

## A high-quality Wi-Fi network helps ROSSMANN acquire customers for their new loyalty club

„With the Wi-Fi network in our stores, we have gained greater insight into our customers' preferences and behaviour. It allows us to adjust our offer and the store environment accordingly.”



**Olga Stanley**

ROSSMANN, Communications Manager

### 1. REQUIREMENTS

- **replace the existing and insufficient IT infrastructure** in all ROSSMANN stores
- interconnect all stores via a **centrally controlled Wi-Fi network**
- launch a **loyalty programme in a mobile app**
- connect the new Wi-Fi network to the Maxifi portal and **use the analytical connection data**
- make it possible for the **new network to be used by IoT devices** and make it compliant with ROSSMANN's internal processes
- deploy the solution **in a very short time**

### 2. SOLUTIONS

- deploy **300 access points** in total: 2 to 3 per store (Cisco 1800, 2800 Series) with CleanAir technology, controlled by a **central Wi-Fi controller** in a virtualized environment
- equip all stores with **new manageable switches** (Cisco 2960 Series) and **24 PoE** (Power over Ethernet) **ports**

### 3. OUTCOMES

- **a secure, reliable, and fast network**
- an easier and **centralized IT infrastructure management**
- possible **data acquisition for marketing purposes**
- added value for customers in the form of **free Wi-Fi**
- a secure **connection to ROSSMANN's internal data processing system**



## Free Wi-Fi in ROSSMANN drugstores

To better address its customers in the Czech Republic, the ROSSMANN drugstore chain decided to launch a new ROSSMANN CLUB loyalty programme. The loyalty programme offers many discounts and benefits through a new mobile app. By collecting points from purchases, customers can get exclusive bonuses. The interactive app offers inspirational articles, practical tips, and store maps. To ensure flawless functioning of the mobile app, new Wi-Fi networks were installed in all stores. Within a few weeks of its launch, over 125,000 new customers signed up for the ROSSMANN CLUB loyalty programme using the new mobile app.

## The initial state

All 138 ROSSMANN stores in the Czech Republic had a basic IT infrastructure in place and were connected to a central data centre. It was a combination of various legacy network technologies deployed gradually over time, with basically every store having different network components, be it switches, routers, or Wi-Fi access points. The original network did not allow for central management and monitoring, nor did it meet the needs of the company's modern business strategy. What is more, it did not meet customers' expectations of seamless and free internet access in their stores.

„The main benefit of the new network for ROSSMANN is that it is secure, fast, and reliable, but most importantly, it offers a unified log-in portal for all ROSSMANN drugstore customers at all stores.”

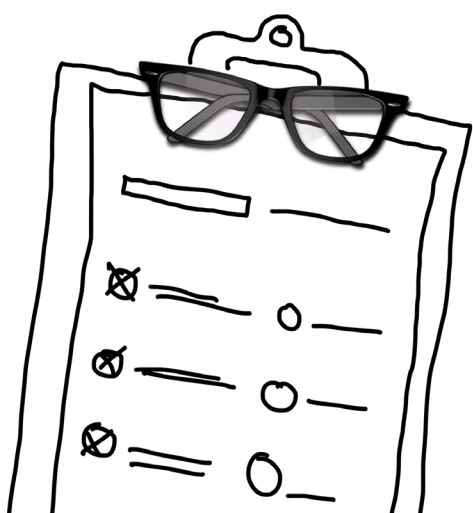
**Adam Horník**  
Soitron, Senior Product Manager

## Requirements for the new architecture and especially for Wi-Fi

In particular, ROSSMANN needed to introduce a membership card that would work as an app on a mobile device (a smartphone or tablet). Another thing that needed to be resolved was the application management and the possibility of the further utilization of analytical data from the entire network, which can only be done with central management and monitoring. If the analytical data is processed correctly, the application brings added value to the customer in the form of discounts and other shopping benefits. There was also a requirement for the network to be able to be used for ROSSMANN's internal purposes. This is why the existing Wi-Fi network needed to be replaced with a centrally managed high-availability network.

## Cisco components selected and implemented by Soitron

ROSSMANN chose a solution based on the business and technology needs. They decided for Soitron to be their supplier. “We have had a long history of working with ROSSMANN, especially in the field of cabling. We have also supplied some of Cisco's network components to them in the past few years. That is why ROSSMANN approached us with the new Wi-Fi network project, and we won the tender despite strong competition,” explains Adam Horník, a senior product manager at Soitron. With its expertise in wireless and security technology, Soitron proved to be the best partner to quickly design and implement the project.





„We chose Soitron mainly because they have highly knowledgeable security and network technology experts on their team. I have tried the Wi-Fi at our store, and I'm so excited about it. I believe that our network works much better than those of our competitors.”

Zbyněk Major  
ROSSMANN, CIO

## Fast deployment

There was only a short time available to deploy new access points at all 138 ROSSMANN stores in the Czech Republic, because the date of launching the new ROSSMANN CLUB loyalty programme had already been set and communicated to customers. Soitron had only two months to complete the entire project, including the time of ordering and delivering new access points as well as the actual implementation. The project itself took five weeks, only two weeks of which were reserved for the assembly and commissioning of the Wi-Fi network in all stores. We had to devise a detailed logistics plan for the entire delivery, because the installation at 138 locations in such a short time was not at all easy. “The new Wi-Fi network is built using Cisco technology. To unify management and ensure centralization, we have chosen a new series of Wi-Fi access points and Wi-Fi switches. In total, we installed 300 access points in all stores as part of the project,” said the Soitron Senior Product Manager Adam Horník.

## Everything works like a charm

Today everything works seamlessly. The entire Wi-Fi network is controlled centrally from the ROSSMANN data centre using a Wi-Fi controller. It is installed in a virtual environment with a redundancy to ensure high network availability. Individual stores communicate with the data centre

through a secure VPN tunnel. Centralized management allows for a unified network policy and user authentication to be applied to individual stores from a single location. Everything is automatically applied to all stores and all Wi-Fi access points. “High-quality IT technology is the key for any larger store chain. Until recently, the Wi-Fi in our stores operated on technologies that did not allow for central management and operation monitoring, let alone any business plan utilizing free Wi-Fi. That is why we joined forces with Soitron and decided to implement a modern, highly available, and above all secure solution in the form of a centrally managed Wi-Fi network,” said Zbyněk Major, CIO of the Czech division of ROSSMANN.

## Better orientation of customers in the stores

With the idea of a new app for their customers' mobile devices, ROSSMANN is following current trends. This centrally managed Wi-Fi network implementation allows ROSSMANN to calculate the number of people visiting their stores at any point in time. ROSSMANN Communications Manager Olga Stanley notes that thanks to Soitron, customers can now connect to Wi-Fi at ROSSMANN stores for free. “More than 125,000 customers have registered with the club since its launch and the number continues to grow. We are very happy about that. We also know that over 20,000 users have downloaded the app through the Wi-Fi connection at our stores,” says Olga Stanley.



## CASE STUDY

# ROSSMANN

A DRUGSTORE CHAIN



# SOITRON\*



**ROSSMANN**

**ROSSMANN, spol. s r.o.**

The ROSSMANN drugstore chain was established in 1972 in Germany. Now Germany's second-largest drugstore chain, it operates nearly 4,000 stores and employs 56,000 people in seven European countries. In 1994 ROSSMANN expanded into the Czech market, where it currently operates 138 stores with more than 800 employees.

[www.rossmann.cz](http://www.rossmann.cz)

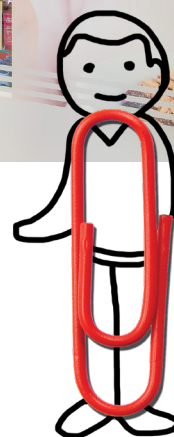


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