

CASE STUDY

Upgrading Retail Networks for Improved Customer Experience and Operational Efficiency

Retail store operations depend on reliable store technology. In particular, problems at the point of sale (POS) can result in significant delays and disruptions.

For one leading grocery retailer on the East Coast, an aging POS was complicating store support and impacting store operations, while an outdated network was exacerbating system performance issues. These key store technologies required an upgrade to keep stores running smoothly and provide an optimal customer experience.

Together, Pomeroy and HPE Aruba Networking delivered a comprehensive network overhaul alongside a POS upgrade to solve the grocer's performance issues, add new efficiencies, and transform the overall in-store experience.

RESOLVING NETWORK DOWNTIME TO ELEVATE THE RETAIL EXPERIENCE

Start with a trusted partner

Pomeroy had already partnered with the grocery retailer to drive custom innovation at POS to enhance the customer experience. As a trusted partner with deep expertise in POS and networking, the client asked Pomeroy to help assess their hardware and networking needs, make recommendations, and provide solutions.

The Project's Scope

- Beyond a POS upgrade, the project also involved creating a more efficient and reliable network across all stores without disrupting business operations.
- Pomeroy conducted site surveys 60 days before the scheduled launch to ensure seamless installations.
- These surveys allowed Pomeroy to pilot the technology and processes and confirm quantities of switches, scanners, and POS devices for each location.
- The client needed installations to be completed after-hours to ensure systems were fully operational by the next day's opening.

The East Coast grocer operates more than 300 stores, **each with unique store formats and network configurations** demanding a highly strategic and collaborative effort.

With this in mind, Pomeroy worked closely with the individual store owners to coordinate site surveys. Meanwhile, HPE Aruba Networking supported the adoption of its new network technology. Together, Pomeroy and HPE Aruba Networking worked tirelessly to ensure the system upgrades were executed seamlessly.

UPGRADING POS AND SWITCHES FOR IMPROVED NETWORK HEALTH

Pomeroy initiated the project with a series of pilot programs in select stores to prove out the technology and deployment methodology. Once Pomeroy meticulously mapped each site, it was clear the aging POS system wasn't the only issue. **Many of the network switches were also outdated and likely responsible for some of the hidden network problems.**

- 1 Pomeroy and HPE Aruba Networking recommended **upgrading all POS systems and switches with new HPE Aruba Networking devices.** The new devices would integrate with HPE Aruba Networking Central for seamless network monitoring.
- 2 **HPE Aruba Networking Central offered a significant advantage** by allowing the client to monitor all network devices from a single, user-friendly interface. Its simplicity and intuitiveness allowed retail staff to quickly implement the new system.
- 3 With HPE Aruba Networking Central in place, **the client now has visibility of every device on the network,** including network equipment, POS, scanners, laptops, tablets, and more. This gives the grocery retailer tremendous capabilities to enhance the overall customer experience while managing challenges such as shrinkage in self-checkout lanes.

CUSTOMIZED SOLUTIONS TO MEET STORE-SPECIFIC NEEDS

- 1 Executing an installation across 300 retail stores required a highly systematic and strategic approach. Pomeroy collaborated closely with the client's team to map the network, accounting for all devices and connections. Careful planning enabled seamless, one-to-one replacements of outdated devices and minimized potential gaps in service.
- 2 With a thorough understanding of each store's network and usage patterns, HPE Aruba Networking developed robust templates to guide the implementation. This, coupled with Pomeroy's site surveys and pilot projects, helped to identify potential issues ahead of the full rollout, which ensured a smoother, more efficient implementation.
- 3 During installation, Pomeroy demonstrated impressive efficiency, working after-hours across 24 stores per week with no disruption to the client's daily business.
- 4 Pomeroy facilitated the disposal of old network devices in line with modern waste regulations. The data was securely wiped from all devices before being transported to their Hebron, Kentucky facility for safe and sustainable disposal.



BEYOND IMPLEMENTATION: ENSURING ONGOING SUPPORT

- **Installation is not the end of the process.** The team held calls each week to review the completed installations, using feedback to refine and improve the upcoming batches. Accurate labeling and mapping of devices on the network enabled seamless setup for monitoring in HPE Aruba Networking Central and simplified future network issue detection.
- **"Next-day support" was an essential part of the contract.** The client stipulated if any store experienced issues following an installation, a Pomeroy consultant would immediately be dispatched on-site to resolve the problem. Pomeroy was happy to comply. However, the installation went so smoothly this support was never required.

Feedback from store managers and IT teams has been overwhelmingly positive. The upgraded networks and POS systems have significantly enhanced the in-store experience for both customers and staff. Additionally, with a 10-year warranty on the HPE Aruba Networking network switches, store teams can rest easy knowing they will benefit from faster speeds and reliable performance for years to come.

DELIVERING A CONSISTENT, RELIABLE RETAIL EXPERIENCE

The strong collaboration between Pomeroy and HPE Aruba Networking—each leveraging their expertise to provide the ideal solution for the client's stores—led to the partnership's success. What began as a POS replacement evolved into a comprehensive initiative to enhance the entire store experience.

Through detailed network assessments and identification of key issues, Pomeroy and HPE Aruba Networking delivered solutions that improved network reliability and empowered teams to manage and maintain their systems using HPE Aruba Networking Central. This new visibility allows teams to quickly diagnose and resolve network problems—something that was not previously possible.

Strategic, after-hours implementations helped Pomeroy ensure minimal disruption to daily operations while upgrading network switches to improve speed and reliability. Pomeroy's deep understanding of the retail environment and the needs of in-store teams was critical to the project's success. Together, Pomeroy and HPE Aruba Networking enabled the client to overcome network challenges, providing faster checkout experiences, enhanced reliability, and a future-proof network across over 300 stores.

