



Cutting through the noise
and doing business smarter for

The Retail Industry

StarLeaf is helping this iconic fashion retailer to hone its razor sharp reflexes, and allow its people to be so well connected to the market that they can foresee the seasonality of styles, spot a trend before it fully emerges allowing it to match supply to demand.

Unified communications helps Dr. Martens spot emerging trends to stay one step ahead in retail!

EXISTING ENVIRONMENT

RETAIL INDUSTRY

Dr. Martens, the iconic international footwear brand, began selling modest work-wear boots and has since evolved into one of the most culturally relevant brands of the modern era.

On a stylistic level, Dr. Martens' simple silhouettes allows their wearers to adopt the boots and shoes as part of their own individual and very distinctive style; on a practical level, their famous durability and comfort make them ideal for the unforgiving world of gigs and street fashion; and then finally on an emotional level, they are a badge of attitude and empowerment.

As a global brand, Dr. Martens relies on efficient communications to keep business running efficiently, increase productivity and reduce bottlenecks that inevitably occur with such a large operation.

THE CHALLENGE

SCATTERED COMMUNICATIONS

Dr. Martens aimed to unify communications throughout their global business operations, from retail outlets and design, right through to production.

This is part of a larger strategy to double revenue from R4.5 billion to R9 billion, in the next four years.



UNIFIED COMMUNICATIONS FOR AN ICONIC GLOBAL BRAND

Dr. Martens has adopted a unified communications strategy that enables its people to be so well connected to the market that they identify trends and effortlessly match supply to demand.



The Retail Industry

Case Study



THE SOLUTION

STARLEAF UNIFIED COMMUNICATIONS

Dr. Martens has installed StarLeaf GT Mini room systems throughout its European offices and, as there's a firm belief in sweating assets, it has registered a number of existing H.323 systems to the StarLeaf Cloud.

As part of the deployment, Dr. Martens also uses StarLeaf VMRs for scheduled meetings, and makes heavy use of the ad hoc 'QuickMeet™' capability, which allows five people to meet instantly.

It has given all employees Breeze software and has equipped each retail outlet with StarLeaf video. And of course, as a StarLeaf user, anyone with a soft or hard endpoint can make unlimited point-to-point calls.

**Please note that Dr. Martens is a direct StarLeaf client. Itec offers the StarLeaf suite in its range of product offerings.*

KEY FACTORS AND FUTURE

IMPROVED SUPPLY TO MEET DEMAND

StarLeaf is used across the board at Dr. Martens. It supports the company's decision making from the board room, and from design right through to customer purchase, allowing teams to execute with razor sharp reflexes resulting in an improved ability to match supply to demand.

"Our sales team and managers are all really comfortable using Breeze, so much so that it is now a preferred communications tool, which they use from home or while travelling. We use the 'guest invite' feature to reach out and engage with our suppliers – particularly in China, and this is helping us to cut time to market."

"Having each store equipped with Breeze, also means that they are able to collaborate, whenever they need to, with each other and of course, they are fully engaged with the business no matter how regional or remote the location."

- Nigel Harris, Dr. Martens, IT and Operations Manager.



+27 11 236 2000 • info@itecgroup.co.za • www.itecgroup.co.za

Communications



Security



Cloud



Document Management



Mobility



Finance

