Managed technology foundation positions Roots for growth and deeper customer engagement

Retailer gains advanced customer service capabilities with a secure, flexible IT infrastructure managed by Sentia.

Roots

CUSTOMER

As Canada's leading lifestyle brand, Roots has a worldwide reputation for providing quality leather goods, apparel, accessories, and home furnishings. Roots operates over 100 stores across Canada and the USA.

CHALLENGE

Business is booming at Roots. In fact, the company has achieved double-digit growth in the past few years. But an aging point-of-sale (POS) system was limiting its ability to support that momentum. Roots sought a more modern POS solution with mobile capabilities that would enhance customer service, improve market engagement, and keep pace with its success.

Since the POS initiative would be incorporating new elements – such as a wireless network – secure connectivity across all North American stores was imperative. Sergio Gomez, Roots' Director of IT explains, "This was a perfect opportunity for us to review our entire technology infrastructure, with a big emphasis on gaining high availability and security capabilities."

SOLUTION

After evaluating several potential vendors, Roots awarded the project to Sentia. "From day one, they were very organized and had the right people with the right knowledge," Mr. Gomez said, "We've done business together over the years and have never been disappointed. Sentia is an excellent partner."

HIGHLIGHTS

- Highly secure and available IT infrastructure supports rapid business growth.

- Modular architecture supports easy add-on of advanced capabilities to deliver an enhanced customer experience.

- Managed services model allows Roots to efficiently and cost-effectively run its IT environment while freeing up its own IT resources.

"We now have a highly secure managed infrastructure that supports our growth and gives us investment protection for years to come."

Sergio Gomez, Director of IT, Roots

SOLUTION

Sentia drew up requirements for the 100-plus stores across North America, taking into consideration the unique physical characteristics of each location. In collaboration with Roots' IT team, store technicians and third parties, the wired and wireless network solution was designed then deployed – including installation and configuration of POS units.

"During the requirements gathering stage, Sentia made valuable suggestions regarding security and best practices. They worked very closely with my team," said Mr. Gomez, "In the end, all that upfront exercise paid off. We now have a highly secure managed infrastructure that supports our growth and gives us investment protection for years to come."

Sentia provides end-to-end IT infrastructure management – including 24/7 remote monitoring, support and administration – to keep Roots' business running in a highly reliable, secure way. The updated and managed IT environment empowers Roots:

At store level…
- Enables staff to maintain Roots' standard of service and enhance the customer experience with a wireless POS system.

- Opens the door to current and future customer service capabilities:
  - Allow customers to check out anywhere in the store with a "line-busting" mobile POS system.
  - Connect with customers via their mobile devices (for example, promotional offers via text messaging).
  - Enhance customer engagement activities.

From a corporate IT level…
- Delivers secure and scalable connectivity across all stores in a wired and wireless communications environment.
- Achieves high performance and high availability with an optimized infrastructure.
- Vastly improves visibility into application and network usage across all locations.
- Offloads day-to-day IT support and management responsibilities so that internal resources can focus on strategic business activities.

"We used a very collaborative and consultative approach, and went above and beyond to ensure all aspects of Roots' requirements were met, with a particular emphasis on security and high availability," said Chris Charette, Sentia co-founder.

Now, with IT management safely in the hands of Sentia's technology experts, Roots can focus on driving its new business growth initiatives.

"With Sentia's managed IT solution, we have peace of mind. We know it's out there, we know it's going to work, we know it's secure, and we know it's not going to take a lot of internal resources moving forward."

Sergio Gomez, Director of IT, Roots

RESULTS

- Customers enjoy an enhanced shopping experience via a wireless POS system that speeds up checkout and communicates valuable information to their mobile devices.
- The IT team now has full visibility into infrastructure status; it can accurately track store traffic, application and mobile device usage.
- Roots has greater ability to further personalize the shopping experience.

Sentia offers 24/7 Remote Monitoring, Support and Administration of the following:

- Network: Edge, Core, Wireless
- Backup Services
- Servers and Storage
- Exchange
- Virtualization Solutions: VMware and Hyper-V
- Desktop / VDI