



Case Study

Calzedonia Tezenis

CALZEDONIA
TEZENIS

Client Overview

Calzedonia is an Italian fashion brand, founded in Verona in 1987 and with over 1,750 shops and 26,000 staff worldwide. Calzedonia grew from strength to strength and now the group also owns Intimissimi, Tezenis, Falconeri and Atelier Emé labels. The Group distinguishes itself through its advertising, with major media campaigns and selections of the best photographers and top models. All sales are through one-brand stores that are managed either directly, as franchises or by foreign distributors, all hailing global success.

The Challenge

After spending £2 million on a refurbishment and expansion of their UK flagship store situated in Oxford Circus, London, a launch event was organised. Tezenis needed to setup a stage and production environment for a live Facebook streaming event with singer Rita Ora. Due to the nature of a live streaming event, Tezenis were concerned that their internet connectivity wouldn't be suitable to handle the large amount of data and would fail. They also had a requirement for Wifi access throughout the store for the production team, Rita Ora's team and a selfie booth.

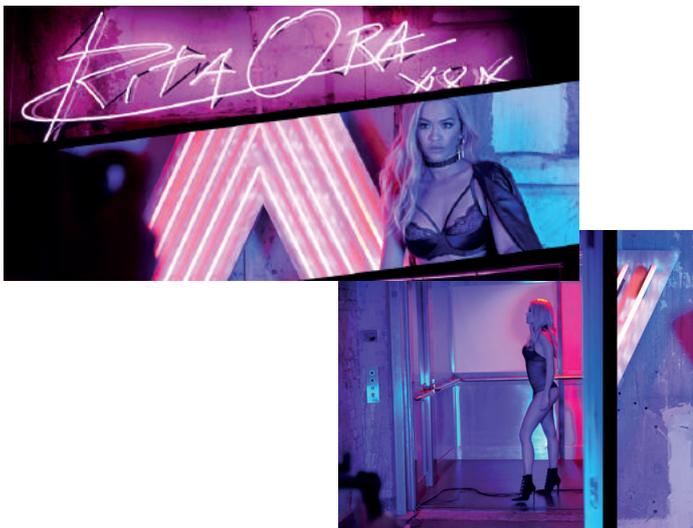
Customer Requirements

Customer Requirements

- High Speed Internet Upload
- Guest Wifi
- Failover high speed internet
- Technical Support

Solution Components

- Fibre Leased Line
- Guest Wifi Access Points
- 4G High Speed Failover
- 24 Hour IT Support



The World Tech Solution

As World Tech already provide a high speed fibre connection to Calzedonia we could assure them that the bandwidth was suitable for the event. However, we did understand that a backup was a necessity as an outage was not an option.

World Tech implemented a 4G business grade solution equivalent, to a fibre leased line, and a load balancing router was installed to provide automatic failover in the event of broadband outage.

The requirement for the Wifi was only given on the day of the event but as World Tech hold failover equipment we were easily able to install a temporary Wifi network consisting of four Wifi access points, providing the coverage that was required.

The event went smoothly with Rita Ora performing her 30 minute live performance streamed on the Tezenis Facebook page. Calzedonia were extremely grateful for our support before and during the event.

**CALZEDONIA
TEZENIS**

“World Tech have been supplying and supporting our IT and telecoms for the past 2 years, we often make last minute requests but we are always confident that they will deliver. It gives us peace of mind that we have a knowledgeable IT partner who can advise us on solutions that we didn’t know were available to us.”

Stephen Field
Calzedonia UK Director



Contact Us

For more information on our products and services please do not hesitate to contact our team on:

0800 888 6222
sales@world-tech.co.uk