



# J BRAND

*"My Customer, My Responsibility"*

## CASE STUDY:



*"This was a large, strategic project delivered within incredibly tight timescales. Despite numerous changes to the proposed store list and project scope, J Brand was able to stick to the programme and deliver a very successful outcome."*

**JAMES MINGARD, CLIENT DIRECTOR, MARCH 2017**

### CUSTOMER

Dixons Carphone

### LOCATION

UK & Ireland

### REQUIREMENT

Wireless Upgrade

### EQUIPMENT

Aruba, Nexans



### ABOUT THE COMPANY

Maintel is a fast-growing provider of managed communications services for the private and public sectors. Founded in 1991, Maintel became AIM listed in 2004, and following the acquisition of Azzurri Communications in May 2016, continues to expand its global footprint with additional international capabilities to support requirements for almost 7,000 customers.



### CASE STUDY

Wireless upgrade into Currys PC World stores. An increase in Wi-Fi enabled products and the requirement to effectively demonstrate them in store led Dixons Carphone to implement an ambitious programme to enhance the existing wireless networks in 93 Currys PC World stores in the UK and Ireland. The objective was to increase the number access points in each store to ensure an acceptable level of wireless coverage and bandwidth throughout the sales floor, focussing on key areas where Wi-Fi usage was deemed to be the most critical for successful product demonstrations.



A desktop survey and planning phase undertaken by J Brand preceded the on-site deployment phase, which commenced

in September 2016 with an initial target of upgrading all stores prior to November 2016.

Numerous challenges presented themselves throughout the deployment, including the addition of a completely new project requirement aimed at providing 20 to 30 additional data outlets in approximately 50 stores to accommodate one of Dixons Carphone's shop-in-shop concessionaires.



Despite the increase in scope and the requirement to put the project on hold from November 2016 through peak change freeze until mid-January 2017, J Brand had completed the cabling, installation and relocation of approximately 1,350 wireless access points across 93 stores by the end of March 2017.

The project outcome was successful and we understand the transformed stores experienced a significant improvement in the capacity of their wireless networks.

If you would like to arrange a session to discuss further or simply have a concern, query, or requirement, please Contact us:

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