



# CASE STUDY

## National Woodworking Retailer

### NETWORK UPGRADE & SECURE SD-WAN



## Challenges

Managing 46 locations with multiple vendors created inconsistent network performance, limited visibility, and operational complexity.

Lack of redundancy and diverse connectivity increased the risk of outages, impacting critical retail systems and customer experience.

Existing infrastructure struggled to scale efficiently as the business expanded nationwide.

Limited centralized control made it difficult to enforce consistent security policies and manage network performance across all sites.

## About the Customer

A 46-location hardware retailer, founded in 1954 as a small mail-order business, has grown into a trusted, nationwide resource for woodworkers. As the company expanded, so did the complexity of its network infrastructure. Managing multiple service providers across dozens of locations created inconsistencies in performance, reliability, and security. Limited redundancy and fragmented systems made it difficult to support modern retail operations, including point-of-sale systems, inventory management, and customer engagement platforms.

To support ongoing growth, the organization sought to consolidate to a single technology partner that could deliver a more robust, secure, and scalable network, while also providing a white-glove experience, premier support, and the flexibility to co-manage their environment.

## Telesystem's Solution

To address these challenges, the retailer partnered with Telesystem to design and implement a standardized, secure, and scalable network for all 46 locations. Collaborating closely with the organization, Telesystem began by establishing a reliable connectivity foundation, deploying business-grade broadband internet with static IP addresses at each site. At the corporate headquarters, Telesystem installed diverse Lumen fiber circuits across separate networks, ensuring true path diversity and maximum uptime for mission-critical operations.



Together, these solutions delivered the reliable, high-performance connectivity essential for supporting retail operations, cloud-based applications, and real-time transactions across the organization.

With the connectivity foundation established, Telesystem further enhanced performance and security by deploying a Secure SD-WAN solution across all locations. By installing Meraki MX67 appliances at 44 sites and MX95 appliances with 10G capability at two key locations, the retailer gained centralized visibility, optimized traffic routing, and consistent security policies throughout the entire network.



To further strengthen resilience, Telesystem installed Cradlepoint X20 failover solutions at every location, supported by a pooled cellular plan. This setup provided automatic backup connectivity in the event of a primary circuit outage, maintaining uptime for critical systems and minimizing disruptions to daily operations.

Telesystem also transformed how the network is managed. Through a co-managed approach, the retailer's IT team now has the flexibility to monitor network performance and make changes as needed, while Telesystem's 24x7x365 U.S.-based support team delivers continuous oversight, expert guidance, and rapid issue resolution. As a result, the retailer is equipped with more than just a network upgrade; it now has a cohesive, resilient, and scalable infrastructure. With a trusted technology partner in place, the retailer is well-prepared to support ongoing nationwide growth and deliver a seamless, reliable experience at every location.