

# Strandbags

## Creating Scalable, Enterprise-Grade Retail IT Infrastructure

A Private IP WAN Case Study



### Case Study

Strandbags

### Website

strandbags.com.au

### Industry

Retail

### Company Size

1,001-5,000

### Country

Australia

## About Strandbags

With over 300 stores across Australia, Strandbags are a leading home-grown specialty retailer of high quality luggage, handbags, and consumer travel gear. Since opening in 1927, the company has seen several periods of expansion, most recently adding to its impressive chain of locations via acquisitions in both Australia and New Zealand.

## The Summary

When Strandbags decided to move its outlets to a new Point of Sale (POS) system, Cory Dewar, the Strandbags Group's Network Administrator, knew that the dial-up service linking the company's retail stores and offices would no longer be up to the task.

Brennan's implementation and management of a Private IP WAN solution and new firewall technology has improved Strandbags' customer service and staff enablement, ultimately increasing sales. Spanning 300+ sites, the enterprise-grade solution is easily scalable as Strandbags continue to expand.

### Business Challenge



- Secure connection of 300 stores
- Point of Sale (POS) solution

### The Solution



- Private IP WAN
- Cisco Firewall Technology

### The Results



- Scalable enterprise-grade IT network solution
- Dependable connectivity
- Increased customer service efficiency through store to warehouse communications
- Improved technical support for stores

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“Brennan have been involved in our IT infrastructure for several years now. Their approach is one of partnership, which we like. They take the time to understand where we’re at, and in fact, they’ll often come to us with proposals for better ways of supporting the business.”

### **Cory Dewar**

Group Network Administrator  
Strandbags

## The Challenge

When Strandbags decided to move its outlets to a new Point of Sale system, Cory Dewar, the Strandbags Group’s Network Administrator, knew that the dial-up service linking the company’s retail stores and offices would no longer be up to the task.

The proposed Point of Sale system promised to deliver a raft of benefits to Strandbag’s business, but only – as Cory realised – if the company could find a connectivity regime with the speed, reliability and flexibility required to support the intended communications revolution.

## The Solution

Having canvassed several options, Cory soon settled on what he describes as Brennan’s “highly competitive” proposal for a Private IP Wide Area Network (WAN).

Able to seamlessly link Strandbags locations across Australia and New Zealand, the Private IP WAN would deliver secure, managed networking with 24/7/365 support.

Based on Brennan’s close analysis of Strandbags various requirements, Cory says that the resulting network roll-out was “Quick and pain-free,” with the promised implementation delivered over a short timeframe.

Now providing enterprise-wide communications throughout the Strandbags operation, the Private IP solution also has the added benefit of allowing their mobile workers to connect with internal systems. As more stores get added to the Strandbags chain, new nodes are an easy addition to the network’s adaptive environment.

In conjunction with Brennan’s around-the-clock monitoring, the Private IP solution maintains high network service levels across Strandbags’ systems, resulting in network reliability that Cory describes as “Extremely dependable.”

Since the Private IP solution’s implementation, Brennan has also further consulted with Strandbags to deliver additional network services. A highly-effective Cisco ASA firewall is now in place to help secure the network from internet threats; Cisco switches also permit Cory to examine all incoming and outgoing data.

Complementing this, an advanced ‘content keeper’ allows Cory to create policies for staff internet access while also monitoring his bandwidth costs with an eye on minimising unnecessary traffic.



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Improved service  
delivered to customers



Improved communication  
across 300+ sites



Ongoing long-term  
partnership

### The Results

Cory describes the level of communications efficiency that it offers across the enterprise as the primary benefit of Brennan's Private IP WAN solution.

The new Wide Area Network combined with the POS system enables Strandbags to provide a higher standard of service to their customers. As a result, Strandbags retains more business. Where staff in individual stores previously needed to telephone the company warehouse for up-to-date information on stocks and deliveries, they can now use the internal network to instantly access stock lists, both at the warehouse and nearby stores.

In addition to retail benefits, the WAN is also producing efficiencies in other areas. Strandbags' IT staff now have a vastly improved means of providing fast support at local sites, with remote access allowing for organisation-wide diagnosis and resolution of IT problems from the one centralised location, creating tangible savings on support costs.

Because the Private IP WAN is a managed solution, its maintenance and administration are managed by Brennan's expert team, providing concrete assurances on service levels and response times while also eliminating the cost of providing a WAN specialist within Strandbags' operation.

"Brennan have been involved in our IT infrastructure for several years now. Their approach is one of partnership, which we like. They take the time to understand where we're at, and in fact, they'll often come to us with proposals for better ways of supporting the business," says Cory.

"Across the various projects we've been involved in, I think it's their level of technological and business acumen that has been what has enabled Brennan to deliver services that meet our needs."

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Want more information about the products and services that Brennan have helped Strandbags with? Here's a brief overview.

Visit [brennanit.com.au](http://brennanit.com.au) for more information.

### Related Services

#### Data & Managed Network Services

With a range of flexible network services from providing your organisation with exceptional data speeds, advanced external security protection with high-resilience modern SD-WAN and networking technologies; to monitoring, managing and patching your organisation's existing network devices, our solutions are customisable to fit your precise needs.

[Learn more →](#)

#### SD-WAN, MPLS & Hybrid Network

Our Hybrid Network solution provide you with a fully-managed, optimised and secure end-to-end Hybrid Network that not only improves your network's performance, but your Hybrid Infrastructure and employees' experience, too.

[Learn more →](#)

#### Project & Change Management Services

Designing, developing and deploying IT projects in-house can be both complex and time-consuming. It's for this reason that many businesses choose to outsource the design and delivery of their IT projects to an expert IT partner. Brennan offers a team of close to 400 specialist IT professionals and can provide a wide range of services on a project-basis.

[Learn more →](#)

## Why Are **We** Different?

We're uniquely positioned to design, manage, and optimise your complete IT environment - or just the parts you need help with - so your people can have a truly seamless technology experience, wherever they are working.

Our teams are crazy about delivering an exceptional customer experience for our clients, which is why we continue to invest in our people, systems, and automation. This has resulted in us achieving a world-class Net Promoter Score of +80.

Unlike nearly every other Managed Services Provider, Brennan offers a complete range of services across infrastructure, networking, end-user support, unified communications & telephony, IT security, hardware & software procurement, pre-paid support & project services, and bespoke business application development such as CRM, intranet, and automation.

Get in touch with us today to see how we can help your organisation.

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