

CASE STUDY

SECTOR

Retail

SERVICE

Managed MPLS

Managed DIA

Professional Services

4G and 5G

KIABI + GTT

ACCELERATING DIGITAL TRANSFORMATION





Every day, in partnership with GTT, we strive to enhance the quality of our network services. As a result, we've experienced fewer network incidents, and optimized international connectivity management. The responsive and dedicated GTT team helped us overcome our global connectivity challenges effectively."

AYMERIC PICART
NETWORK TEAM MANAGER AT KIABI

RETAILER KIABI ENHANCES SHOPPER EXPERIENCE, AND EXPANDS IN EUROPE AND ASIA-PACIFIC WITH GTT



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Kiabi is a global fashion retailer and pioneer of affordable fashion for the whole family. In collaboration with GTT, Kiabi is striving to enhance its top-notch shopping experience to facilitate scalable business growth, enabled by its corporate network.

GTT's dedicated internet service, MPLS connections, and local support helped Kiabi streamline its operations across 431 sites in France, Italy, Belgium and Asia-Pacific. Facing challenges with international connectivity, GTT provides a robust solution that significantly improves Kiabi's service quality and enhances production by reducing network incidents.

SOLUTION HIGHLIGHTS

- 431 connected sites across Europe and Asia-Pacific
- High network availability (avg. >99.7%)
- Average bandwidth increase per store
- Network transformation supported by fiber upgrade
- Improvement in quality of service
- Optimal balance among price, service and performance through diverse local access
- Deployment of 4G and 5G solutions facilitating timely new store openings

KEY STATS

- Annual revenue: EUR 2.3 billion
- Production countries: 38
- Sales territories: 26
- Workforce: ~10,000 worldwide

In the competitive realm of global retail, Kiabi is a successful pioneer with a long-standing heritage in affordable family fashion. Its vision centers on making life easier for families through responsible fashion and sustainable solutions. The firm remains unafraid to challenge conventions, and it finds new ways to deliver on its goals, while placing Corporate Social Responsibility (CSR) at the heart of its operations – with inspirational outcomes.

One example includes the successful launch and growth of its “easy to put on” collection, offering fashionable designs for babies, children and adults with disabilities, that allow them to be more self-sufficient and comfortable.¹ This commitment not only exemplifies Kiabi’s dedication to inclusivity but also underscores its strategic foresight in catering to diverse customer needs, thereby solidifying its position as an industry leader.

The group’s strategy for business success includes rapidly expanding through new store openings across Europe and Asia-Pacific while creating an integrated omnichannel shopping experience and making a strategic shift toward versatile retail models to meet evolving consumer demands. Collaborations with

household-name distribution partners and prominent online shopping platforms form a key tenet of the retailer’s approach. To facilitate its vision, the company chose GTT as its trusted partner to quickly deliver a high-performing, reliable and secure network at existing and new locations in a cost-effective way.

THE CHALLENGE

In the rapidly evolving digital landscape, maintaining a robust online and offline presence is crucial for retail success. Kiabi needed to ensure consistent, secure and efficient connectivity across its expansive international network. This was to realize essential components of its omni-channel strategy, including seamless and secure payment processing, real-time inventory tracking and immediate customer support.

Customer loyalty programs and sales data accessibility also necessitated a dependable network solution. In addition, overcoming the challenge of maintaining seamless connectivity, especially in locations with stringent regulatory environments, such as Hong Kong, was imperative for Kiabi’s international direction.

¹ The Kiabi Group’s Extra-Financial Performance Declaration



THE SOLUTION

Kiabi entrusted GTT to manage its connectivity across sites in Europe and Asia-Pacific. GTT's enhanced connectivity services, such as managed MPLS and DIA, were deployed across an extensive network of over 431 sites, including 400 outlets across France, Italy and Belgium and two pivotal data centers and strategic procurement hubs in Hong Kong, Bangladesh and India. The transformation also involved moving to fiber-based connectivity at all sites. To facilitate speedy deployment of new shop openings, GTT also worked with Kiabi to deliver a mix of 4G and 5G fixed wireless access services.

GTT delivers a managed service, ensuring high-quality, resilient connectivity for Kiabi's stores, warehouses and logistics centers, enabling a customer-first operation strategy by providing access to business-critical applications anytime, anywhere. With vigilant monitoring of key sites, GTT provides the reliability necessary for Kiabi to meet its vision and deliver exceptional retail experiences to its customers, and to grow business.

The partnership is further supported by GTT Professional Services, including dedicated Project Management, Service Management and Technical Management. This team supports Kiabi with several extended services, including reporting, technical consultancy and best-practice governance arrangements in line with the retailer's requirements. These services play a crucial role in helping execute day-to-day operations seamlessly, allowing Kiabi to focus on other essential aspects of business.

"At Kiabi, we firmly believe in the power of strategic partnerships," said Aymeric Picart, Network Team Manager at Kiabi. "Our alliance with GTT exemplifies our commitment to affordability and innovation. We have increased our average bandwidth per store. This enhancement not only provides our customer shops with a better availability of IT tools, but also equips our employees with more efficient working methods, to offer customers a better shopping experience. Through our partnership with GTT, we continue to evolve our omnichannel strategy, ensuring that our customers receive unparalleled value and exceptional services through a fast, reliable and secure network."



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CASE STUDY



With GTT's connectivity solution and Professional Services, Kiabi doesn't just overcome challenges; it empowers us to establish pioneering standards in the retail sector, crafting our customer-centric, digitally agile enterprise."

AYMERIC PICART
NETWORK TEAM MANAGER AT KIBI

THE RESULTS

Kiabi's business is supported by a robust connectivity solution from GTT, delivering many benefits.

Enhanced customer experience

Kiabi is increasingly using SaaS solutions, supported by GTT's high-performance, low-latency global infrastructure, to meet its customers' expectations for seamless online shopping experiences, swift payment processing and immediate query resolutions. Its unified shopping experiences foster customer satisfaction and loyalty.

Real-time inventory management

Kiabi's visibility throughout its corporate network has been enhanced by GTT's network management, facilitated via the EtherVision customer portal. EtherVision offers valuable data and reports, as well as real-time monitoring of individual sites. This helps to minimize any network issues and ensure uninterrupted network operations for Kiabi. Consistent network uptime is crucial for the global retailer to ensure the effective management of its inventory, optimizing omni-channel sales and minimizing losses.

Data security

Handling sensitive customer data makes security a top concern for Kiabi. GTT's secure network protocols, including Level 1 PCI DSS certifications, ensure that customer information is protected, supporting Kiabi's compliance with data protection regulations.

Operational efficiency

Streamlined operations, from procurement to sales and logistics, are vital for profitability. GTT's dedicated Professional Services team provides a local touch with a global reach, helping to free up time for Kiabi's IT team, and supports simplifying processes, reducing operational complexities and enhancing overall efficiency.

Adaptability and global expansion

From production, to sales, to vendors, franchises and employees, Kiabi's business interactions stretch around the world. GTT's international expertise in access management and an always-on and secure global tier 1 backbone allow Kiabi to scale and expand into new markets seamlessly, connecting with all of its stakeholders worldwide.

"Within the retail landscape, a robust, secure and adaptable connectivity solution is not merely an investment; it stands as an essential competitive requirement," said Mr. Picart. "Our network with GTT forms the foundation for customer satisfaction, operational efficiency and future expansion, allowing our business to adeptly maneuver the complexities of the digital era. With GTT's managed connectivity solution and Professional Services, Kiabi doesn't just overcome challenges; it empowers us to establish pioneering standards in the retail sector, crafting our customer-centric, digitally agile enterprise."

THE CONNECTED FUTURE

In the future, Kiabi has plans to accelerate the pace of its shop openings, and it plans a data center relocation. With the increased bandwidth in its stores, Kiabi is also working to bring more digital services to its stores, such as virtual customized fitting rooms. As the retailer's global presence evolves, GTT's network footprint and global reach will be able to support any new locations chosen in any region.

"GTT's innovative approach to managing our network ensures seamless redundancy and optimized costs, enabling us to maintain our signature affordability while expanding globally. GTT is a trusted and pivotal partner for us, offering uninterrupted connectivity, cost-efficiency and adaptability, all supporting our growth in the dynamic world of retail," concludes Mr. Picart.

ABOUT GTT

GTT is a managed network and security services provider to global organizations. We design and deliver solutions that leverage advanced cloud, networking and security technologies. We complement our solutions with a suite of professional services and exceptional sales and support teams in local markets around the world. We serve thousands of national and multinational companies with a portfolio that includes SD-WAN, security, internet, voice and other connectivity options. Our services are uniquely enabled by our top-ranked, global, tier 1 IP backbone, which spans more than 260 cities on six continents. The company culture is built on a customer-first service experience reinforced by our commitment to operational excellence and continuous improvement in our business, environmental, social and governance practices. For more information, visit www.gtt.net



For more information

Americas +1 512 592 4858

EMEA +44 020 7489 7200

APAC +852 8107 1088

www.gtt.net