RACKMOUNT.IT, BWR AND OPTUS
A WINNING COMBINATION

OPTUS **BWR**

RACKMOUNT+

INTRODUCTION

Rackmount kits are an often-overlooked item when it comes to providing a safe and organized way to install your on-premises IT equipment. Placing and arranging your networking equipment in a safe and tidy manner can be a big challenge, especially in busy and dynamic working environments such as restaurants or retail stores.

In today's fast-paced digital world, businesses require highly efficient, reliable, and secure networking solutions to stay competitive. Optus recognized this need and partnered with BWR Technologies – a leading managed service provider – to enhance their retail network infrastructure. The goal was to provide a more efficient, scalable, and secure networking solution across Optus' store locations, improving customer experience and operational performance.

BWR Technologies and Rackmount.IT partnered to boost all 380 Optus 'Yes' Retail Stores with Cisco Meraki SD-WAN & Meraki rackmounts, enhancing store experience and network efficiency.

THE CHALLENGE

Optus wanted to improve its in-store digital experience by expanding network capacity and simplifying cloud-based updates. This allowed their retail staff greater operational flexibility and allowed the customer to have a better shopping experience without been restricted to the number of devices they could interact with in stores by outdated infrastructure.

BWR Technologies was asked to support Optus by finding a way to successfully implement Cisco Meraki SD-WAN solutions in its stores across Australia. This initiative supports Optus' goal of providing a seamless and engaging in-store shopping experience for customers, while also boosting operational efficiency and driving technological innovation.

THE ANSWER

As a long term partner of Optus, BWR Technologies was tasked with carrying out a comprehensive deployment of Cisco Meraki's SD-WAN across more than 380 Optus stores. The solution delivered:

- Increased network capacity, enabling more devices to be showcased and tested in-store.
- Software updates that once took months are now completed in minutes, allowing for real-time improvements.
- A more immersive in-store shopping experience, underscoring Optus' dedication to customer satisfaction and digital transformation.
- Improved network reliability, thanks to BWR's structured cabling solution using Cat6 shielded cables.

So, where does Rackmount.IT fit into this picture? Philip Laurent Operations Manager at BWR Technologies, is pretty clear on that:

"To allow the job to run more smoothly, and to help your infrastructure stay efficient, organized, and protected think about how you're going to house the IT equipment. It seems a small component, but it is mission critical for any business."
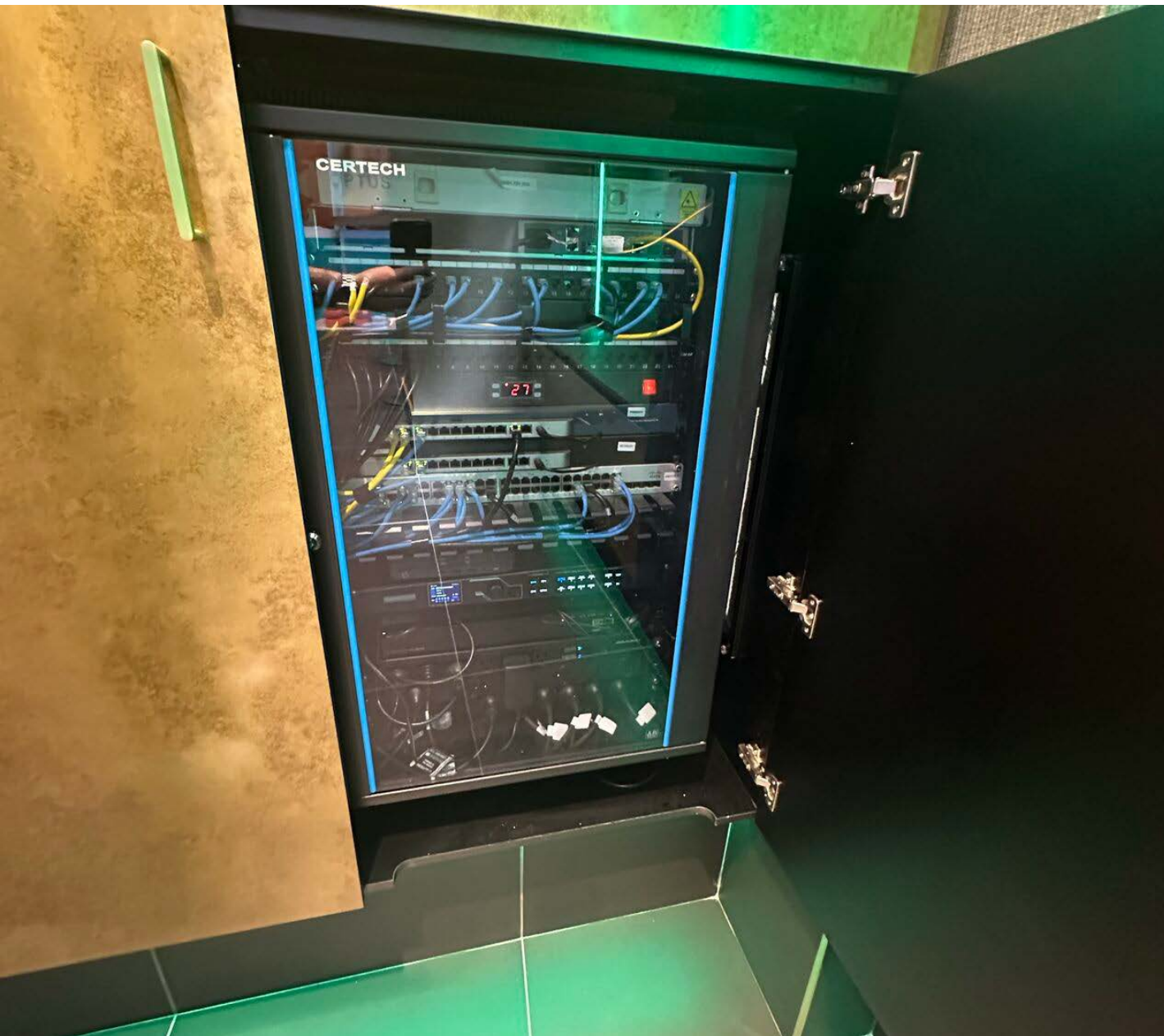
ENTER RACKMOUNT.IT

Optus wanted a clean look of their comms cabinet, ensuring everything is neatly arranged, and easy to access and maintain, especially in critical networking environments like comms cabinets where consistent performance is crucial.

Philip Laurent, Operations Manager at BWR Technologies, was involved in sourcing a solution. When he saw Rackmount.IT's Meraki rackmounts, it made sense to integrate the rackmounts to Optus' existing Cisco Meraki infrastructure. Rackmount.IT's products ensure a safely secured device and power supply, all connections accessible at the front of the rack, cut-outs for ventilation, easy management and the fiber optic cable even brings the status light of the Cisco Meraki MX-Series appliances to the front of your rack. It was a fit for purpose solution!

"Choosing Rackmount.IT's rackmounts for Cisco Meraki's MX-Series was the right choice because it ticked all the requirements Optus wanted. The aesthetics had the 'clean' look Optus was going for, and it kept the comms cabinets organized, easy to maintain, and makes it simpler for us to make future upgrades or changes."

Philip Laurent, Solution Specialist

KEY TAKEAWAYS

Looking back at the project when it was completely deployed, there are a few key takeaways. Bryn Richards, CIO at BWR Technologies, shares that " the amount of space Rackmount saves the customer by having devices rack mounted was a big win for the Optus Rollout as they had limited spaces with all the Meraki equipment going in." Philip Laurent, Operations Manager adds:

"Cheap and fast are not always be the best approach for SD-WAN projects, you have to use good equipment. SD-WAN is a critical component of a company's network infrastructure so it shouldn't be rushed. It was important for Optus to select a rackmount that prioritized a professional image because the appearance of the equipment room mattered. Fast, cheap rackmounts often skimp on cable management features, which are so important for keeping everything organized and safe from interference or damage. Optus were happy with the rackmounts provided by Rackmount.IT."

BWR TECHNOLOGIES

BWR supports businesses of all sizes and provide IT solutions, cloud services, and data security to a variety of industries. As a leading managed service provider, BWR Technologies focus on providing rapid, effective, and modern IT support to address the evolving needs of businesses. Their goal is to provide up-to-date solutions that keep businesses secure, connected, and digitally empowered.

They have offices throughout Australia and NZ and are expanding throughout the APAC region. Contact them **here** and learn how they can help you with your next project.

BWR

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MORE INFORMATION

Are you looking for a reliable and clean rack mount kit for your appliances?
Do you want to know more about the managed services of BWR?
Visit bwr.services. for more information.

Then feel free to send an email to sales@rackmount.it , or fill out the
contact form on our website, and we'll get in touch with you.

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