



Global Visual Communications

Jimmy Choo's new Corporate IT strategy makes dramatic cost savings and increases efficiency

Background

Jimmy Choo is a deluxe brand retail company with rapid global growth. Today Jimmy Choo enjoys the visibility of a major luxury brand with over 60 branded stores in many of the world's top locations.

"The Global IT & Infrastructure Manager joined Jimmy Choo in 2005. At the time the company had a multitude of disparate systems and different types of network. A Corporate IT strategy was needed. It had to lay down a coherent IT infrastructure catering for the continued development of the business and solving the many communications and IT problems against which the organisation struggled. These included unstable multi-supplier communications links, international telephone call costs and a poor web/email communications infrastructure. Above all, Jimmy Choo needed a scalable IT infrastructure spanning the globe across all time zones.

Solution

A Global IT Strategy Project was commenced in 2006 and Jimmy Choo chose to work with AVM, a company specialised in providing high performance MPLS networks, sophisticated telephony, videoconferencing and rich media collaboration services via their dedicated global network.

The new IT solution is based on a completely modular concept – an inter-site, high-performance MPLS network using solid, scalable networking technology guaranteeing an identical "look 'n feel" in every part of the organisation. This also has the virtue of simplifying training and easing staff movement throughout the organisation.

JIMMY CHOO

The MPLS network provides internet connections for all stores and also caters for a global dial plan. The approach allows Jimmy Choo to monitor traffic patterns and minimise the capacity on back up connections.

The overarching MPLS structure has allowed the "package" for a new store to be defined precisely and has reduced the IT investment to just £10–15,000. This budget figure includes 2 PC's – one each for point of sales and back office. Each store has an internal 100MBit Ethernet LAN which connects to the MPLS through a dedicated E1/T1 circuit and Cisco Edge Routers. Jimmy Choo is responsible for the maintenance of the internal LAN's and the MPLS manages everything else.

Outcome

"The changes to the business are considered nothing less than fantastic! Seeing the faces of people completely changes the relationship and the high level of collaboration achieved has dramatically decreased product development time. It also achieves huge travel efficiencies (both time and money)."

- Global IT & Infrastructure Manager, Jimmy Choo

For further information please contact us on 0845 2626 300

Copyright© 2011 Audio Visual Machines Ltd