



CASE STUDY FOR: BLINDS TO GO

SOLUTION OVERVIEW

PROFILE

- Blinds To Go is a leading retailer and manufacturer of window blinds and shades in North America.
- With over 100 superstores throughout Canada and the USA, they offer a large selection of custom-made blinds and shades at low, factory direct prices.
- www.blindstogo.com

"Being a retail business, we needed robust failover capabilities. There was no compromise to be made. We've been using the solution since March 2010, and have not had any problems. We've definitely seen an improvement in uptime since we switched."

Constantin Koutrias
Systems Administration for
Blinds To Go

BLINDS TO GO

The Challenge

Blinds To Go was seeking a last-mile telecom redundancy solution for point-of-sale (POS) systems in their retail outlets. Their goal was a failover solution that would provide continuous uptime for store transactions in the event of an outage of the primary wired source of Internet connectivity.

Constantin Koutrias, Systems Administration for Blinds To Go, was specifically looking for a wireless solution: "90% of the issues with land line disruptions are in the last mile, so when your primary land line goes down, chances are that your secondary land line—the one you're using for redundancy—will go down, too."

The Solution

Blinds To Go approached their account team at Rogers, looking for help with their telecom backup challenges.

"Critical systems like POS cannot be unavailable for long without injuring the business. Backing up the landline connection with a wireless connection on Rogers high-speed network provides maximum protection against lost sales and customer dissatisfaction," says Pam Ferguson, Director, M2M & Partners at Rogers. "It's a smart, affordable and effective solution suitable for almost every business."

Rogers supplied Blinds To Go with a failover solution for the stores' POS systems that included Cradlepoint mobile broadband wireless routers (www.cradlepoint.com) connected to Rogers wireless network. "Deploying the solution had zero impact on business operations," says Constantin. "In fact, some stores didn't even realize that something new was installed." The installation typically took less than an hour per store.

Benefits

- **Ease of Deployment.** With no wired networking to deal with, Blinds To Go got set up and operating quickly. The routers were easy to configure via a simple web browser.
- **Reliability.** Wireless access provides the retail locations with protection against threats that could cause their primary POS lines to fail.
- **Ease of Management.** The company only has to support one hardware platform and one configuration file.
- **Speed.** Blinds To Go noticed a 10-15% improvement in speed and reliability using the devices on the Rogers network.
- **Value.** The solution is cost-effective. Wire-free installations eliminate the high setup costs of wiring and are often cheaper to run than a redundant wired circuit.

For information about a Rogers solution for your organization, contact your Rogers account representative or visit rogers.com/business

