

Case Study



Overview:

Harrods, the world's most famous department store, offer passengers a range of traditional British souvenirs and gourmet food gifts as well as the option to shop for latest fashion, fine watches and accessories at Heathrow Terminals.

Quick facts:

Recognised for its celebrity-endorsed sales, food hall and signature green bags, Harrods is one of the world's largest and most famous department stores. With more than a million square feet (90,000sq.m) of space, Harrods sells luxury and everyday items across seven floors and 330 departments. The store attracts 15 million customers each year.

The Knightsbridge store was established in 1849 by Charles Henry Harrod. Harrods steadily expanded, and by 1880 was a thriving department store offering everything from medicines and perfumes to clothing and food. During World War II, the store transformed itself from selling luxury goods to making uniforms, parachutes and parts for Lancaster bombers. By 2000, the Harrods empire had expanded to take in outlets at airports and on the QE2 cruise ship. Harrods now employs about 4,000 staff.

The case:

All Harrods stores, stockrooms and offices across the Heathrow estate require a connection to their corporate network in the Knightsbridge store. Hence equipment such as tills, PCs, Printer, Servers and CCTV are all connected to a specifically designed network solution. As a business operating from the terminals at Heathrow, Harrods required every square meter of floor space to be optimised to bring in more passenger footfall.

The deployment:

Harrods required a robust and flexible network that could keep all their locations connected to run their retail operations. Heathrow Commercial Telecoms worked with Harrods to match their requirements with our Virtual Broadband providing a secure, tunnelled connection back to their Knightsbridge Head Office; whereby all devices connect to a high speed dedicated Managed LAN (MLAN) service. The Heathrow Firewalls provides a virtual domain created and dedicated to Harrods' need to monitor and protect numbers and types of equipment connected. Harrods have taken the advantage of Heathrow Co-Location Facilities to locate their equipment centrally.

Harrods

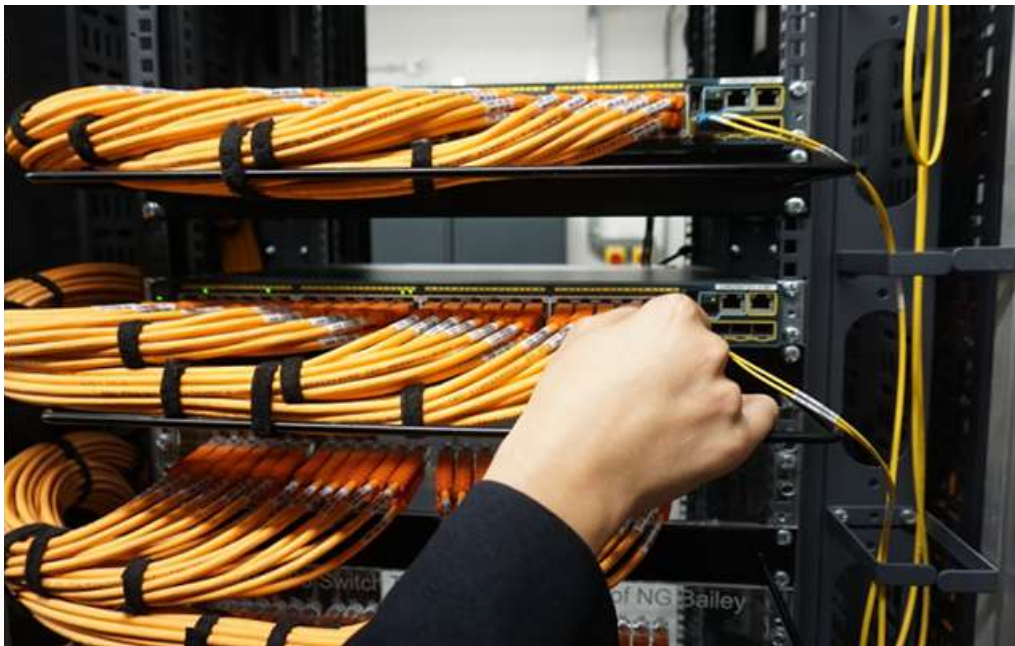
The business & technology drivers:

- **Robust** – Heathrow Airport Limited (HAL) infrastructure has built-in resilience from a cabling, switch and broadband perspective
- **End-to-end** managed service with a 24/7 365 on-site technical support team with Small Medium Enterprises (SMEs) and Network Architect on-hand
- **Flexible** – Harrods can relocate and refurbish units without worrying about network equipment
- **Scalable** – Add and remove MLAN ports as required
- **Centralised** – no comms cabinet and equipment within units, lower IT device management costs
- **Dedicated** fast broadband

Common infrastructure:

All businesses operating from Heathrow can take advantage of our Co-Location Facility. Along with the dedicated rackspace to securely locate network equipment (such as routers, servers, storage devices) we also provide heating, power and cooling accounted for in the monthly maintenance plan.

By renting space at the Heathrow shared facility, businesses can free up valuable space to help generate more revenue, without having to spend time and resources to move equipment while relocating and during refurbishments.



Harrods

Cost benefits:

- Free up floor space at all Harrods premises
- No expenses for moves and changes
- No capital expenditures associated with building provision and the updating of the Co-Location Facilities. Pricing includes running costs (power, light, heating, cooling, protection from fire and water)

Working in partnership:

Commercial Telecoms have dedicated team members looking after the needs of Harrods from Account Management to Service Management, we have it all covered. Harrods could call upon our expertise for their communications projects at Heathrow with the peace of mind that we will be providing products and services to best suit their needs.

By centralising their equipment in a secure and managed environment Harrods have the peace of mind that their IT investments are well looked after. And when the opportunity arises to upgrade their equipment, Harrods can expand within the shared facility they are in; or relocate equipment across our Co-Location Facilities. Moreover, Harrods have reduced cost through consolidation of all equipment, more floor space and benefits from our inclusive rates for heating, cooling, power and security. In addition, they also make their contribution to the environment by using the common facilities.



“Harrods Infrastructure teams have realised the benefits of using the Managed LAN and Co-Location services offered by Heathrow Commercial Telecoms. The Co-Location service offers two secure environments for us to host our back-office servers and applications giving full resilience and fail over between server rooms. By utilising the Commercial Telecoms managed LAN we have the flexibility to change the shop floor configuration and utilise pop-up store opportunities as they arise. Knowing that all we need to do is to get the data points connected to our Managed LAN to provide operational readiness.”

John Dilkes, Harrods IT Infrastructure Manager