



# Transformation of Large Australian Supermarket Chain with Comprehensive Network Upgrade

## COMPANY SNAPSHOT

A prominent Australian supermarket chain with a national presence, this organisation operates 850 supermarkets and 760 convenience store locations. It serves as a major retail destination for a wide range of products and remains committed to innovation and delivering customer-centric experiences. Employing over 112,000 staff members, the company continues to evolve to meet the changing needs of customers while providing quality products and services to communities across Australia.

## CHALLENGE

The company faced significant technological and operational challenges due to ageing network infrastructure. End-of-life switches, routers, and access points were limiting the integration of enhanced technologies crucial for future growth. Balancing the need to upgrade the network for improved efficiency and long-term scalability, while minimising disruption, posed a multifaceted challenge. Ensuring uninterrupted business continuity and minimal trade impact throughout the five-scope project was critical to its success.

## OBJECTIVE

The primary objective was to upgrade and modernise the company's network infrastructure to accommodate future technological needs while enhancing operational efficiency using Cisco hardware. This involved addressing end-of-life hardware, including switches, routers, and access points, and establishing a robust network foundation capable of supporting upcoming technologies. The goal was to create a seamless, high-performing, and future-ready network that would enable the organisation to implement a range of customer-centric and operational improvements.

## APPROACH

Recognising the need for a comprehensive solution, Cube Networks proposed incorporating the organisation's planned SD-WAN rollout, replacing its MPLS connection, into the broader project. This addition enhanced the network and infrastructure upgrade while avoiding the cost of a separate future rollout. Collaborating closely with the organisation, Cube ensured the deployment aligned with business goals and maintained coherence with the existing Cisco technology roadmap.

This included detailed wireless design, strategic installation of access points and switches, efficient router upgrades, and process improvements delivered across five project stages. Cube collaborated with AWA for switch and router deployment, while Dicker Data facilitated hardware staging and configuration.

## OUTCOMES

### Enhanced Connectivity

By deploying 20,000 access points and conducting wireless surveys, Cube ensured 100% Wi-Fi coverage across all store areas. This improved team member use of PDTs and other technologies, enabling more accurate data collection, which led to better insights and informed decision-making.

### Operational Efficiency

The upgrade encompassed 840 supermarkets and 570 convenience store locations, all of which received switch replacements. This enhanced operational efficiency through improved network reliability, reduced downtime, and optimised data transfer. Cube conducted training programs prior to project commencement to ensure team members were prepared for the deployment process. A best-practice training document was created for onboarded team members, which proved pivotal as the project progressed.

### Process Improvements

Cube's meticulous planning and process enhancements enabled the SD-WAN project to be completed in just eight months, four months ahead of the anticipated timeline. This was achieved without compromising quality, showcasing Cube's expertise in project management and deployment efficiency.

### Cost Savings

Cube's strategic wireless design not only optimised signal quality but also delivered significant cost savings. Through accurate signal loss data and focused deployment, approximately \$2.5 million was saved in hardware installation costs.

### Future-Ready Network

The inclusion of SD-WAN technology into the planned rollout delivered a state-of-the-art connectivity solution ahead of schedule and with notable cost benefits. The technology bolstered current network capabilities and laid the foundation for the integration of future technologies, ensuring the organisation remains adaptable and future ready.

### Effective Communication

Cube's proactive and transparent communication strategies led to minimal escalations, ensuring the project stayed on schedule and met all predetermined objectives.



## KEY METRICS

- 100%** WiFi coverage throughout all stores
- 840** Supermarket router upgrades
- 760** Store AP upgrades
- 430** Supermarkets with switch replacements
- 570** Convenience stores with switch replacements
- 2600** Individual deployments

## SCOPES

- SCOPE 1** Wireless design for supermarkets
- SCOPE 2** Access point installations
- SCOPE 3** Switch installations for supermarkets
- SCOPE 4** Switch installations for Convenience stores
- SCOPE 5** SDWAN Router upgrade for supermarkets

## KEY RESULTS

**840**

STORES  
NATIONALLY

**\$2.5**

SAVING  
HARDWARE  
INSTALLATION  
COSTS

**100%**

WIFI  
COVERAGE  
ALL STORES

**MAJOR PROJECT**