

CASE STUDY

Empowering Retail Success: Cisco Meraki Network Refresh

SNAPSHOT

Our enduring partnership with a major US department store chain demonstrates how trust drives growth. We've become a trusted advisor, highlighted by the Cisco Meraki network refresh projects. These ambitious migrations have boosted operational efficiency and enhanced their in-store customer experience, leading them to expand our services to nearly our entire portfolio.

Initial Challenge: Network Refresh of Logistics Centers

Our customer, a well-known US department store chain operating over 600 stores across 49 states, wanted to improve operational efficiency by updating their networks at logistics centers. Impressed with our Professional Service team's initial recommendations and design work and our capabilities with networking solutions like Cisco Meraki, they strengthened our role, entrusting us with refreshing complete networks for their massive logistics centers, some of which covered over 2.6 million square feet.

Action and Results in Logistics Centers: Delivering Value Through Expertise

Our approach went beyond mere equipment installation; we delivered a turnkey service that ensured everything was ready for immediate use. The projects required a significant amount of equipment, including all the cabling, cabinets, 80 to 100 switches, and approximately 500 wireless access points (APs). We conducted predictive wireless surveys and onsite visits prior to sourcing all components and were careful to ensure no migrations were delayed due to equipment delivery issues despite the complexity involved.

This showcased our ability to manage complex projects effectively. Our team's ability to design, source, implement, maintain, manage, and support tailored solutions based on specific environmental needs — like temperature control and dust management — demonstrated a commitment to understanding our customers' unique challenges. The improved connectivity has enabled our customer to automate more processes, improving operational efficiency in their logistics centers.

Our solution leverages a combination of Cisco Catalyst 9300 switches for core networking and Cisco Meraki as out-of-band switches, all deployed and managed through Cisco Catalyst Center. This approach enhances efficiency, provides visibility across all switches, and simplifies network management across the logistics centers.

"I wanted to take a few moments to recognize [our Compucom Project Manager] for the outstanding job he is doing for [our] Store Network Refresh effort. The project requires extreme coordination across multiple phases, involves many teams, scheduling around various other [of our] initiatives, and numerous sales-protection dates. His communication and overall management throughout have been exceptional and critical to the success of the project. [Your other staff] have also done a fantastic job in assisting to lead this effort.

Compucom has always been an important and valued partner to [us]. Your people are a key reason why."

— Technical Project Manager, Deployment

The Next Challenge: Expanding Our Services and Capabilities to Stores

The initial success in logistics centers led to further opportunities within our customer's retail stores. After a pause due to the pandemic, we resumed the refresh work in 2022.

Complicating matters, each store is unique, ranging in size from 40,000 to 300,000 square feet. The scope of work is substantial, involving the cleanup of old equipment, running 225 miles of cabling, and installing approximately 1,000 switches, which will support the migration of 40,000 endpoints. To date, we have successfully completed 206 stores.

In 2024, we upgraded 135 stores in just 10 months. Hitting this ambitious target was made possible by Compucom's proactive staffing and cross-training initiatives, enabling our team to scale operations effectively.

Actions and Results in Stores

The stores had been using outdated Cisco equipment, and some had under-provisioned access points that struggled to handle current network demands. These issues frustrated customers and staff, affecting transaction speeds and customer satisfaction. By upgrading the stores to newer technology, we significantly enhanced wireless coverage and performance, creating a better shopping experience. Replacing equipment nearing the end of support facilitates the implementation of next-generation point-of-sale systems. This improves operational efficiency and further enhances the customer experience in stores.

Keys to Our Success:

Our Solution-Oriented Approach and Comprehensive Portfolio

This narrative is a powerful example of how customers recognize the value we provide when they face complex IT challenges. The success of this partnership relies on several key factors:

01

Early Engagement:

We engaged the right resources from the outset to thoroughly understand customer needs and design tailored solutions.

02

Solution-Oriented Mindset:

We focus on addressing challenges rather than just selling products. This builds trust and positions Compucom as a valuable partner.

03

Comprehensive Offerings:

Our full range of services — spanning planning, design, sourcing, deployment, and ongoing support—demonstrates Compucom's capabilities and our commitment to customer success.



Learn more about Compucom and how we source, integrate, and support your technology needs at compucom.com