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## CASE STUDY

# Sainsbury's

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*800-Store Retail WiFi, Auto-ID & Mobile  
Printer Deployment*



## Business-critical retail wireless infrastructure project spans 800 UK stores

From humble beginnings in Victorian London, J Sainsbury PLC has grown to become one of the country's most successful retail brands.

Now with over a thousand stores across UK and Northern Ireland, employing in excess of 150,000 employees and reporting a net income of nearly £589 million (2017), the company is going from strength-to-strength.

### Heavy Investment

After a poor end to the 20th Century, the company set about re-evaluating their direction and planned to invest heavily in new distribution, logistics and staffing initiatives. It was at this time the company approached Ensign Communications to provide wireless LAN infrastructures within hundreds of Sainsbury's stores across the British Isles.

With the skills, knowledge and expertise to cope with such high demand, Ensign Communications began work on the project, sending engineers all over the country to perform WiFi site surveys within nearly 800 Sainsbury's stores.

### Delivering Hardware

In order to keep the project moving at a pace that would ensure the agreed deadlines were met, all of the access points required to provide each store with correct level of network coverage were configured at Ensign's head office in Dorset.

In excess of 8000 Cisco 1231G access points were configured over a 12 month period, prior to each set being shipped to the designated store when ready. The same system was employed to configure the equally large number of Intermec 750 handheld computers and Toshiba SP2 mobile printing devices, totalling approximately 12,000 and 8,000 respectively.

### Onsite Support Services

Once the initial 800 store rollout was complete, Ensign Communications worked with Sainsbury's to provide them with 24/7 on-site support services - taking up-to 60 support calls per month and fixing any issues affecting the performance of their UK-wide wireless infrastructure.

In addition to the provision of on-site support, Ensign Communications provided Sainsbury's with a swap-out and repair service for all of their wireless devices - coordinating anything up-to 1,600 swaps per month. This service ensured that - should any of the handhelds or printers suffer a technical fault - a direct replacement would be in-store no later than the next business day.

This support service was so successful that Ensign can boast an overall 95% success rate in meeting the service-level agreements identified by Sainsbury's.



## Project Challenges

When asked about the most challenging aspects of the deployment and subsequent support services, Paul Barrington, Customer Services Manager at Ensign, said:

“Our main challenges were in the logistics. Initially, surveying the 800 stores and delivering the configured access points and after that, managing the swap-outs, which were in the thousands each month.

“However, the Ensign team were more than capable of meeting these challenges and I am proud of our achievements.”

## Project Completion

After the completion of the original store wireless LAN roll-outs, Ensign continued to assist the supermarket chain with on-going technical refreshes - replacing various pieces of hardware and ensuring that the wireless infrastructure remained at the highest level of performance.





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## ABOUT ENSIGN COMMUNICATIONS

Ensign Communications is a UK-based provider of secure, business-grade wired and wireless network infrastructure solutions and professional services.

For more than 30 years we have delivered bespoke, secure business-grade network infrastructure solutions from the world's leading technology manufacturers.

Our strategically located offices, Poole in the South and Manchester in the North, enable our team of highly-accredited network engineers to cover the entire United Kingdom.

This nationwide footprint enables Ensign Communications to meet the varied needs and requirements of our broad customer base.