

## CASE STUDY

# BEALLS

Beall's, Inc. is the parent company of Beall's Department Stores, Inc, Beall's Outlet Stores, Inc., and Burke's Outlet Stores, Inc. The corporation, through its subsidiaries, operates over 560 retail store sites in states across the Sun Belt, from Florida to California with annual sales over one billion dollars. Since its modest beginnings in 1915 Beall's has grown to be a major employer in the State of Florida as well as a valued asset to all the communities it serves throughout the country.

A long history of strong ethical values and commitment to customers, employees and community has earned the Beall's family of stores trust and respect in the marketplace.

### CIO CHALLENGES

Beall's needed a well-integrated broadband solution that could be easily implemented across the entire chain. Its previous network was very high cost and high maintenance, yet delivered very low bandwidth.

Some Beall's stores previously utilized broadband for specialty applications, such as IP-based security cameras. Other stores were using a low speed, costly frame relay. There was little consistency among the stores throughout the chain, and managing the many variations taxed the resources of the corporate IT department.

The company had numerous broadband-based applications it needed to run efficiently. These ranged from operational and communications applications, to customer-facing applications directly tied to the customer experience. Beall's history of delivering an outstanding customer experience could not be compromised.

Beall's sought out a service provider that would build a WAN to support those efforts throughout all Bealls stores. The network would need to be managed easily and efficiently.

### THE IRG SOLUTION

IRG created a highly efficient project management team specifically for Beall's retail chain. The team



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searched its extensive carrier relationships nationwide were able to resource cost effective broadband for every store, regardless of location. IRG delivered proactively managed and monitored solutions to all stores nationwide.

This enabled all stores to run all the broadband-powered applications mandated by corporate IT department.

IRG CEO Mike Luzio stated, "We're excited to add Beall's to our ever expanding list of multi-site retailers here in North America. Beall's represents a long standing brand name throughout American history. To have our name associated

with them truly defines the level of partnership we value from our retail partners. Bealls holds a special place in my family history as it was one of the shopping destinations a dear person in my life frequented for many years.

As Beall's continues to grow, IRG has been selected to provide the same products and services to all new locations in Beall's rollout plan.



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