



COMPANY OVERVIEW

Group Dynamite Inc., Montreal, Canada, is an apparel retailer for two women’s fashion brands: Garage™ and Dynamite™. Garage is a low- to moderately-priced casual brand for teenage girls and younger women. It competes with Aeropostale, American Eagle and similar brands. Dynamite is more of a “fun and flirty” moderately-priced fashion brand competing with Jacob, Zara and similar brands in Canada. The common thread is that the customers for both brands are well-connected fashion opinion influencers that tend to view the buying experience as a social activity.



THE CHALLENGE

Group Dynamite’s communications environment is fairly complex, involving 277 in-mall locations, a large distribution center and a main headquarters. Several years ago, ConnecTalk designed and installed a secure wireless infrastructure for the distribution center and head office. Following the install, over the past year, Guy-Marie Joseph, President of ConnecTalk, had numerous conversations with Group Dynamite about extending the secure wireless infrastructure into the store locations, but until recently there did not seem to be a compelling business case to justify the project.

That changed in 2009, when Industry Canada did an informal telecommunications audit of two store locations.

Industry Canada is a Department of the Canadian government that helps companies become more competitive and efficient through developing technology capabilities and setting telecommunications policy. Their audit found that in-store associates were using a private channel on their handheld radio, one that did not belong to Groupe Dynamite. The audit also revealed that the frequency being used belonged to a local military base.

Now, there was no question that a more secure and proprietary communication solution was needed for the stores.

THE SOLUTION

Group Dynamite already had an excellent collaborative relationship with ConnecTalk, so the first step was to invite Guy in to review the project needs. Initial conversations focused on the implementation of a secure wireless infrastructure and push-to-talk solution at the stores; a solution that would extend the secure wireless infrastructure investment made with the warehouse and headquarters. It was decided that a pilot would be done involving a mix of 15 Canadian and U.S. locations, including stores from both brands.



ConnecTalk/Group Dynamite Case Study

Motorola's AP5131, and later AP6532, access points were used in combination with the EWB100 push-to-talk badge solution. The first step of the process was implementing the Motorola secure wireless network infrastructure in the stores – a network robust enough to support current and future voice and mobility needs.

Motorola secure wireless access points and the EWB 100 badge products gave all store associates private access to one-on-one and group communications. The 802.11a/b/g wireless network featured the latest security standards, and the speed required to support the most demanding applications, including voice and video. The performance-focused dual radio 802.11n AP 6532 access point provided users with higher throughput and dual-radio performance while benefiting from WiNG 5 intelligence at the edge.

The EWB100 units integrated effortlessly with the voice-ready WLAN architecture.

"Here's a solution that not only works now, but one that is designed to support Group D's future needs."

Guy-Marie Joseph,
ConnecTalk President

THE RESULTS

As the pilot unfolded, it quickly became apparent that even though the Motorola solution (secure wireless in the stores and the EWB devices) could be used company-wide, there were implementation challenges unique to each location. Therefore, successful in-store implementations required an extraordinary effort on the part of ConnecTalk to understand the needs of each store.

"That's where Guy and the team from ConnecTalk really excelled."

Mike Giannoumis,
Group Dynamite IT Director

The pilots proved highly successful, so a decision was made to roll out the Motorola solution to all 277 locations. The return on investment for the entire project only took eight months; so using the Motorola secure wireless infrastructure and the EWB100's system-wide was a "no brainer," according to Mike. "Not only did the solution address the company's technology needs, but it also became the launch pad for an improved customer experience that has increased sales."



Store designs include a lounge area where customers can interact with parents and friends whose opinion they value or whose money will be used to make the purchase. The Motorola secure wireless infrastructure can now be used to allow these young shoppers to connect to social sites and friends through a private and secure network, and to make Garage and Dynamite purchases online, keeping shoppers in the stores longer, and giving them more time to consider additional purchases.

"Our goal has always been to deliver a very personalized shopping experience. Thanks to the solution from ConnecTalk and Motorola, we are ready to take the customer experience to a new level."

Mike Giannoumis
Group Dynamite

