

CASE STUDY



Quiksilver designs, produces and distributes clothing, accessories and related products for young-minded people and develops brands that represent a casual lifestyle driven from a boardriding heritage. Quiksilver's authenticity is evident in its innovative products, events and retail environments across the globe. In addition to their own retail locations, Quiksilver's products are sold throughout the world, primarily in surf shops, skate shops and other specialty stores that provide authentic retail experience for its customers.

CIO Challenges

Quiksilver sought a managed service provider equipped to deliver turnkey solutions for all of its locations. The company needed a cost effective, PCI-compliant network to keep pace with the growing retail chain. Further, Quiksilver intended to continue utilizing their network to power broadband-enabled applications for such future applications like VoIP, Store Traffic Counters, and Dynamic Signage.

The IRG Solution

After some key IT executives had worked with the IRG in the past, when the time was right, Quiksilver quickly partnered with IRG for Network Services, including wireline broadband, TruManage Pro-Active Support, Enhanced PCI support, and RetailLAN for turn-key integration.

The project officially launched with the IRG assignment of a dedicated

Project Management team to handle all aspects of the network implementation. This team ensured the entire process would be completed with minimal interruption to business operations and consisted of a Project Manager, Project Administrator, and Network Engineer. Broadband provisioning and CPE procurement progressed transparently during the development of rollout, staging, and logistical plans. IRG was even able to successfully keep costs down by transitioning already stable wireline products to the IRG platform, thereby eliminating the need for a truck roll to the store location and eliminating unwanted non-recurring costs to Quiksilver. This was a huge advantage that IRG was able to bring to the table over its competition.

One important aspect of the project was IRG's change management and maintenance of the existing Juniper VPN firewall investment. This was encompassed by IRG's total device management of the Quiksilver network. Each box was configured and verified for maximum speed and efficiency. IRG, when needed, provided full turnkey integration of the network, which included staging, configuration, and on site installation of selected stores throughout the Quiksilver network. Quiksilver's previous network included a large number of high-priced T1 circuits.



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Because of IRG's extensive coverage partnerships throughout North America, they were able to eliminate the high cost T1 circuits and enable high speed, low cost, wireline services to nearly all of the locations throughout

the Quiksilver North American footprint.. T1 circuits are often four to five times higher cost each month than IRG's wireline broadband and was a driving factor to look to IRG for their vast experience of obtaining low-cost high speed connectivity in hard to reach areas.

"Quiksilver has been influencing youth culture and fashion for 30 years from coast to coast," said Mike Luzio, CEO of IRG. "We're always eager to work

with our customers on helping them design a secure WAN network that we believe helps them focus on what they do best. That's our job. We continue to work with Quiksilver to look at new applications to drive over their network and are excited to help Quiksilver engage their fast-paced, media-hungry audience."

IRG Delivered

Network Services - Provisioning, coordination, and installation of primary wireline broadband.

RetailLAN (Turn-Key Integration) - CPE Staging, logistics, in-store cabling, installation and testing of all services, including integration with client's LAN

TruManage - Pro-Active Network Monitoring of all aspects of the WAN network

Enhanced PCI compliance

Consolidated, Easy-to-Read, Electronic Invoice.

About Industry Retail Group

IRG is a premier provider of broadband-enabled network services, serving retailers and other multi-site companies across the globe. IRG partners with its clients to serve as a single, comprehensive source for industry-specific managed broadband-related services and solutions, while offering 24/7/365 proactive, dedicated support from one of our multiple Network Operation Centers. IRG has a growing client base including Fortune 1000 retailers with locations worldwide. IRG also provides valuable overlay applications including Hotspot and Enterprise Wi-Fi solutions, Hosted VoIP, and IP-based Video Surveillance to name a few. These bottom-line impacting services allow clients to further leverage their WAN investment while being assured IRG handles multiple aspects of their clients' security component WAN infrastructure as a VISA PCI DSS Validated Service Provider.



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