

Internet of Everything

Case Study

Customer Name: Trinity Leeds, a Land Securities Development
Industry: Retail
Location: London, England
Employees: 3000 Employees

Challenge

- Attract shoppers by providing great experience
- Help tenants succeed
- Keep facilities costs down

Solution

- Cisco Enterprise Network that connects people, process, data, and things

Results

- Achieved 22 million footfall in first 12 months
- Simplified facilities management by connecting all building systems to one network

Shopping Centre Experience of the Future – Here Today

Trinity Leeds uses smart network to delight shoppers, help tenants succeed, and keep building management simple.

We are entering the next big phase of the Internet, the Internet of Everything. People, process, data, and things are connecting in new ways. In shopping centres, visitors enjoy new experiences. And retailers and mall owners have new tools to succeed. See it in action at the Trinity Leeds shopping centre.

Challenge

Selection and prices aren't the only factors in where we choose to shop. We also want an enjoyable experience.

That's why Land Securities aims to make shopping an "everyday wonder." Land Securities is the largest commercial property company in the United Kingdom. Its retail and leisure facilities attract 300 million customer visits year after year.

The newest facility is the Trinity Leeds shopping centre, in England. Company leaders wanted to make Trinity Leeds a shopping destination for people near and far. The centre has 110 shops including more than 30 cafes, bars, restaurants, a huge cinema complex, "pop-up" stores, and food vendors. "The aim is that every single time people visit Trinity Leeds, they should see something new and something different," says Craig O'Donnell, head of information systems at Land Securities.

Behind those new experiences is a Cisco® network that connects everyone and everything.

Solution

Most shopping centres today have one network for every system, increasing costs. But at Trinity Leeds, everything connects to one, reliable Cisco network. Dimension Data, a Cisco partner, designed and built the network. It connects approximately 1200 Cisco Aironet® 2600 Series Wireless Access Points. It also connects Cisco Unified IP Phones for retail tenants and company offices. Several hundred video surveillance cameras. Several dozen doors. Around 250 energy meters. Digital signs. The interactive games wall in the dining area. A sophisticated lighting system with almost 1000 programmable LED bulbs. Elevators and escalators. Other systems the shopping centre decides to add in the future will connect to the same network.



“When 135,000 people turned up on the opening day, they used social media like Facebook and Twitter to comment on the centre, as well as posting video on YouTube. We trended 8th worldwide on Twitter. That’s great advertising. The Cisco network simultaneously supported that vast number of people.”

– **Craig O’Donnell**
Head of Information Systems
Land Securities

It’s the Internet of Everything. “Moving onto a common network enables us to deliver consumer services that are better than ever before,” says O’Donnell.

Tenants and building managers know they can count on the systems. “To run a development of this scale, we need a network that’s reliable and robust,” says O’Donnell. “Cisco has best-in-class solutions.”

The network and data centre are also simple to manage. Two Cisco Catalyst® 6500 Series Switches form the core network. They connect to Cisco Catalyst 3750 Series Switches in different parts of the shopping centre. The management applications for the phones and wireless network take up little space because they operate as virtual servers on compact Cisco Unified Computing System™ (UCS®) C220 Series Rack Servers.

Results

Shoppers Love It

On opening day in March 2013, approximately 135,000 visitors flocked to the Trinity Leeds shopping centre.

Imagine joining them. You look for the day’s live events on large colorful displays throughout the centre. Check your smartphone app for personalized shopping offers. Tell your friends what you’re up to by connecting to the free Wi-Fi network. “When 135,000 people turned up on the opening day, they used social media like Facebook and Twitter to comment on the centre, as well as posting video on YouTube,” says O’Donnell. “We trended 8th worldwide on Twitter. That’s great advertising. The Cisco network simultaneously supported that vast number of people.”

When it’s time for a break, you can head for Trinity Kitchen, a 20,000 sq ft unique space filled with the best of British street food. Enjoy multiplayer games with a food theme on an interactive touchscreen that’s taller than you.

You can also post Instagram photos and reviews and see them instantly – on the same giant screen. Multiplayer games and social media streams help to keep families entertained, which keeps them coming back.

If you’re looking for shoe stores or men’s clothing, just ask the nearest security officer. “They have wireless tablets, so the information to answer customer questions is at their fingertips,” O’Donnell says. Centre staff also use tablets to collect sales information from retailers and work with them to increase footfall and sales.

Leeds moved up to 5th place in UK retail destination rankings (CACI 2014).

Retailers Have New Tools to Succeed

Retailers can reach out to shoppers on a dedicated digital signage network. Plus, there is a network of digital screens that the Trinity retailers use for promotions and events across the mall. They can also advertise special offers on the Trinity Leeds smartphone app.

To keep the mall fresh, Trinity Leeds provides space for temporary “pop-up” stores. It’s easy for these vendors to set up shop at Trinity Leeds because they don’t need to arrange for point-of-sale services weeks ahead of time. Instead, the mall provides a payment-card reader that attaches to a smartphone and connects over the free Wi-Fi network.

For More Information

To learn more about the Cisco Internet of Everything vision, visit: www.cisco.com/go/ioe.

To learn more about Cisco Enterprise Networks, visit: www.cisco.com/en/US/netsol/ns1015/index.html.



PRODUCT LIST

Switches and Routers

- Cisco Catalyst 6500 and 3700 Series Switches
- Cisco ASA 5512 Series Adaptive Security Appliances

Wireless

- Cisco Aironet 2600 Series Wireless Access Points with Cisco CleanAir® Technology
- Cisco Virtual Wireless Controller

Collaboration

- Cisco Communications Manager Express with Cisco C2951 UC Bundle
- Cisco Unified IP Phones

Servers - Unified Computing

- Cisco UCS C220 Rack Server



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