

ZYXEL

FENERIUM



Success Story

Athletic Retail Giant and Zyxel Produce Winning Wireless Solution



Retail



Fenerium



Turkey



Zyxel
wireless
solution

Overview

Challenges

- Frequent WiFi disconnections affected the ability to manage inventory database
- On-site network signal analysis revealed inefficient placement of access points
- Original wireless infrastructure lacked management interface for quick and easy configuration

Results

- Resolved spotty connectivity experienced by handheld inventory devices
- Enhanced wireless coverage to deliver network accessibility no matter the location
- Installed cutting-edge access points, which can be managed remotely from a single, intuitive interface

Solution

- Zyxel wireless solution

"We are honored to be responsible for giving technical support to Fenerbahçe, one of the most distinguished sports clubs in our country. By using Zyxel's products to eliminate all of the previous connectivity issues, we have given Fenerium, the club's successful retailer, the network solution it needed."

Mustafa Nur
General Manager, MEB Computer

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Background

Fenerium was founded in 2000 to provide financial support to Fenerbahçe, a well-known Turkish sports club. This initial responsibility has evolved into something much broader: the management of promotional and sales efforts for both national and worldwide markets. Now with over 80 shops and ever-increasing sales, it has become one of the largest sports retailers in the country. In addition to its shops, Fenerium has two popular web sites, allowing the company to reach fans whether they're within Turkey or abroad.



Challenges

While the company's network is important for connecting staff and patrons to the internet, it's vital for processing and tracking inventory with handheld scanning terminals. When workers began to encounter connectivity issues that cut into productivity, the retailer decided it was time to overhaul its inefficient network. There were several goals from the outset. Firstly, it would be essential to deliver

complete and reliable coverage to the affected stores. Secondly, the network had to have a single, intuitive interface from which IT staff could configure and manage access points. Finally, the resulting infrastructure would need to offer considerable scalability to support growth in the future.

Solutions and Benefits

In order to determine the optimal location for the new access points, Zyxel Turkey worked together with MEB Computer to conduct network signal analysis for Fenerium. Not only did this improve wireless coverage dramatically, it also resolved connection and bandwidth problems experienced by the inventory terminals.

The centerpiece of the network upgrade was the **NWA5121-NI 802.11n Unified Access Point**. The powerful device can be deployed quickly with APFlex™ and configured

via Zyxel ONE Network utilities. In Fenerium's case, technicians were given the ability to manage the APs using the store's handheld terminals.

"The new APs have also been restyled to fit the specific aesthetic of Fenerium shops," stated Mustafa Nur, general manager of MEB Computer. "With the help of Zyxel, we have established a scalable and remotely manageable network infrastructure that will serve our customer for years to come."

Product Used

NWA5121-NI • 802.11n Unified Access Point



- Ceiling- and wall-mountable design with optimized RF performance
- 2-in-1 standalone/managed AP design
- CAPWAP management supported
- Simple, speedy deployment with APFlex™ and Zyxel ONE Network utilities

About Zyxel Communications

Focused on innovation and customer-centricity, Zyxel Communications has been connecting people to the Internet for nearly 30 years. Our ability to adapt and innovate with networking technology places us at the forefront of creating connectivity for telcos and service providers, business and home users. Zyxel is building the networks of tomorrow, unlocking potential, and meeting the needs of the modern workplace — powering people at work, life, and play. Zyxel, Your Networking Ally.

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