

# VMware SD-WAN For Retail

## Customer Quotes



Connecting stores, distribution centers, and online warehouses with effective omnichannel capabilities is often a struggle for retail IT professionals because of ever-increasing network complexity and sky-rocketing costs. Retailers must evolve to embrace the store of the future and the network—particularly the wide area network (WAN)—must evolve to keep pace. Learn from real customers how VMware SD-WAN™ by VeloCloud® has helped them transform their WAN.



“The IT team doesn’t hear the phone ring nearly as often now that we have VMware SD-WAN deployed network-wide.

Our traditional network was creating obstacles that prohibited us from serving our internal customers well, but with VMware SD-WAN we now have the visibility and flexibility to move from being a reactive organization to a proactive one.”

**CHRIS RUSHTON**  
PROJECT DIRECTOR, SALON SERVICE GROUP

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“Brooks Brothers prides itself on being far more than just a store to our customers, in line with its long and storied history and heritage. With VMware SD-WAN, we’re able to take our legacy traditions and values and enable them for the future by delivering a superior experience.

With VMware SD-WAN, we’re now able to extend the Brooks Brothers footprint to all geographies and allow all sites to have the same seamless network access regardless of location and do so quickly and seamlessly.

Our migration to VMware SD-WAN has made life much easier for the IT staff, allowing us to implement best practices across all retail sites and reducing network error.”

**MANNY STERGAKIS**  
TECHNICAL ARCHITECT, BROOKS BROTHERS

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“VMware SD-WAN has transformed our network and ability to support our optometrist community so that they can focus on taking care of patients rather than whether or not there is an outage that will stop them from doing their job.”

**GEOFF GREENBERG**  
CHIEF FINANCIAL OFFICER, GEORGE & MATILDA

“We knew from the time of Proof of Concept (POC) that the VMware SD-WAN solution was going to give us what we needed to drive George & Matilda’s current and future network growth strategy.”

**TONY CRVELIN**  
GENERAL MANAGER OF IT, GEORGE & MATILDA

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“Northgate needed to ensure continuous network uptime, which is critical when running a business that is transaction-based. VMware SD-WAN was able to proactively manage outages and reduce our expenses all while maximizing bandwidth and providing high availability.”

**HARRISON LEWIS**  
CHIEF INFORMATION OFFICER, NORTHGATE MARKET

“Without the visibility afforded by VMware SD-WAN, managing a customer’s network can be laborious and obstacle-ridden. But now, we’re able to quickly identify issues and rely on the solution to proactively and intelligently fix problems that could impact Northgate’s ability to serve its customers.”

**MIKE BRAZEAU**  
DIRECTOR OF SALES, NORTHGATE MARKET

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“Even though our IT team has extensive experience in networking and applications, without centralized management we would need three times the current headcount to manage all of our branches’ needs.

When it comes to our goals of reducing cost of ownership, accelerating acquisitions, and delivering a high-quality member experience, VMware SD-WAN enabled us to achieve them all. Bring on the growth—we’re ready to handle it.”

**MARK STREET**  
IT DIRECTOR, THE BAY CLUB

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“Before we moved to VMware SD-WAN, we relied on branch managers to alert us of any outages. But now, we are immediately alerted of any network problems and can respond before the business is impacted.”

**CHRIS CATALANO**  
NETWORK LEAD, ALL HOLDINGS, INC.

“It was a very easy decision to approve the project given the magnitude of the savings. After implementation, the results turned out to be even better than expected on multiple fronts.”

**JOHN WELCH**  
CFO, ALL HOLDINGS, INC.

“Businesses today need to move at a rapid pace, thinking in terms of days vs. months. With VMware SD-WAN, we’re now able to move at that speed and businesses who can’t should be nervous about their future.”

**JULY CANO**  
IT MANAGER, ALL HOLDINGS, INC.

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“We had a number of requirements to meet in order to keep moving the business forward, our new WAN solution had to be able to deliver on all of them.

VMware SD-WAN delivered a rich feature set and worked better than the other two solutions we tried. It’s so brilliantly designed that our POC took only 30 minutes from the time we unwrapped the boxes. It didn’t take long to realize what a great solution it is.

When we evaluated VMware SD-WAN, it was dramatically more cost-effective. We were prepared to spend a large percentage of our IT budget on new branch equipment, and we didn’t spend any. VMware SD-WAN solved our problem with zero CAPEX cost.”

**AARON GABRIELSON**  
SENIOR IT PROJECT MANAGER, REDMOND

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“At Café Rio, we strive to deliver an exceptional user experience to our customers which means having seamless access to all available ordering channels through which our guests want to interact with us. Using VMware SD-WAN, we can easily achieve those goals.”

**KEVIN MASTERSON**  
VP OF INFORMATION TECHNOLOGY, CAFÉ RIO

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For more information on VMware SD-WAN, please visit <https://www.velocloud.com/> or contact your VMware representative.