



Retailer Kiabi Transforms Global Network with GTT, Expanding Capacity at New Locations and Enabling Business Growth

GTT's managed connectivity and professional services enable enhanced omnichannel shopping experience, streamlined operations supporting commercial expansion across 430 sites

Arlington, Va., July 16, 2024 — [GTT Communications, Inc.](#), a leading global provider of secure cloud networking solutions for multinational organizations, has successfully delivered a global network upgrade for [Kiabi](#), an international retailer known for inclusive family fashion. The transformation, which encompasses more than 430 Kiabi stores, warehouses and logistics centers, has increased the average bandwidth at new stores, ensuring resilient staff access to business-critical applications, enhancing the in-store omni-channel experience for shoppers, and supporting new store openings throughout Europe and Asia-Pacific.

“The network we now have with GTT forms the foundation of our customer satisfaction, operational efficiency and future business growth in Europe and Asia, allowing us to adeptly maneuver the complexities of the digital era,” said Aymeric Picart, network team manager, Kiabi. “GTT’s single platform and professional services have helped us simplify the management of our global, distributed network, ensuring fewer network incidents, greater performance and higher reliability. The responsive and dedicated GTT team has worked with us to transform our network, balancing cost, service and performance, and continues to evolve it with us to enable new innovations that enhance the total shopping experience for our customers.”

“We’re proud to deliver Kiabi’s global network, enabling it to seamlessly scale and connect with shoppers, suppliers and partners worldwide, supported by GTT’s global, leading, tier 1 IP backbone and our expertise in access management,” said Tom Homer, president, Europe Division, GTT. “GTT’s secure network protocols, including Level 1 PCI DSS certifications, further assure that customer information is protected, backing Kiabi’s governance and compliance requirements.”

GTT provides resilient connectivity for Kiabi’s operations across France, Italy, Belgium, Hong Kong, Bangladesh and India, as well as to applications hosted in its two data centers. The enhanced bandwidth at each retail shop is achieved via a [mix of wired and wireless access technologies](#) supporting essential components of Kiabi’s omni-channel strategy, including seamless and secure payment processing, real-time inventory tracking, and faster customer support. To complete the solution, Kiabi required customized reporting, ongoing management and consultancy services, which GTT delivered with [Professional Services](#) and its established Project Management, Service Management and Technical Management practices.

For more insights, read the [case study](#).

**About GTT**

GTT is a leading global provider of secure cloud networking solutions for multinational 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 gtt.net.

GTT Media Inquiries:**Americas:**

Mary Lynn Heath, GTT
+1-646-214-4078
MaryLynn.Heath@gtt.net

Europe:

Siria Nielsen, GTT
+31-6-2835-4259
Siria.Nielsen@gtt.net

GTT Investor Relations:

Charlie Lucas, GTT
+1-571-388-5154
InvestorRelations@gtt.net

Press releases can be downloaded from gtt.net.

Follow us on [LinkedIn](#), [X](#), [Facebook](#) and [YouTube](#).