

Retail Platform for Secure Collaboration

Rosfort uses Cisco Smart Business Architecture to increase revenue, improve efficiency, and enhance partnerships.

Customer Name: Rosfort

Industry: Retail

Location: Khabarovsk, Russia

Business Impact

- 15 percent increase in sales revenues
- 30 percent rise in productivity and enhanced partner interaction
- 12 percent reduction in IT support costs



Case Study

Business Challenge

Privately owned footwear company Rosfort is based in Khabarovsk, close to Russia's border with China. It operates five shoe stores and has about 30 factory suppliers after successfully switching from wholesale to retail. Sales under its "Shoes for All the Family" branding are between 3000 and 7500 pairs a month.

Top priorities for the company are to raise revenues, increase market share, improve competitiveness, and enhance productivity and partnership effectiveness. However, legacy equipment from multiple vendors was both costly and difficult to maintain. Rosfort decided to replace its information and communications technology (ICT) infrastructure with a brand-new network, making business information more accessible and minimizing security risks.

The company chose NPO Echelon, a Moscow-based systems integrator specializing in information security. The Cisco partner has carried out over 300 projects for government and financial organizations across Russia. A successful project for an insurance company in Khabarovsk convinced Rosfort that NPO Echelon was best suited to maximize the key benefits provided by Cisco equipment and support.

Solution and Results

Based on Cisco® Smart Business Architecture, the solution forms a VPN, cutting total cost of ownership and providing secure access to corporate information, servers, and applications. It caters for rapid business growth, enabling speedy deployment of wired and wireless technologies, and anytime, anywhere network connection by laptop, PDA, or mobile device.

Rosfort's network embraces its head offices and branches as well as mobile workers. All network security functions are combined within the versatile Cisco Adaptive Security Appliance, including firewall, encrypted gateway, and intrusion prevention. Configuration and troubleshooting are simpler and cheaper, with uninterrupted media transmission and enhanced quality of service.

Improved collaboration has added extra competitive edge by enabling faster decision making across the stores. The solution lays the foundations for expansion by allowing remote subsidiaries to access information and speed up business processes. Since deploying the Cisco solution, Rosfort has lowered IT support costs by 12 percent, while increasing employee productivity and sales by 30 percent and 15 percent, respectively.

"In retail, the corporate network should satisfy high requirements for quality and safety of information transmission. This leads to higher sales revenues, market expansion, increased staff efficiency, and more effective interaction with our partners. It's the reason why our company decided to build an IP VPN based on Cisco products."

Vitaly Zayarny

Deputy Director General, Rosfort

For More Information

To find out more about Cisco Smart Business Architecture, please visit: www.cisco.com/go/sba 