

The Wet Seal

A Case Study

by SonicWALL, Inc.



Wet Seal Delivers Fast, Reliable Customer Service For Its 600 Stores Using SonicWALL Internet Security Solutions

In a notoriously competitive market, retailers rely on their point of sale (POS) systems to deliver superior customer service. Seeking a competitive advantage, many retailers are switching from a dial-up modem connection to broadband services to improve POS system performance and reduce connectivity costs. Doing so requires the need to protect proprietary business information through Virtual Private Network (VPN) technology while ensuring constant network availability and redundancy to keep POS transactions and business processes running at an optimum.

With a newly deployed DSL-based VPN powering its POS system, The Wet Seal Inc., a specialty retailer of women's apparel, selected SonicWALL Internet security solutions to provide secure and constant connectivity to its 600 retail locations across the United States. Enhancing POS performance and protecting transaction-related data, SonicWALL helps Wet Seal improve customer service at all Wet Seal, Contempo Casuals and Arden B stores.

SonicWALL Maximizes POS Performance

Wet Seal's previous dial-up configuration was costly, difficult to manage and slow, limiting the capabilities of its new DataVantage POS system. By transitioning to broadband VPN connectivity, Wet Seal calculated that they could improve credit card transaction processing time by 75 percent and improve overall customer service. But first, the retailer wanted a network solution that could secure the transmission of critical information as it crossed the public Internet.

Wet Seal decided to migrate from CheckPoint to SonicWALL for its secure VPN solution because SonicWALL was able to offer secure connectivity with automated redundancy under one management platform. "SonicWALL ensures continuous uptime and delivers secure access in one complete solution that is easy to use and competitively priced," explains Michael Relich, vice president of MIS and chief information officer at Wet Seal.

The retailer is deploying one SonicWALL TELE3 SP at each retail site and two SonicWALL GX250 high-performance VPN concentrators located at the head office to terminate the 600 VPN tunnels and support a highly available network environment. A small team of Network administrators can easily

The Organization:



The Challenge:

Provide secure, remote connectivity and continuous uptime for its stores leveraging DSL-based VPN technology.

The SonicWALL Solution:

Wet Seal purchased 600 SonicWALL TELE3 SP appliances and two SonicWALL GX250 appliances to provide secure connectivity with high availability. Wet Seal leveraged GMS software to manage its security appliances from one central location.

The Results:

Successfully switched from a dial-up to broadband VPN, enhancing POS system performance and overall customer service.

Improved credit card transaction processing time by 75 percent.

Eliminated long distance costs for each dial-up transaction.

Reduced resource costs and facilitated central management of Internet security solution.

Achieved 100 percent success rate in polling sales at the end of each business day.

Ability to deploy new applications to further improve operational efficiencies and customer service.

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Vice President, MIS/CIO

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manage all TELE3 SP appliances on the network from one central location using SonicWALL's Global Management System software (GMS).

A Continuous Connection

Wet Seal is relying on its 600 SonicWALL TELE3 SP appliances for their integrated fail-over and fail-back capabilities to deliver critical business data securely and reliably – even in the event of a lost broadband connection. The TELE3 SP gives each Wet Seal site secure, always-on Internet access with the highest level of connectivity possible. “No other vendor could offer an integrated modem in one compact device,” says Relich. “SonicWALL eliminated the headaches that come from using multiple products from multiple vendors to satisfy our operations’ needs.”

A key selling point was the SonicWALL GX250 VPN concentrator that handles the termination of each VPN tunnel. “The GX250 is configured with the back-up required for our high-bandwidth network,” notes Relich. Acting as a redundant pair, the two GX250s provide VPN access and security with redundant, hot-swappable power supplies.

Using SonicWALL's GMS software, Wet Seal's network administrators will easily manage the SonicWALL appliances from one central location, reducing the time required to deploy and maintain the POS distributed network.

“We chose SonicWALL because of the company's reputation for support, reliability and technical expertise,” explains Relich. “SonicWALL's commitment to ensuring our stores achieve maximum uptime is critical as retailers like ourselves rely on their network to deliver POS data reliably and deliver better customer service”.

SonicWALL Reduces Costs and Boosts Service

By making the move to a DSL-based VPN solution secured by SonicWALL, Wet Seal will realize significant cost savings. For instance, the retailer no longer has to risk paying long-distance charges for each dial-up transaction. In addition, Wet Seal is reducing resource staff costs and is decreasing network response time tenfold through the deployment of GMS, an intuitive, central management platform. “Through resource savings and management efficiencies, we were able to easily

Key SonicWALL Benefits:

Lower Costs:

Leveraging a broadband-based VPN solution, retailers can increase profitability by reducing infrastructure costs and improving network management efficiencies.

Availability:

SonicWALL Internet security solutions are designed with integrated and automated fail-over and fail-back capabilities to support both broadband and dial-up connectivity, offering high redundancy and availability to ensure maximum VPN uptime.

Security:

SonicWALL Internet security solutions are designed with dedicated VPN processors that encrypt data using 156-bit 3DES encryption to protect proprietary customer and corporate information that is traveling across the IP-based VPN.

Performance:

Broadband connectivity offers high bandwidth to improve POS system performance, ensuring maximum uptime and dramatically improving customer service levels.

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offset the higher cost of implementing a DSL-based VPN solution versus a dial-up connection,” notes Relich.

Wet Seal will also be able to achieve higher success rates in polling sales at the end of each business day using DSL-based VPN. “Polling sales over a dial-up connection inevitably resulted in an over five percent failure rate,” explains Relich. “Our new broadband-based VPN secured by SonicWALL delivers close to a 100 percent success rate in polling sales.”

A Network Full of Opportunity

By deploying a SonicWALL Internet security solution, Wet Seal is successfully making the switch from a dial-up to broadband connection, facilitating the exchange of critical transaction-related information through its POS system. Wet Seal is also building a network infrastructure that allows the retailer to deploy new applications, such as online inventory locators, employee forms and in-store email, reducing the cost of paper and further improving its ability to serve customers better.

“Our business depends on the ability to transmit information securely and to ensure that it is always available,” concludes Relich. “With SonicWALL, we have constant access to data that helps us improve customer service and ultimately, increase our profitability.”