

CORPORATE CASE STUDY

David's Bridal

“The stakes are high in the wedding business and having high speed access to our central wedding system and full access to all VoIP lines are two things that are non-negotiable. Though our network outages were infrequent, our secondary network performed subpar, and as our bandwidth needs increased, we knew we had to find an alternative solution. My challenge to the team was to implement a backup network that offered transparent connectivity for about the same cost as our current backup environment.”

Caryn Furtaw, CIO for David's Bridal

THE OPPORTUNITY

David's Bridal is the leading bridal and special occasion authority in the U.S., outfitting nearly 35 percent of U.S. brides. The company has more than 300 retail storefront locations across the U.S., with additional international expansion sites underway. David's Bridal had deployed an MPLS network to provide Voice over IP (VoIP) for its retail locations across a reliable network that would support its centrally hosted wedding system and real-time applications, such as credit card authorizations. To augment its corporate MPLS network, the company required reliable backup connectivity to assure communications and transactions for each of its stores spanning 49 states, Canada and Puerto Rico. At the time of assessment, though the company's network outages did not occur frequently, the existing secondary network was not optimal. Furthermore, David's Bridal identified that its voice calling quality was in need of improvement along with further access was requirements for inbound and outbound calls. As the company opened new locations, expansion to globally accessible Direct Inward Dialing (DID's) was necessary. Additionally, in order to support the growing wedding industry, the company needed to deploy more bandwidth and increase the reliability and quality of service across its entire retail footprint.

David's Bridal outlined its needs against its current deployment and sought qualified communications

vendors to bid for its business. The winning carrier would enable David's Bridal to increase the quality of its voice communications and implement a backup network that offered improved connectivity through a comparable price point.

THE SOLUTION

Taking a consultative approach, which included a detailed analysis of the David's Bridal existing infrastructure weighed against its needs, One Source Networks (OSN) recommended a turn-key integrated voice and data service, with additional redundancy delivered via wireless Evolution-Data-Optimized (EVDO). This was recommended to David's Bridal in order to provide network and last mile local loop diversity for its stores. The EVDO wireless data link provides a data back-up link that assures each location guaranteed uptime for real-time and transaction-based services. OSN's service also included a custom monitoring solution that provides active notifications for each dropped line, assuring its service and commitment to quality.



The recommended solution required the deployment of OSN's SIP trunking VoIP solution. This would allow David's Bridal to expand its current use of SIP by offering additional DID coverage for each of the company's 300 plus retail locations, while providing cost savings. The robust, high quality VoIP solution seamlessly integrates with the stores' traditional PBX infrastructure, providing each David's Bridal store with five voice lines that support the high-volume of both inbound and outbound calls required by each location. It is also capable of supporting HD Voice for vastly improved call quality.

“One Source Networks not only solved our communication issues by increasing the bandwidth of our backup network and securing optimal connectivity for all storefronts, it delivered these services to all locations under one contract, one SLA and one invoice.”

-Scott Strahler, Director of Technical Services for David's Bridal

“We actively sourced a solution that would provide our retail operations with additional redundancy and adequate bandwidth to support both voice and data over our backup network. Furthermore, to minimize downtime for our VoIP calling solution, OSN implemented a custom monitoring solution that provides immediate notification as soon as a line drops. This proves invaluable as we are able to be notified of an outage and begin proactive troubleshooting before the issue is reported by our retail employees,” said Scott Strahler for David's Bridal.

THE RESULTS

David's Bridal has found the ideal partner in One Source Networks. Not only did the company design and deploy a custom wireless solution that provides redundancy for its existing MPLS

infrastructure, but it also made available a scalable solution that could support the David's Bridal growth.

By deploying a converged Voice and Data solution that leverages the company's existing PBX infrastructure, and integrates it with the latest SIP trunking technology, the company has achieved vast improvements in call quality with access to enhanced coverage and features. Through the implementation of custom monitoring, OSN can proactively identify any issues and take action for repairing the network efficiently in the unlikely case that an outage does occur. The wireless EVDO i not only provides the necessary increase in backup bandwidth, but it also ensures network redundancy by eliminating issues associated with broken circuits in the last mile – a common setback that interferes with quality.

One Source Networks' relationships with over 150 global vendors also allows David's Bridal to take advantage of diverse dedicated Internet services for its mission critical corporate connectivity, addressing gaps in coverage at the few sites where EVDO service is not available; and offering cost-effective, dedicated connectivity. David's Bridal has been able to leverage One Source Networks' capabilities to identify and deploy best-of-breed solutions across its entire footprint, which saves on vendor management and virtually eliminates invoicing issues. With one vendor, one invoice and one provider, One Source Networks' solution provides David's Bridal the necessary communications infrastructure with the quality and scalability it needs. Through the use of a converged SIP-based Voice and Data Solution, David's Bridal has increased productivity across all retail locations and has provided a reliable communications infrastructure that supports the business' growth. With international expansion on the horizon, and the need for additional calling features such as audio conferencing that would link all locations, David's Bridal is well on its way to achieving its communications goals.

ABOUT ONE SOURCE NETWORKS

One Source Networks provides managed voice and data solutions to Fortune 1000 businesses, delivering ubiquitous access to cloud-based voice, video, security, and computing applications that power a mobile, global workforce. The company combines its own fully redundant global network infrastructure with over 150 best of breed global suppliers to offer customizable, cost-effective, and scalable communications solutions. Ranked as the #1 telecommunications provider by the 2011 Inc. 500 annual list of America's Fastest-Growing Private Companies, OSN delivers all of its solutions to its clients under one contract, with one account and service team, on one invoice.

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