# CASE STUDY

Securing networks and data, developing digitalization and mobility.

**Auchan** | RETAIL
LUXEMBOURG

telindus

## THEIR OBJECTIVES

- Develop impeccable service quality towards a dual clientele: end customers and Auchan's staff
- Ensure mastery and transparency of costs: clear contracts, flexibility in implementing the environment, etc
- Avoid multiplying contacts by choosing a partner offering a wide range of services and strong integration capacity to cover the full spectrum of needs, from the data center to the end customer
- Successfully transform from a physical to a digital model: Auchan advocates for a "phygital" model that allows for new shopping experiences by combining the strengths of traditional stores with the flexibility of e-commerce
- Ensure long-term technological watchfulness

## THE CHALLENGE

- Connect 100% of Auchan Luxembourg's staff to new mobile and digital solutions

"At Auchan, the physical model is undergoing a significant transformation, and this transformation involves digitalization. To offer customers new shopping journeys, it is essential to ensure a flawless logistics chain that relies on enhanced security, improved Wi-Fi networks, and highly available WAN-LAN connections," explains Arnaud Pierrot, CIO of Auchan Retail Luxembourg.

To ensure an optimal customer experience, it is crucial that employees in stores have the right information at the right time. With the Smart Birdy program implemented with the help of Telindus, all Auchan staff members have been equipped with smartphones that provide telephony services and access to a wide range of solutions and applications, some of which are hosted in Telindus data centers. In addition to providing richer services to end customers, these technologies also make life easier for internal users.





## THE SOLUTIONS

- Technical obsolescence treatment of networks and implementation of new network solutions to pave the way for more digitalization and mobility.
- Securing networks, improving inter-site connectivity, partial renewal of optical fiber to meet the requirements of new digital solutions, implementation of hotspot solutions to ensure end customers' access to the internet.

- Virtualization and hosting of all servers of Auchan Luxembourg in Telindus data centers.

- Virtualization of users' workstations.

- Implementation, in conjunction with Telindus, of a regular tracking process for projects and operations.

## THE RESULTS

- Auchan Luxembourg has now entered the finalization phase of its transformation program.

- Significant milestones have been achieved: upgrading, reliability enhancement, segmentation, and securing networks, improving access to applications, embracing mobility, virtualizing checkout lines, etc.

- Based on these advancements, most of which have been tested during the opening of the new Auchan hypermarket in Differdange, the brand is now ready to finalize the transformation of its existing sites without any impact on both customers and users.

- Establishment of a strong synergy between Telindus, Auchan teams, and third-party partners.

## THE BENEFITS FOR AUCHAN LUXEMBOURG

- Cost control and transparency

- Increased flexibility

- Integration of new solutions with each other and with the existing environment

- "Digital-ready" infrastructures

- Team, skills, and action synergies with a local and multi-technology partner

- Long-term technological monitoring

# DISOVER THEIR STORY



"With Telindus, we have built the essential foundations to shape the commerce of tomorrow, to quickly adapt to the demands of digitalization and mobility, and to offer new services to our users and new shopping solutions to our customers."

**DJAMEL DJAHMI -** Manager IT support Auchan

"At Auchan, digitalization goes through the hypermarket. It is this anchoring in 'brick and mortar' stores that allows us to establish and maintain a close relationship with our customers and sets us apart from purely online platforms. New challenges are emerging for Auchan Luxembourg, and Telindus clearly has a role to play alongside us in addressing them."

**ARNAUD PIERROT -** DSI Auchan

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