Omada Boosts Efficiency for Intertoys with 220 Toy Stores in the Netherlands

Project Scope

Provide reliable connectivity for over 220 stores and an online shop

Customer Profile

- Name: Intertoys
- Industry: Retail
- Location: Netherlands

Challenges

- High risk of transaction interruptions due to network latency
- High costs of remote management for multiple stores.
- Prolonged equipment replacement cycle leads to a loss of revenue.

Solutions

- EAP613 ×400
- SG2008P ×220
- Private Cloud based on OC200 ×1

Intertoys, the largest toy specialty chain in the Netherlands, boasts a diverse range of products for all ages, a future-proof hybrid omnichannel model, and over 1,300 toy experts.

Controller Integration with Private Cloud for Data Security and Easy Remote Management

The Omada OC200 controller enables flexible deployment with outstanding compatibility and integration. Seamlessly incorporated into Intertoys' private cloud, it adheres to strict data sovereignty standards, ensuring that sensitive data—like purchase behavior, payment details, and inventory information—is stored locally. This also safeguards core systems like POS and ERP from external threats. Additionally, the OC200 controller supports scalable expansion and unified management across multiple stores. Once deployed in the private cloud, it enables rapid device and network rollouts while dynamically adjusting resources for business needs, such as promotions or holidays, reducing operational costs and improving efficiency.

Reliable Devices Ensure Safe and Stable Connections in High-Traffic Stores

In response to the high user density in stores, powerful Omada AX1800 access points have been chosen to support numerous devices and high concurrent data access. As a result, stores can maintain stable and secure connections even during peak traffic periods, ensuring consumers continue to enjoy a smooth network experience while avoiding problems such as payment failures and transaction interruptions caused by network outages.

Secure and Efficient Centralized Management with Omada's Smart Switches

The Omada TL-SG2428P smart switch features a built-in DHCP server that automatically assigns IP addresses to connected devices, such as handheld scanners and payment terminals. This simplifies store IT management, reduces the risk of manual configuration errors, and streamlines network management and expansion. Moreover, the local DHCP functionality ensures devices can still acquire IP addresses during network disruptions, allowing in-store systems to continue communicating and ensuring uninterrupted business operations.

A Well-Executed Replacement Plan Ensures a Smooth Transition

The solution was rolled out gradually to ensure a seamless replacement process, with accelerated deployment for new stores and those facing Wi-Fi issues. Coupled with industrial design and easy-to-install products, this approach minimizes network downtime and operational disruptions, mitigating potential sales losses and customer dissatisfaction caused by network interruptions while ensuring business continuity and operational efficiency.

Consistently High-Quality Service Eliminates All Concerns

To further guarantee customer satisfaction, Omada delivered comprehensive pre-sales support, including a flawless proof of concept that ensured the network solution met Intertoys' specific requirements. In collaboration with their partner, UC System, Omada ensured a seamless first installation of the OC200 controller on the private cloud, delivering a smooth and efficient deployment process. Additionally, Omada provides a 10-year hardware warranty, guaranteeing timely maintenance or replacement of any defective equipment, adding substantial cost-effectiveness.

> "We already knew that innovation was necessary, and it's reassuring to have confirmation that we made the right choice in terms of the party and product, at the right price."
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> —— Gejo van der Kaaden (IT Manager of Intertoys)

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Internet

OC200 ×1