

## CASE STUDY



### OVERVIEW:

Cosmo Lady is a leader in the Chinese 'fast fashion' industry, with around 8,000 outlets across the country. They were looking for new Wi-Fi connections at their headquarters, logistics park, e-commerce and R&D centers to support complex, high-speed logistical and purchasing operations. Cosmo Lady chose Ruckus Wireless to supply those connections and support the continued success of the business.

### REQUIREMENTS:

- Reliable Wi-Fi in very challenging indoor environments, such as a high-activity clothing warehouse
- Wireless access for up to 2,000 devices per day, some of which use significant bandwidth
- A replacement for an older, unreliable wireless network

### SOLUTION:

- Installed approximately 400 Ruckus Wireless 7372, 7363, 7352, 7762-S and T300 802.11ac Wave 2 ZoneFlex access points, together with 3 ZoneDirector 3000 controllers

### BENEFITS:

- A significant boost to logistical efficiency in the warehouse
- Reliable wireless connections for staff so they can work more quickly
- Support for Cosmo Lady's marketing events, which has enhanced the brand's online following

## RUCKUS RESPONDS TO A LOGISTICAL CHALLENGE IN CHINA

### INTRODUCTION

Cosmo Lady is one of China's leading providers of 'fast fashion.' With around 8,000 outlets across the country, its principal task is to make sure the goods customers want to buy are in the right stores at the right time. As such, Cosmo's headquarters and warehouse rely heavily on Wi-Fi connections to ensure that goods are processed properly.

### THE CHALLENGES

Along with other companies in the fashion industry, Cosmo Lady's profit margins are under continual pressure. It is vital that fashion pieces are processed through warehouses as efficiently as possible so they can be in the shops at the right moment for customers to buy them. This requires first-class logistics and substantial IT investment. That includes Wi-Fi.

At Cosmo Lady's Fumin Logistics Park, the previous Wi-Fi installation was causing problems. The amount of goods moving around the warehouse is always high, which presents a challenge to most wireless access points (APs). Such APs simply beam out a signal around 360 degrees, which results in their signals being disrupted if they encounter obstacles such as moving clothing.

This meant that the portable devices that the staff were using around the warehouse often had their connections interrupted, including those who were trying to scan goods leaving the warehouse on their way to Cosmo Lady shops. The unreliable Wi-Fi could not cope with the amount of scanning involved, slowing staff down and causing problems across the whole supply chain.

In addition to the complex environments, the demand on the network was extensive. Cosmo Lady's HQ and warehouse environments are full of staff working on mobile devices and laptops. As many as 2,000 devices per day use the network, and some of them require high-bandwidth connections.

"A stable network is extremely important in order to secure the delivery capacity of Cosmo Lady's logistics center," commented Meng Chunyun, Cosmo Lady's deputy IT manager. "Our previous solution simply couldn't deliver this."



"After Ruckus passed our initial test, we began to upgrade the company's wireless solution in all of our locations, starting with the headquarters. Compared with other suppliers, we were impressed with the strength of signal received from the Ruckus solution, especially across complex environments. We think the user experience is very good."

**MENG CHUNYUN**

Cosmo Lady, Deputy IT Manager

## THE SOLUTION

Cosmo Lady recognised that the situation needed to be urgently addressed. They evaluated three domestic and foreign wireless providers, setting up a bespoke testing environment where staff scanned goods due to leave the warehouse. The only connection with a 100% success rate was the Ruckus one, and on that basis, Cosmo Lady chose Ruckus to become its Wi-Fi provider.

Ruckus installed approximately 400 Ruckus Wireless 7372, 7363, 7352, 7762-S and T300 802.11ac Wave 2 ZoneFlex™ APs, comprising various models depending on location and service demand. It also deployed three Ruckus Wireless ZoneDirector™ 3000 controllers to manage the networks. The Ruckus products came with the patented ChannelFly™ and BeamFlex™ technologies which boost performance. BeamFlex automatically adjusts the signals to the best performing path and steers around interference and obstacles. This ensures the strongest signal, highest throughput and the least amount of interference. ChannelFly leverages BeamFlex in order to select the best RF channel to deliver the highest performance Wi-Fi possible, optimizing signals for every client and transmission.

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## THE BENEFITS

After the Ruckus deployment, Cosmo Lady found that the delivery of goods became 40 percent more efficient than the manual registration it had to partially rely on under the old networking arrangements. Ruckus' network service has made operations at Cosmo Lady simpler and faster, and logistics are now handled in a much more efficient way. Other apparel companies have visited the Cosmo Lady headquarters and warehouses to learn from its experience.

However, the benefits do not end there. Ruckus has also supported Cosmo Lady's marketing activities. On the evening of October 15 2016, Cosmo Lady and online discounter VIPshop co-held a brand day event in the Cosmo Lady Industrial Park, which was broadcast live online. With the help of Ruckus engineers, only seven APs were deployed in an area of 500 square meters, but they were enough to meet the network demand of the hundreds of people on site with nearly 300 concurrent connections. The fan audience was able to share the event on social media, which was a great marketing success for Cosmo Lady.

"We're delighted with the Ruckus solution," commented Meng. "It supports different areas of our business very well, and we've come to rely on it very quickly indeed. We look forward to growing Cosmo Lady with Ruckus in the future."