

# A shopping experience like no other thanks to IoT

- **Business needs** – Support for in-store, digital-experience displays that showcase the company's premium luxury appliances.
- **Networking solution** – AT&T Global SIM delivers the connectivity everywhere Fisher & Paykel wants to locate its displays.
- **Business value** – Outstanding new marketing tool, global availability, single-provider, managed solution.
- **Industry focus** – Manufacturing
- **Size** – \$772.59 million annual revenue<sup>1</sup>

## About Fisher & Paykel

Fisher & Paykel opened in New Zealand in 1934. It has since grown into a global powerhouse with operations in many countries and manufacturing facilities in Mexico, Italy, Thailand, and China. Its design heritage is founded on a pioneering spirit and a culture of curiosity that has challenged conventional product design. Its brand vision is to be the most human-centered appliance brand in the world. At the heart of the Fisher & Paykel story are people looking for the innovation that changes the everyday into something out of the ordinary.

## The situation

The company created sophisticated, digital displays to showcase its appliances and create new, in-store experiences for shoppers. However, the devices were deployed in multiple countries with network challenges. This made it difficult to update product catalogs on each display. Fisher & Paykel required a connectivity solution that was international, affordable, and easy to manage.

<sup>1</sup>[https://www.dnb.com/business-directory/company-profiles.fisher\\_paykel\\_appliances\\_holdings\\_limited.6c414008ddfe054c3aa56c2719d24e.html](https://www.dnb.com/business-directory/company-profiles.fisher_paykel_appliances_holdings_limited.6c414008ddfe054c3aa56c2719d24e.html)

## Solution

AT&T Global SIM and Cradlepoint routers deliver the connectivity that Fisher & Paykel need to power its displays. The single-provider, global solution is fully managed by AT&T Business, eliminating the need for Fisher & Paykel to add staff. The solution enables locations around the world to capture data to measure engagement and performance.

## Real products for real people

Fisher & Paykel is one of New Zealand's best-known companies. It is a leading manufacturer of premium luxury appliances.

Asim Khan, Fisher & Paykel Head of Architecture and Platform Engineering, said the brand has been ubiquitous in his country. "Pretty much everyone growing up in New Zealand had a Fisher & Paykel fridge or washing machine, including myself," he said. "It's got very high brand recognition in New Zealand."

After the Haier Group acquired Fisher & Paykel, the company retained its popularity in New Zealand and Australia. In recent years, it has worked to grow market share in other countries. "We've been doing well in exceeding our targets," Khan said.

## The challenge of new markets

Khan has an extensive background in IT. He's worked for a major database management software company, the national Health Ministry, and the America's Cup (a sailing competition with the oldest trophy in international sports, dating back to 1851).

While the America's Cup and Fisher & Paykel may seem worlds apart, Khan said the corporate values are similar. "Both have a high-performance culture," he said. "It's all about open communication, trust, and having a growth mindset. Every day when I went to work at an America's Cup team, I'd think, 'Okay, what can I do better today? How can I change things?' And it's the same here."

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Head of Architecture and Platform Engineering,  
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## Affordable global connectivity

The company decided to promote its upmarket appliances with sophisticated digital in-store experience displays. “The market for the displays is the consumer who walks into a high-end appliance store,” Khan said. “The display shows the appliance in a kitchen setting, so people can actually see how the product appears with other appliances. They can get the whole experience rather than just seeing a line of fridges.”

Fisher & Paykel placed its digital experience displays in hundreds of stores internationally. Unlike traditional exhibits, the digital displays make it easy for the company to focus only on the products that are available in each market. But making sure the product catalog in each display is always up to date for each region requires highly reliable connectivity across the globe.

“The displays always have to be connected,” Khan said. “And if you connect them using the store’s Wi-Fi, it’s always going to be difficult.” Fisher & Paykel required a connectivity solution that was international, affordable, and easy to manage.

## A single vendor for a global deployment

Khan said he decided early that Fisher & Paykel had to provide its own connectivity. “I think AT&T Business was the only provider that was able to give us the ability to go into the space without a huge investment,” he said. “AT&T enabled us to start rolling out these digital screens without a huge investment, and do it rapidly.”

After designing the digital experience displays, Fisher & Paykel tested them with local telephone companies. However, it understood that deploying the displays in markets around the world would require a global supplier. “AT&T was really the only company that could provide for us truly globally in most markets, especially difficult markets like China.”

AT&T Business suggested an IoT solution that used AT&T Global SIM and Cradlepoint routers to deliver the connectivity everywhere Fisher & Paykel wanted to locate its displays. “This gave us a single provider to deploy the solution globally,” he said.

Fisher & Paykel didn’t want to increase internal head count for the project, which was essentially a proof-of-concept when they went live with it. The solution of every other connectivity vendor would have required Fisher & Paykel to add staff to manage the project.

The solution from AT&T Business is completely scalable and does not involve anyone from Fisher & Paykel. “That’s something that other providers couldn’t deliver,” Khan said. “Beyond the technology and ability to have a system that could run globally, AT&T Business took on the responsibility of pairing the SIM cards to the Cradlepoint routers to make sure they’re connected to the Cradlepoint Netcloud™ Manager. They also ship





equipment for us to the warehouse where the digital displays stock is held.”

## A superior customer experience

The digital displays let customers the world over explore Fisher & Paykel products in ways never before possible. The 86-inch screens enable customers to view the appliances at nearly life size. “As you walk up to the screen, it says, ‘touch here,’ and brings you into an application that we call the Endless Aisle,” Khan said. In a normal in-store display, customers can only see a handful of products, but our digital display lets them explore any of the hundreds of different products that the company sells.”

Customers can click on the door of appliances to view the inside. “The screen allows them to view inside the appliances as if they were there,” Khan continued. “It’s a mechanism for allowing the customers to thoroughly browse the catalog without having to put the entire product set in the store.”

Khan spoke of how the solution from AT&T Business has improved their displays: “As soon as we update our product information management tool, there’s a live feed that goes to the displays. Previously, some channels would have updated product descriptions while others didn’t. Making sure that our in-store experience displays are connected and up to date at all times is critical to our strategy of giving customers a shopping experience like no other.”

Another key benefit is the ability to dynamically change the data allocation to minimize costs. “The good thing is that we’re not just static,” Khan said. “There’s a large cost associated with having data connections and tools across the world. We like being able to optimize that spend. AT&T Business comes to the table with many solutions that enable us to do more with our investments.”

Khan also appreciates being able to resolve issues with a single call.

## A simplified infrastructure in the cloud

AT&T Business also helped Fisher & Paykel simplify its network infrastructure with AT&T Software-Defined Wide Area Network (SD-WAN) with VMware and Zscaler. “We went with the global SD-WAN solution from AT&T Business as a managed service,” Khan said. “That’s the reason that we can run 34 sites with one network guy, because of the relationship with AT&T Business and its managed service offering.”

The solution elevates Fisher & Paykel’s network traffic management away from hardware and on-premises equipment to next-generation software in the cloud. This aligns perfectly with the company’s cloud-first strategy. “We no longer procure on-premises applications,” Khan said.

“If you look across the hundreds of applications across our landscape, the solution from AT&T Business with VMware and Zscaler was really the key enabler to provide connectivity for our organization to operate as a cloud-first organization,” Khan said.

## A focus on end-user experience

Its association with AT&T Business is helping Fisher & Paykel remain at the forefront of innovation in its

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industry. When the world’s largest appliance show went virtual last year because of the pandemic, Fisher & Paykel built a 3D virtual kitchen. “It was sort of like a gaming model,” Khan said. “It was true to life, letting people explore and interact with the appliances in the kitchen.”

The success of that model led company officials to begin working to add 3D capabilities to its in-store displays. “You should be able to configure a kitchen on our website, on a digital display, or in any of our channels where that makes sense,” Khan said. “This will require data and processing demands of a magnitude even higher than what we’re doing today.”

As the company evolves its displays, AT&T Business will continue to support Fisher & Paykel’s focus on end-user experience.