



Success Story

Italian Luxury Denim Brand Enhances Consumer Experience with Zyxel Nebula Solution



Retail



CUSTOMER

Jeanseria Lusso



COUNTRY

Italy



SOLUTION

Zyxel Nebula Solution

Overview

Challenges

- Needed consistent wireless coverage through thick stone walls without any damage to the historic building
- Needed separate networks for staff and customers to remotely access and use VPN without using MPLS networks
- The network had to have advanced security features and be GDPR compliant

Results

- Seamless WiFi connectivity for showrooms and stores
- Separate GDPR-compliant networks with enterprise-level security for staff and customers
- Secure VPN connections to optimize data transmission between the headquarter and stores

Solution

- Zyxel Nebula Solution

When the Italian denim brand Jeanseria Lusso needed a high-quality wireless network to meet their rising connectivity demands, they turned to Zyxel for a solution. The company wanted a solution in two different outlets, with two separate networks for the staff and customers. But the stores were located in historic buildings, which had thick walls that made the penetration of wireless signals challenging. Moreover, the entire setup had to comply with GDPR norms to protect the privacy of the users. Zyxel offered its cutting-edge Nebula Solution that enabled access to high-speed, uninterrupted wireless connectivity throughout the vast merchandise display areas. The network adhered strictly to GDPR and provided enterprise-level security with VPN for absolute data protection.

Background

Jeanseria Lusso was launched in 1985 and quickly established in the luxury denim sector for high-end customers. The brand blends tradition and innovation perfectly both in their designs and in their in-store services.

The increasing number of customers and staff was driving the need for robust network connectivity, and Jeanseria

Challenges

The project has evolved, adding the Via Della Spiga showroom in Milan to the 10 Stores present in the most exclusive retail parks in Italy. The jeans brand wanted to install network infrastructure in two different locations with two different needs that required different solutions.

In the showroom, the company wanted to enable wireless coverage to the entire space from the entrance to the merchandise display area, warehouses, and even the fitting

Solutions and Benefits

Zyxel Nebula solution was chosen because it can meet all the needs of the customer in wireless connectivity and network infrastructure. To ensure cybersecurity protection and GDPR compliance while meeting the needs of the headquarter and branch stores, the company used different firewalls.

The cloud networking platform guaranteed high connectivity and localization performance, capable of analyzing the shopper's path in the store. The guest WiFi services gave a personalized experience and the possibility of carrying out a store-interaction activity that, if well managed, could increase sales.

In the showroom, Zyxel Networks used **NAP303 802.11ac Dual-Radio Smart Antenna 3x3 Nebula Cloud Managed Access Points**, featuring Dynamic Channel Selection (DCS), Load Balancing and Smart Client Steering, to provide more stable, reliable and faster wireless connection. Zyxel Nebula cloud networking management solution can manage these APs in the cloud. Thanks to the intuitive interface, administrators can quickly control all the APs distributed via a single panel. Besides, company staff can move between the different sites without having to reenter their credentials to access the network. It is important to note that the WiFi guest network is open with social access via Facebook login: it is an essential tool that allows the showroom to develop internet marketing activities for its customers. The **XGS1930-28HP 24-port GbE Smart Managed PoE Switch** enables cloud manageability with Zyxel NebulaFlex technology, allowing the administrator to configure multiple switches simultaneously with a single click, and enable site-level monitoring of all ports. Nebula-supported switches also offer others benefits via the cloud, such as simplified configuration, easy management, site-level visibility, and

Lusso turned to the partner IET for a solution. IET, which has been operating in Europe and particularly in Italy for over 20 years, offers advanced, customized solutions driven by a passion for technology. Their services include providing network infrastructure, outsourcing monitoring, customized hardware solutions, etc., and have worked with leading fashion brands over the years.

rooms. But the store was located in a historic building that had thick walls, and there were concerns that wireless signals may not be able to penetrate them.

Besides, separate networks had to be created for staff and customers, ensuring the ability to remotely access and be able to use VPN infrastructures without using MPLS networks. Also, an advanced security architecture had to be designed that adequately responded to GDPR mandates.

real-time control. Advanced settings such as intuitive ACL, VLAN-based QoS, and PoE planning significantly improved the efficiency of network management.

Finally, to respond to the need for advanced security and GDPR compliance, the **ZyWALL ATP500 Firewall** with the Gold Security Pack perimeter services was selected. The ATP500 firewall features web and application security protection and malware protection, as well as advanced sandboxing functionality, which identifies new types of malware to ensure protection against zero-day attacks. Additionally, the firewall's SecuReporter provides the cloud-based analytics and report services to the customer with an easy-to-read visual interface.

In the stores, the NAP303 APs, powered by **GS1920-24HPv2 24-Port GbE Smart Managed PoE Switches**, were installed to provide a WiFi network for customers in the store. With an intelligent consumption mode, the switches boost efficiency by intelligently delivering just the required amount of power to ensure network availability in all areas of the stores. IET adopted ZyWALL ATP100 Firewall in the stores to enable cybersecurity protection for visitors and staff locally.

To sum up, the careful assessment of the different needs for showrooms and stores made it possible to respond promptly and effectively, enhancing the satisfaction of the end-user to the maximum. Separate networks were created for staff and customers. Enterprise-level security was guaranteed throughout the network of stores. In addition, secure VPN connections have been designed to optimize data transmission between the headquarter (showroom) and stores, in full compliance with the requirements of the European data protection regulations.

Products Used

NAP303 • 802.11ac Dual-Radio Smart Antenna 3x3 Nebula Cloud Managed Access Point



- Cloud-managed, dual-radio, 3x3 MIMO, 802.11ac
- Supports combined data rates of up to 1.75 Gbps
- Smart antenna provides breakthrough performance
- Self-configuration and zero-touch deployment
- Enterprise-class security and RF optimization
- Dynamic channel selection, load balancing, and smart client steering

XGS1930-28HP • 24-port GbE Smart Managed PoE Switch with 4 SFP+ Uplink



- Four high-speed 10G fiber slots
- Up and running in minutes — supports NebulaFlex Technology to shift between standalone and License Free Nebula cloud flexibly
- Easy management and setup with web-based interface and intuitive wizard
- Smart fan design offers silent operations in your office
- Offering 30-watt (802.2at) PoE+ to each port and gives a large PoE+ budget of 375w
- User-friendly design includes one-touch “Restore” button and intuitive PoE usage LED

GS1920-24HPv2 • 24-port GbE Smart Managed PoE Switch



- Up and running in minutes — supports NebulaFlex Technology to shift between standalone and License Free Nebula cloud flexibly
- Standalone: Easy management and setup with web-based GUI
- Nebula Cloud: Nebula allows simple deployment with agile network management
- Unique port combinations futureproof the network
- Smart fan design offers silent operations in your office
- PoE models comply with IEEE 802.3at PoE Plus with a large PoE budget of 375W

Products Used

ZyWALL ATP100/500 • ATP Firewall



- Machine learning threat intelligence with global sync
- Sandboxing defeats unknown threats
- Hybrid scanning leveling up malware blocking
- High assurance multi-layered protection
- Reporting and analytics on cloud and device
- 1-Year full functional license services

About Zyxel Networks

Focused on innovation and customer-centricity, Zyxel has been connecting people to the Internet for over 30 years. Our ability to adapt and innovate with networking technology places us at the forefront of creating connectivity for business and home users. We're 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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