



Colruyt Optimizes Business Operations and Customer Experience with ExtremeCloud IQ

Challenges

- Scalable network that grows alongside business growth.
- Increased bandwidth and capacity for increasing number of connected devices.
- Better insight into network performance and analytics for actionable data.

Extreme Solutions

- ExtremeCloud™ IQ
- ExtremeWireless™
- Extreme Premier Services

“The retail industry is in a constant state of innovation and transition and that’s been even more prevalent throughout the pandemic. Success in retail is often predicted on premium customer experiences and continuous operational advancements. We’re proud Colruyt has chosen Extreme to help drive this transformation and believe the combination of our ExtremeCloud IQ platform and Wi-Fi access points will provide the agility, security, and insights needed to help them create unique customer experiences and make impactful and transformational business decisions.”

Markus Nispel, VP International Markets – Office of the CTO, Extreme Networks

Colruyt Group, one of the largest retailers in Belgium, Luxembourg, and France, operates more than 600 stores ranging from supermarkets to gas stations to apparel. The company is also a supplier of products to hundreds of independent retailers across Western Europe. Colruyt maintains a significant e-commerce presence across Europe, and its subsidiaries include more than 40 consumer and business brands.

Colruyt’s continued growth in recent years led to bottlenecks in its network capacity. The company’s legacy infrastructure was not equipped to support the rising number of connected devices or the physical expansion of the business and its operations, nor could it provide valuable insights into retail trends.

In partnership with Extreme Networks, Colruyt migrated to a more resilient, scalable network powered by ExtremeCloud IQ and ExtremeWireless. With a cloud-managed wireless network in place, the retailer experienced increased capacity and operational visibility and intelligence. Now, both employees and customers have access to seamless, wireless connectivity – enhancing the overall user experience.

“We have been making use of Extreme’s technology for many years. The intuitive cloud platform will support our experts in managing our wireless environment and provide a stable and performant wireless solution for our business.”

Wim Pletinckx, Head of IT Infrastructure, Colruyt Group

Results

Seamless and Reliable Connectivity

- Installation of over 10,000 ExtremeWireless Wi-Fi 6 APs guarantees seamless mobile experience across operational locations,
- Connectivity for thousands of end users and their devices in shops, offices, and warehouses.

Unrivaled Network Insights

- Clear, consolidated insight and analytics of wireless network performance helps optimize operations and customer experience.
- Proactively detect anomalies, suggest potential solutions, and address issues before they become problems.
- Avoid major outages and minimize downtime.

Comprehensive Support Team

- Personal team of experts that provide 24/7/365 support of deployment, management, and development of network.