

CASE STUDY



A MODERN IT NETWORK SUPPORTS JYSK'S ACTIVITIES IN CENTRAL AND EASTERN EUROPE

JYSK, a Danish retailer with a network of outlets selling furniture and interior accessories, has currently over 1,350 outlets in more than 30 countries all over Europe with an annual turnover up to almost EUR 2 billion and about 14,000 employees.



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The challenge

JYSK, a Danish network of outlets selling furniture and interior accessories, needs to have the best possible link between all the individual markets in which it is present within the Central and wider European region. In 2007 we implemented such solution for JYSK within the Central European region. A modern data network utilizing MPLS technology linked dozens of JYSK outlets in Central Europe – in the Czech Republic, Hungary, Slovakia and Poland and expansion is planned in the near future.

We implemented a modern MPLS data network in the Czech Republic, Hungary, Slovakia and Poland and linked a total of almost 200 JYSK outlets. The new data network based on IP VPN principle provides more effective planning and coordination of individual activities within the entire JYSK retail process in Central Europe in an advanced manner

so that all JYSK Customers in the region can benefit from increased efficiency and enhanced services. The use of modern MPLS technology puts JYSK at the cutting edge of retail business and enables the company to guarantee top-notch services to its Customers not only now but also in the years to come.

Why our solution?

In order to find out the reasons why JYSK has selected a new MPLS network to solve its telecommunication requirements it is necessary to go back to the sales company's origin itself. The Danish word JYSK denotes a men coming from Jutland, Danish largest mainland area.

REFERENCES

"In Danish, JYSK literally means Jutlandic but it also refers to certain core values such as honesty, integrity and modesty. In other words JYSK means credibility – a company to be trusted! This is how we operate, it is how we treat our customers, and we expect the same from all of our suppliers. So we did not select our network provider easily – it was an important decision but one we are very happy with."

Rene Kristiansen, CIO JYSK

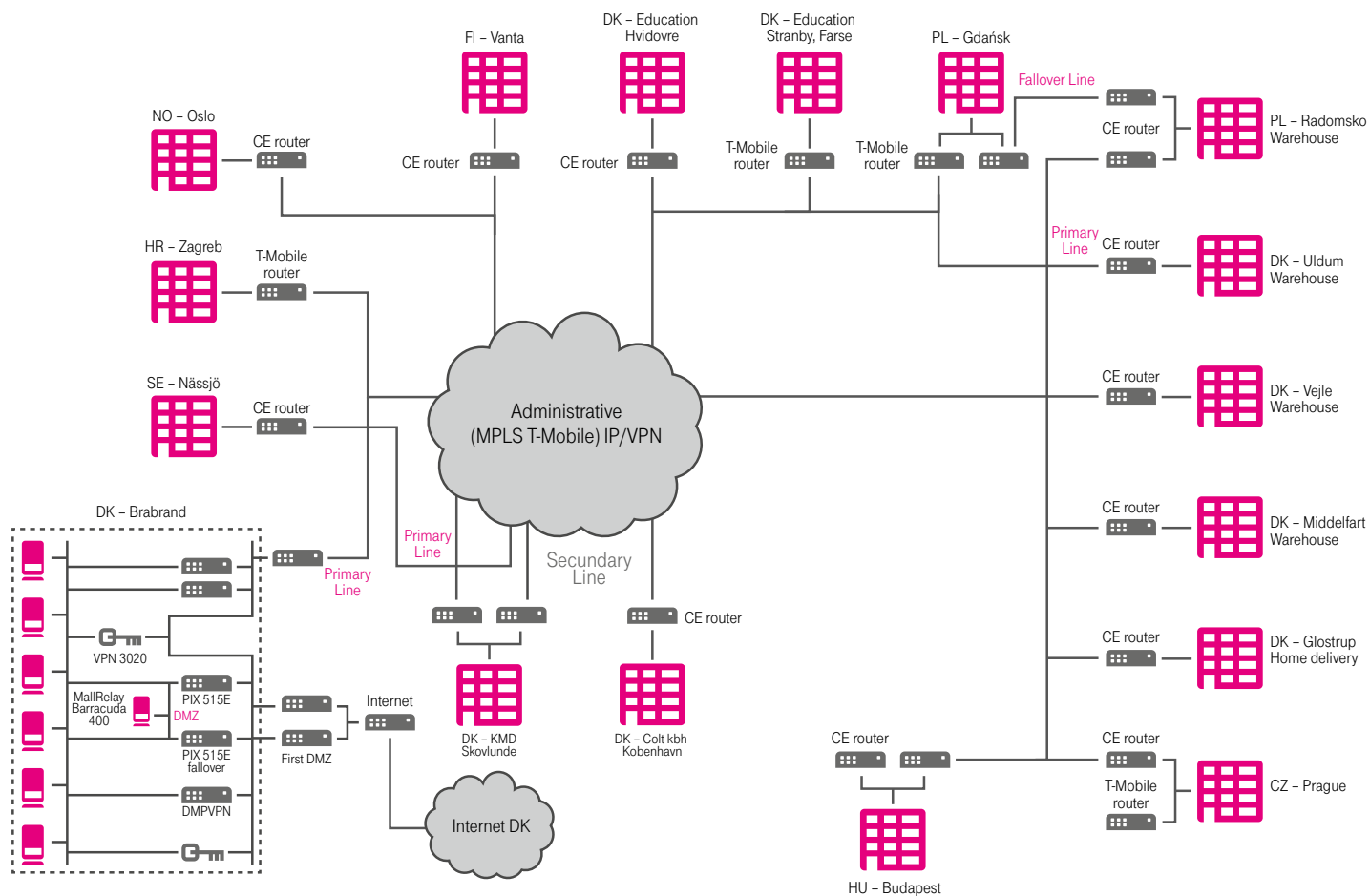
MPLS network advantages

- **Lower costs** (a single network is cheaper to operate and run than several networks linked together).
- **More robust networking** (a single managed network run by us rather than several networks managed by different companies).
- **Higher network availability.**
- **Higher quality parameters.**
- **Shorter repair time.**
- **Centralized performance management** and proactive network maintenance.
- **One service contact** and one invoice for the entire region only.

MPLS network characteristics

- **Coverage in five countries in the region** (Czech Republic, Hungary, Poland, Romania, Slovakia).
- **The most advanced and secure technology** based on IP.
- **Possibility to develop a united network** providing data and voice communication among the Consumer's sites.
- **Guaranteed QoS** (Quality of Service) and SLA (Service Level Agreement).
- **Logically and securely detached private VPN network for every Customer.**
- **A number of value added services.**
- **Possibility to provide MPLS service all over Europe** due to NNI interconnections with selected telecommunication partners.

Connection diagram



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More information on services:
www.t-mobile.pl/biznes

GTS entities operating in Poland, Czech Republic, Romania and Hungary joined Deutsche Telekom Group in June 2014. As a result of the integration process, T-Mobile Poland Sp. z o.o. – previously operated under GTS Poland Sp. z o.o. name – was merged with T-Mobile Polska S.A. as of June 1, 2015.



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