

# Footwear retailer RENO sets up future-proof networks in 300 stores

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**Agile network from the cloud as a basis for digitalization & omnichannel**

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Aachen, February 12, 2019 - With their move to software-defined networking from the cloud, footwear chain RENO is future-proofing the network infrastructure of its approx. 300 German branches. This is a part of the retailer's drive toward digitalizing its business and developing its omnichannel offerings. All of the hardware - routers, switches, WLAN access points - as well as the cloud-based management solution come from the German network provider LANCOM Systems. Throughout the rollout, RENO is being supported by the technology service provider Diebold Nixdorf. Plans are in place to expand the network to the branches in other European countries, including Austria, Switzerland and Hungary.

Almost 1,000 routers, switches and WLAN access points from LANCOM Systems ensure the agile, cost-effective networking of RENO branches across Germany and form the basis for innovative applications. The branch network is managed and monitored centrally via the LANCOM Management Cloud, which intelligently organizes, optimizes and controls the entire network architecture (LAN, WAN, WLAN) by means of state-of-the-art software-defined technology. Configuration and rollout are performed automatically and with maximum security, and manual configuration is no longer necessary. The footwear specialist benefits



from an extremely fast, efficient and cost-effective rollout process. Furthermore, the network can be quickly expanded to include additional stores.

High-performance VDSL lines connect the branches to the Internet and the RENO headquarters in Osnabrück. The routers at the branches support numerous applications, such as the data traffic for the POS systems, telephony, and the ERP-system synchronization. At the various stores, high-speed Wi-Fi forms the basis for modern wireless applications, such as order processing with tablets.

“With the modernized branch network, we are quickly pressing ahead with the digitization of our stores. The LMC as the central, intelligent management instance helps us to achieve enormous savings in costs and time,” says Matthias Schäfer, Head of Information Technology at Hamm Reno Group GmbH. “Processes like updating router firmware or setting up new VPN tunnels between sites, which used to take hours or even days, are now reduced to just a few mouse clicks and minutes. This in turn allows us to invest more time in strategic networking matters.”

With the new branch network, retailer Reno is preparing itself for the many digital challenges that brick-and-mortar retail will continue to face in the future. For example, the centralized and highly reliable networking of the stores helps with the ongoing digitalization of order processing and with the implementation of the omnichannel strategy to strengthen customer loyalty.

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LANCOM Systems background:

LANCOM Systems GmbH is a leading European manufacturer of networking and security solutions for the public and private sectors. Its portfolio comprises hardware (WAN, LAN, WLAN, firewalls), virtual network components and Cloud-based software-defined networking (SDN).

Software development, hardware development and production take place primarily in Germany, as does the hosting of the network management. Special attention is given to



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SYSTEMS

trustworthiness and security. The company is committed to offering products free from backdoors, and carries the quality seal "IT Security made in Germany" initiated by the German Federal Ministry for Economic Affairs.

LANCOM was founded in 2002 and is headquartered in Wuerselen near Aachen, Germany. Its customers include SMEs, government agencies, institutions and enterprises from all over the world. Since summer 2018, LANCOM has been an independent subsidiary of the Munich technology group Rohde & Schwarz.

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