eMazzanti Delivers Worry-free IT Infrastructure and Security for KWI's Cloud-based Retail Platform

"With eMazzanti building infrastructure for our customers we just set it and forget it. Providing worry-free IT is where eMazzanti shines." Gary Brill, Vice President of Business Development, KWI

eMazzanti's PCI compliance, business continuity, and IT security services protect KWI's always-on, omni-channel retailing platform at hundreds of retail stores. With reliable network and POS infrastructure from eMazzanti, KWI realizes on-time store openings, promoting predictable schedules and smooth operations. No-worry IT for customers makes possible an un-edited reference list, enhancing KWI's business reputation and sales.

Customer: KWI
Website: www.kwi.com
Location: New York
Industry: Software Services – Retail
Partner: eMazzanti Technologies
Partner Website: emazzanti.net

Profile

KWI provides a full suite of back office and POS cloud-based solutions to manage retail chains of any size. Clients include start-up and high-end specialty retailers and franchisors such as the 200 store Pandora jewelry chain.

As the leading cloud-based retail provider, KWI represents thousands of stores across 100 plus retailers – the largest solution provider of POS in specialty retail in 2014.

For more information about eMazzanti Technologies retail solutions visit: emazzanti.net

Business Needs

Infrastructure Expertise

As a supplier of cloud-based retailing platforms, KWI often works with start-up and franchise retailers who know very little about IT infrastructure.

"Our customers will buy consumer-grade routers and configure their networks 50 different ways," explained Gary Brill, Vice President of Business Development, KWI. "Long-term they could spend a fortune maintaining it." Consistent, expert assistance from an IT infrastructure provider would smooth installations and operations.

Reliable, Secure Networks

KWI's POS systems require reliable networks to operate effectively. Network problems interrupt store sales activity and degrade customer service. "We get the call when network issues happen," related Brill. "With hundreds of franchise owners, slow registers could be a real problem for us."

PCI compliance protects critical customer information from loss or theft. A single data security breach could spell disaster for the retailer and damage KWI's reputation. "In this business references are everything," stated Brill. "If you don't have a good reference you're dead."

On-time Installations

To meet aggressive training and store opening schedules, network infra-structure at multiple locations must be installed and operational on time.

"Retailers have a small window of opportunity to open a store," explained Brill. "They want to get the store open before Mother's Day or Thanksgiving. Delays not only impact store openings, they have a ripple effect on our staff with travel plans and other locations to visit."

Solution

eMazzanti Technologies

In 2009, a client informed KWI of eMazzanti's IT consulting, implementation and support services and encouraged them to contact Carl Mazzanti, CEO. "Since it was important to us to provide quality and reliability, we thought it might be a match," stated Brill.

Before long, KWI engaged eMazzanti to provide a variety of outsourced IT services to their retail chain customers, including:

- Network Implementation
- PCI Compliance
- Secure Mobile POS Solutions
- 24/7 Network Monitoring and Maintenance
- Business Continuity Planning
- Backup and Disaster Recovery
- Cloud Computing
- Managed Print Services
- Video Security

eMazzanti's OEM partners supply routers, switches, firewalls, backup systems and loss prevention cameras. Depending on the end-customer, eMazzanti may perform installations remotely or dispatch a certified engineer.

eMazzanti also offers comprehensive IT security, proactive IT support, IT implementation and IT maintenance to KWI's customers for one flat fee per asset per month with their eCare Network Management Services.

Business Continuity

KWI's Cloud 9 Mobile POS technology "dazzles" customers with hand-held "transformative" retailing. They depend heavily on the secure and reliable wireless internet infrastructure supplied by eMazzanti to support a large retail community of mobile POS users accessing in-store mobile applications.

"Retail establishments absolutely cannot afford to have business interruptions or down time," stated Carl Mazzanti, CEO, eMazzanti Technologies. "Reliable wireless networks, Internet service, servers, and backup and recovery systems are all critical to retail business success."

For Pandora, a large and successful retail jewelry chain, eMazzanti installed a solution that temporarily replaces a hardwired Internet connection and provides continuous, long term protection if the connection fails or is interrupted. The solution seamlessly provides failover protection whenever the Internet connection is lost.

"The eMazzanti solution rescued our grand opening and provided a business continuity alternative that insures the doors stay open regardless of our ISP connection," related Ashley Walther, Store Manager, Pandora. "We caught the Christmas surge and avoided losing more than $50,000 in sales and expenses."

Support and Communication

eMazzanti's eCare support engineers strive to be as helpful as possible and work hard to avoid frustrating finger-pointing situations. "Connectivity is a grey area when it comes to who's responsible," stated Brill. "We know [the connectivity provided by eMazzanti] is working because we don't hear anything from customers."

KWI seeks to build long-term partnerships with clients, enabling them to focus on managing their retail business. Likewise, their relationship with eMazzanti is a five-year partnership built on trust and good communication. When something needs tweaking, Brill reaches out to eMazzanti's CEO. "We have very good communication with Carl," stated Brill. "He's always there to help."

Benefits

Secure Retail Environment

IT services supplied by eMazzanti create a secure retail environment for KWI's customers. "With today's threats to business, retailers in particular must have PCI compliance, backup, business continuity and disaster recovery nailed to keep the doors open when hackers and outages hit, or the unthinkable happens," stated Mazzanti.

On-time Store Openings

With dependable network infrastructure installation from eMazzanti, KWI has achieved a near-perfect record of on-time store openings, allowing them to tightly schedule installers and trainers. "That means our operation is running smoothly," explained Brill. "We don't have to worry about schedule problems and having enough people."

Enhanced Reputation and Sales

Secure retail IT environments, on-time openings and few infrastructure problems increase customer satisfaction. Consequently, KWI's vice president of business development, Gary Brill, enjoys a long list of good references to help generate new business. "We provide an unedited reference list to prospects," stated Brill. "That makes my job easier."

Worry-free IT

"When it comes to our customers' networks, no news is good news. It means there is nothing to be done," stated Brill. "With eMazzanti building infrastructure for our customers we just set it and forget it. It's one less thing we have to worry about. Providing worry-free IT is where eMazzanti shines."

Partners in Success

After five years and hundreds of installations, KWI and its retail POS customers continue to profit from the eMazzanti partnership. "Our work with eMazzanti has been very successful," stated Brill. "eMazzanti takes care of all of our customers. That's one less thing we have to deal with."