



JD Sports lowers WAN costs by over 40%

Executive Summary

JD Sports engaged A1 Technologies to design and deploy a flexible, cost-effective, and robust WAN solution for their rapidly growing retail chain in Australia.

About JD Sports

Known as the 'King of Trainers', JD Sports is a leading multi-channel retailer of the biggest and best global sports fashion brands across footwear and apparel. JD Sports opened their first physical stores in Australia in early 2017 and are continuing to open stores around the country with over 25 stores as of July 2020.

Technology Challenges

Since opening their first brick and mortar stores in Australia, JD Sports has experienced rapid growth and continue to open a significant number of new stores on an annual basis. However, with the rapid expansion came rapidly increasing connectivity and WAN costs.

We had been with our previous vendor for several years so there was familiarity and history there, we were running a legacy private WAN environment, which was stable, but very expensive. We knew there had been advancements in the SD WAN space and wanted to explore them. Internet and connectivity appeared to be getting cheaper but our cost per site seemed to be ever increasing. - Mark Woodhouse – CFO, JD Sports Fashion.

In addition to the increasing WAN costs to service their new stores, JD were not getting the level of customer service they needed to support the agile and fast paced nature of their operations. Sites

were often going down unexpectedly, services were being disconnected with limited warning, and communication response times were lagging.

Solution

A1 Technologies conducted a comprehensive review of JD's operations including their current technologies, commercial processes, and store requirements.

Based on the review, A1 in conjunction with the team from Exclusive Networks were able to design and deploy a cutting-edge Fortinet SD-WAN solution which involved:

- Decommissioning the aging and expensive MPLS network and bring the hosted firewall inhouse to increase flexibility and visibility.
- Transitioning from expensive 10mb and 20mb fibre services to NBN 100/40 at retail stores and Fast Fibre at key locations such as the head office and warehouse.
- Deploying FortiGate SD-WAN IPsec failover to ensure connectivity and redundancy.

"We focus on deploying solutions that deliver tangible value to our customers - the customers outcome is always the number one priority. The A1 Team and Exclusive Networks did a great job in designing a solution that improved JD's technical capabilities and operations, while reducing costs."
Rob Rattray – Sales Director, A1 Technologies.

"It's always good to see partners making use of the in-house skills that we provide as a Value-Add Distributor. By including the Exclusive Networks dedicated Fortinet Pre-Sales team the A1 team were able to cover all possible nuances and make the most of Fortinet's Secure SDWAN ability, developing a cost effective, security first SDWAN solution that was ideal for the customer" – Jonathan Odria – Managing Director, Exclusive Networks.

Outcomes

JD Sports were able to realise a 40% reduction in their annual WAN costs while increasing network visibility, flexibility, and scalability. Operationally, JD now benefit from a more personal and responsive service from A1 Technologies. They can now focus less on managing their IT and focus their efforts on growing their business.

"When we looked at the numbers, we were able to save over \$100,000 a year in data costs moving to an NBN/SD-WAN solution. The A1 Team have been incredibly professional and highly responsive."
Mark Woodhouse – CFO, JD Sports Fashion

"It has been a real pleasure working with Mark and the team at JD Sports to rollout the new SD-WAN solution for their growing brand." Rob Rattray – Sales Director, A1 Technologies.