

# Brennan refresh store fit outs and tailor cohesive IT environment for Forever New

A Managed Services case study

## About Forever New

Founded in Melbourne, Australia, Forever New is a global fashion and accessories brand with almost 400 retail and concession stores in over 25 countries. Known for their effortlessly wearable and timeless collections that celebrate modern femininity, Forever New give customers the confidence to feel beautiful in every moment. But the team didn't feel confident about their IT environment. With complex operations, expansion plans and ever-changing fashion lines, Forever New needed a partner that could kit out their retail premises and knit together their environment into a cohesive whole, tailored to their needs.

## At a glance

**Industry**  
Retail

**Company size**  
1,400+

**Country**  
Australia

## Challenges:

Disparate IT infrastructure and high running costs posed challenges for Forever New's retail sites, requiring a leaner structure and reliable connectivity.

## Solutions:

We provided multi-site Managed WAN Services, connecting many stores to Forever New's head office and data centre. We developed a "store-in-a-box" solution for consistent and quick store implementation with WAN connectivity services allowing Forever New to maintain remote LAN networks, connect POS systems and databases, operate phone systems and other core business functions.

## Outcome:

Forever New experienced reduced resource needs, enhanced brand presence, improved customer experiences, and an operational efficiency uplift, with a streamlined IT environment and reliable connectivity.

# The Challenge

Facing IT infrastructure challenges – including a disparate and disconnected environment, and applications and technologies from multiple vendors – Forever New faced complexities that made it difficult to manage and maintain a cohesive and consistent IT environment across their numerous retail sites.

High running costs and the need for rock-solid network uptime to process payments, maintain stock visibility, manage staff and keep telephony services running added to the challenges.

Forever New needed a lean cost structure and reliable connectivity to ensure smooth operations. Additionally, they required a centralised data centre service, cost-effective connectivity, and rock-solid phone system maintenance to support their retail operations.

# The Solution

Tasked with simplifying and unifying Forever New's complex IT environment, we provided multi-site cloud and WAN Managed Services and consolidated IT vendors, ensuring a consistent environment across all sites and freeing up Forever New's internal IT team to focus on driving innovation.

Additionally, we provided managed services and data services, including connectivity for the majority of Forever New's stores, hardware supply, and consistent implementation for new stores, store revamps, or store relocations.

Our "store-in-a-box" solution, created specifically for Forever New, ensured consistency and quick implementation for new stores by standardising the configuration and hardware. This bespoke template facilitated expedited signoffs and nimble implementation, significantly reducing their resourcing requirements and vital to the business for fitting out new premises on short notice.

We also helped Forever New with their centralised data centre services, ensuring that their main data centre and head office were securely and reliably connected to their stores. Our cost-effective connectivity solutions included redundancy, while diversity in their network connections also ensured uptime and reliability. And we maintained the phone systems at Forever New's stores, ensuring they could take phone calls from clients and manage their operations effectively.



## Advanced Networking



## Cloud & Infrastructure



## Data & AI



## Hardware & Software

***"Our ongoing collaboration with Brennan has transformed our IT infrastructure, streamlined our operations, and enhanced our customer experience. Their innovative solutions and consistent support have been invaluable, enabling us to focus on growth and innovation. They are an essential partner in our success."***

**Ben Tobgui,  
Head of Infrastructure  
and Operations,  
Forever New**

# The Result

The impact of our solutions for Forever New has proved significant. We've reduced Forever New's time and resource needs, giving them agility and allowing them to focus on driving innovation.

Our solutions offer a nimble approach, significantly reducing their resourcing requirements to achieving BAU tasks. Our "store-in-a-box" solution allows for quick and consistent implementation of new stores or store revamps, ensuring a smooth and efficient process.

Our centralised data centre services and cost-effective connectivity solutions ensure that Forever New's operations run smoothly and efficiently. Enhanced POS availability via elevated WAN connectivity has elevated the customer experience and boosted operational efficiency.

With a productive partnership now approaching a decade, Forever New and Brennan have forged a strong relationship, and we continue to find ways to enhance and improve the services and technology to ensure Forever New remain a leader in the competitive retail space.



Operational efficiency  
lifted



IT environment  
streamlined



Customer experiences  
improved

## Key Insights

The Forever New case highlights the importance of:

- Proactive Cloud Management: Regular monitoring and optimisation of cloud resources are crucial for balancing cost efficiency and scalability.
- Flexible Service Models: Adapting solutions to fit the client's internal structure and unique needs is key to delivering meaningful results.
- Collaborative Partnerships: Frequent communication and transparency remain critical for long-term success and trust.

## Brennan. True Performance, Delivered

At Brennan, we believe **how** technology is delivered is just as important as the technology itself. Our **True Performance System** ensures we create **real** and **relevant value** for our customers by designing, procuring, maintaining, and delivering technology solutions that fit your needs.

And with a relentless focus on security, improvement and customer satisfaction, we're committed to delivering true solutions that make a real difference to business success. We're all about technology that works. Not technology you're sold.

**Speak to us today**

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