



Retailer Improves Operational Efficiency

Wireless network helps Ukraine home improvement chain to automate processes, cut costs, and improve customer service.

Customer Name: **Novaya Liniya**
Industry: **Retail**
Location: **Ukraine**
Company Size: **5000**

Case Study



Business Impact

Benefits delivered by the Cisco® solution include:

- **Reduced by more than 50 percent the time spent on receiving, stock-taking, and pricing products**
- **Enhanced operational efficiency because of process automation and optimization of resources**
- **Improved customer experience and competitive advantage due to real-time access to information**

Business Challenge

Founded in 2000, Novaya Liniya was Ukraine's first chain of DIY (do it yourself) home improvement stores, with 14 hypermarkets in 11 towns and cities. As well as a wide range of products, Novaya Liniya offers several additional services such as made-to-measure curtains, electrical tools hire, carpet cutting, timber cutting, and designing and producing bespoke kitchens.

The company needed to improve its operational efficiency and cut costs by optimizing the business processes for handling more than 100,000 stock items. The main goals were to speed up the process for receiving products and reduce the time and resources spent on stocktaking on the shop floor. In particular, Novaya Liniya wanted to automate its change management techniques and accelerate decision making by introducing real-time stock control and giving staff in the stores the ability to update pricing and product information.

To achieve these goals, the retailer would need secure, reliable radio communications with enough coverage for stores with footage of 5000—18,000 m². "We were looking for a solution which would allow us to manage the network centrally," says Dmitriy Romanchenko, head of IT at Novaya Liniya.

Solution and Results

Local wireless networks of 6—12 Cisco Aironet 1241 Access Points have been installed in every store, and the entire network is integrated with Novaya Liniya's wired infrastructure for greater efficiency, security, and scalability. The company uses the Cisco Wireless Control System to manage the network and Cisco Network Admission Control for Wireless LANs gives protection from a range of security threats.

The wireless network has helped improve productivity by enabling employees to obtain up-to-date product and stock information, update product details, and print price labels on the shop floor. The retailer has reduced by more than 50 percent the time spent receiving, stocktaking, and repricing products, while minimizing the errors associated with these tasks. Fewer people are needed to work on inventory control, and the risk of theft has been greatly reduced.

The Cisco solution supports business-critical applications in real time and provides a secure, mobile, and collaborative working environment where staff can more easily interact with partners and customers. This, in turn, is helping Novaya Liniya to exceed customers' expectations, outstrip competitors, and achieve more tangible returns on investments.

"When Cisco presented us with its wireless solution, we immediately realized that this was what we needed. For the past six months, we have been developing the automation project from scratch in the three Kiev stores. Since then, we have been using this system as our corporate standard across all of our retail centers."

Dmitriy Romanchenko
Head of IT, Novaya Liniya

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