexWare™, the company is now able to easily add bandwidth to individual sites. This is critical, because network flexibility is a key driver of ROI on their technology investment. Site-type-optimized hardware options allow users to choose the best technology, speed, and other attributes needed for each site.

With the increased quality and high reliability of their network connectivity, the company can implement cutting-edge retail technologies that require low latency and greater bandwidth—which is exactly what they need to provide exciting customer experiences that align with their global brand image.

Today, this global apparel company is, thanks to software defined technologies from AT&T, future-ready and future-relevant—and positioned for elevated performance.

https://www.business.att.com/content/attbusiness/en/products/sd-wan.html/