## SUMMARY
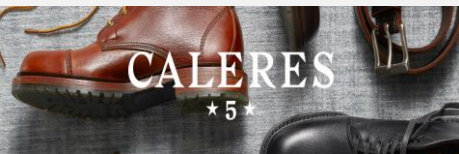
To safeguard network connectivity critical to daily business operations when their main wired circuit fails, Caleres chose GNCI to provide a reliable, secure backup solution for their Famous Footwear stores.





Caleres is the home of today's most coveted footwear brands around the world and represents a diverse portfolio spanning all lifestyles and experiences. Every shoe tells a story and Caleres has the perfect fit for every one of them. Caleres' brands live in all channels of today's global marketplace, including our 1,200+ branded retail locations as well as department and specialty stores, branded e-commerce sites, and many third-party retail sites. Our brand collections have been developed and acquired to meet the evolving of today's assorted and growing audiences.

**–Caleres Company Website**

## CHALLENGE

Caleres' focus is on providing a consistent shopping experience for their customers. Reliable network connectivity is fundamental to their business continuity. Downtime negatively effects revenue and brand perception, making network resilience a significant priority. Caleres needed a backup solution with emergency failover function with minimal capital investment and reduction in operating costs. They also needed a streamlined installation process that eliminated the need for installers to require support from their help desk.

## SOLUTION

Caleres and GNCI worked together to identify a cost-effective solution for failover connectivity capabilities in their stores. The objective was to ensure that Caleres can provide an ongoing, superior level of service in the event of main circuit failure. One of the most important steps when planning a wireless fleet deployment is determining the quality of the radio frequency (RF) conditions at each wireless site. GNCI used their proprietary Advanced Wireless Site Survey system (AWSS) to determine the best cellular carrier at each store. AWSS tests performance metrics such as signal strength, latency, and throughput. These results must meet or exceed capacity and quality necessary to support normal business as usual.
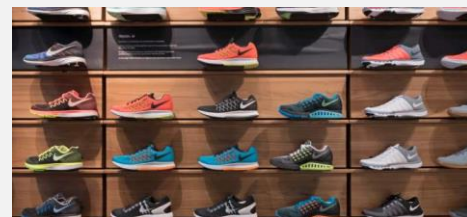
For Caleres, GNCI engineered a WWAN solution using the Cypress Solutions Oxygen-3 Wireless Gateway. It integrates seamlessly into their network, and each device is uniquely configured, tested, and shipped to stores Plug & Play ready to be connected. GNCI labeled each device with a QR code which allowed installers to scan the code using a smartphone. This updated the location in the device configuration.



## RESULTS

Using GNCI's AWSS Advanced Wireless Site Survey system was instrumental in the success of the process. Knowing in advance how the Wireless WAN connection will perform in production streamlined the rollout and installation process. Caleres identified cost savings and operational efficiencies that will be realized by replacing hardwired failover solutions with GNCI's WWAN solution. Additionally, speed, mobility, and availability of the WWAN solution made this a viable solution to use as a primary circuit when wired circuits for new stores are delayed. This solution has also enhanced Caleres' disaster recovery program.