ARROW CASE STUDY

CUSTOMER: Valiram Group
INDUSTRY: Luxury Retail
BRANDS: Victoria's Secret, Michael Kors, Jimmy Choo, Coach, Kate Spade and many more...

SOLUTION SUMMARY

- Remote management of the Valiram Group POS system from the head office in Malaysia

- Establishment, maintenance and support to each Valiram luxury retail store

- Redesigned connections to the head office through guaranteed Ethernet connections

- Automatic updating and sending of POS reports
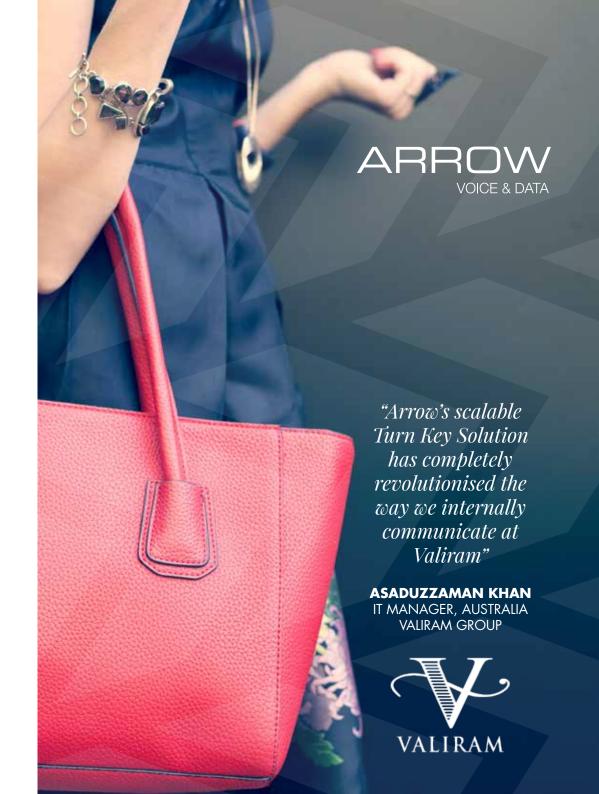
- Fully managed IT solutions

OUTCOMES

- Improved efficiency
- Streamlined communication between stores and head office
- Increase in profits

JIMMY CHOO   MICHAEL KORS

VICTORIA'S SECRET   TUMI

kate spade
NEW YORK   Bath & Body Works

ARROW
VOICE & DATA

"Arrow's scalable Turn Key Solution has completely revolutionised the way we internally communicate at Valiram"

ASADUZZAMAN KHAN
IT MANAGER, AUSTRALIA
VALIRAM GROUP

VALIRAM

GETTING VALIRAM GROUP UP TO SPEED

When Valiram Group entered the Australian market in 2007, it needed an increased level of professionalism and support in operations, especially telecommunications.

That's where Arrow Voice and Data came in!

GETTING TO KNOW THE VALIRAM GROUP

Valiram Group is Asia Pacific's leading specialist retailer and brand builder in both downtown and travel retail environments. Some of the bigger brands the company currently manages are Victoria's Secret Beauty and Accessories, Michael Kors, Jimmy Choo, Kate Spade, Coach and Tory Burch.

Valiram Group, established in Kuala Lumpur in 1935, has grown from a textile merchant into a conglomerate of luxury and lifestyle brands, placing the company as one of the most prestigious specialist retailers in Southeast Asia. The group represents more than 150 brands and operates more than 100 stores in numerous categories, such as fashion and accessories, timepieces and jewellery, perfume and cosmetics and confectionary and dining concepts. Its footprint covers Malaysia, Singapore, Indonesia, Australia and recently China in both domestic and travel retail environments.

VALIRAM GROUP ENTERS AUSTRALIA AND STARTS GROWING

When Valiram Group came to Australia in 2007, it started off small. It featured simple PSTN phone lines and an ADSL internet connection across each of its 13 stores. From 2007 to 2013, this same solution was deployed across a number of new retail stores.

However, when the number of stores started to grow rapidly, Valiram Group realised that the simple ADSL service, a best effort internet connection, was just not going to cut it. Rapid globalisation led to additional in-store requirements such as stores uploading reports directly to the head office as well as an online point of sale (POS) system.

Valiram Group needed this system to be managed remotely due to the head office's location in Malaysia. What Valiram Group needed was a better, fully managed system.

SUMMARY: THE CHALLENGES

- Traditional non-scalable phone lines
- Inadequate internet for business requirements
- Need for more streamlined communications with head office in Malaysia
- Need for a fully managed system due to rapid growth trajectory

SUMMARY: TURN KEY SOLUTION

- Scalable communications
- Ethernet with guaranteed speeds
- Streamlined communications with head office in Malaysia
- Fully managed solution

TURN KEY SOLUTION

Arrow's Turn Key Solution is a future-proofed solution specfically tailored to Valiram Group's requirements that supports its growth plans.

Combining so many communication and IT requirements into one simple package allowed Valiram Group to concentrate on creating a firm foothold in the Australian market.

Our affordability, partnerships with major providers and capacity to provide strong, reliable phone systems and internet service made Arrow just the people to call.

We went to work designing a 13 site managed IP VPN solution (with some added bonuses!) that keeps Valiram Group's business running smoothly today.

Some of the finest aspects of the service are:

- Seamless remote management of the Valiram Group's POS system from the head office in Malaysia
- 24/7 access to a dedicated Valiram Group account manager
- Complete management of Valiram Group's data services, including its IP-VPN
- Centralised Cisco Cyberoam router licencing that makes deployment of new stores simple and efficient
- Establishment, maintenance and support of each new Valiram Group luxury retail store
- Centralised firewall security management of all retail stores

- Co-Location in a Sydney data centre, with multi-homed data services including multiple layers of redundancy
- Fixed low cost of all new retail stores for five years based on consistent growth and expansion plans

These great aspects led to phenomenal outcomes for Valiram Group, including:

- Enhanced speed and reliability of its international data network
- Improvement in the speed and availability of daily reporting and stock control
- More than 50% improvement of performance and reliability due to simplification of international and domestic IP links when directed via Arrow's Sydney data centre
- Simplified network design and IP VPN architecture
- Standardisation of deployment and environment process that makes each rollout of every new retail store a breeze
- Real-time reporting of Point Of Sale reports and data

CONTINUED BENEFITS

With Arrow's Turn Key Solution, Valiram Group no longer worries about minute details, such as cabling, hardware and network configuration, of the implementation process. Arrow project managers oversee the entire process from start to finish for one low standard monthly cost with no up-front fees! All of this has led to improved efficiency within many aspects of the greater Valiram Group operation.

Communication between stores and the head office has become much more streamlined and convenient. Most importantly, Valiram Group's profits have increased since the implementation of these new managed solutions through improved communications and efficiency. Such systems have helped Valiram Group grow from its original collection of 4 retail stores to more than 40 stores in 5 states. Arrow continues to support these sites with more expansion planned!

"Arrow's scalable Turn Key Solution has completely revolutionised the way we internally communicate at Valiram. Our business processes are now streamlined and efficient, allowing us to focus on the growth and management of the business. Throughout our longstanding relationship with Arrow, we've enjoyed their complete business service with top level customer service and support. We're very happy we moved across to Arrow for our communication and IT needs and look forward to a very productive partnership in the future".
Asaduzzaman Khan, IT Manager, Valiram

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VALIRAM

ARROW / VALIRAM GROUP CASE STUDY

IS IT TIME FOR YOUR BUSINESS TO GET UP TO SPEED?

Talk with one of our specialists to see how Turn Key can transform your business.

CALL US TODAY: 1300 555 330

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