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CASE STUDY - AUCHAN LUXEMBOURG

Secure networks and data, develop digital and mobility.



**Zero Defect service
quality**

THEIR GOALS

- Develop an irreproachable service quality for a dual clientele: the end customers and Auchan staff.
- Ensure control and cost transparency: clear contracts, flexibility in the environment implementation, etc.
- Avoid the multiplication of interlocutors by choosing a partner offering a wide range of services and a strong integration capacity to cover the entire range of needs, from the datacenter to the end customer.
- Successful transformation of a physical model to the digital: Auchan defends a phygital model that allows customers to live new shopping experiences by combining the strength of the traditional store and the flexibility of eCommerce.
- Ensure a long-term technological watch.



**Deployment of mobile
and digital solutions**

THE CHALLENGE

- Connect 100% of Auchan Luxembourg's staff to new mobile and digital solutions

“At Auchan, the physical model is undergoing a transformation, and this transformation requires the digital. To provide customers with new shopping routes, a seamless logistics chain with enhanced security, improved Wi-Fi networks and highly available WAN-LAN connections is required” explains Arnaud Pierrot CIO of Auchan Retail Luxembourg.

To ensure an optimal customer experience, it is essential that employees in stores have the right information at the right time. With the Smart Birdy program set up with the help of Telindus, all Auchan staff has been provided with a smartphone that, in addition to telephony services, provides access to a wide range of solutions and applications, part of which are hosted in Telindus' datacenters. In addition to providing a richer service to end customers, these technologies make life easier for internal users.

THE SOLUTIONS

- Dealing with the technical obsolescence of networks and setting up new network solutions to open the way to more digital and mobility.
- Network security, improvement of inter-site connectivity, (partial) renewal of the optical fiber to meet the requirements of new digital solutions, implementation of hotspot solutions to ensure the access of end-users to Internet.
- Virtualisation and hosting of all Auchan Luxembourg servers in the Telindus datacenters.
- Virtualisation of user workstations.
- Implementation, together with Telindus, of a regular monitoring process for projects and operations.

THE RESULTS

- Auchan Luxembourg has now entered the final phase of its transformation program
- Major milestones have been achieved: upgrade, reliability, segmentation and network security, improved access to applications, mobility openness, virtualisation of cash lines, etc.
- Based on these advances, most of which have been tested in the context of the opening of the new Auchan hypermarket in Differdange, the brand is now ready to finalise the transformation of its existing sites without impact on both customers and users
- Creation of a strong synergy between Telindus, the Auchan teams and third partners

THE BENEFITS FOR AUCHAN LUXEMBOURG

- Cost control and transparency
- Increased flexibility
- Integration of new solutions with each other and the existing environment
- "Digital-ready" infrastructures
- Synergy of teams, skills and action with a local and multi-technologies partner
- Long-term technology watch

DISCOVER THEIR STORY



With Telindus, we have created the necessary foundations to build the business of tomorrow, adapt quickly to the requirements of the digital and mobility and offer new services to our users and new shopping solutions to our customers.

DJAMEL DJAHMI – Manager IT support Auchan

At Auchan, the digitalisation passes through the hypermarket. It is this anchoring in 'brick and mortar' stores that allows us to establish and maintain a close relationship with our customers and differentiates us from pure Internet platforms. New challenges are emerging for Auchan Luxembourg and Telindus clearly has a place at our side to meet these.

ARNAUD PIERROT – DSI Auchan

AUCHAN LUXEMBOURG EN BREF

To carry out its IT transformation program, Auchan Luxembourg called on Telindus: strong technological integration capacity, highly secured datacenters, multidisciplinary, quality of customer relations are all assets that convinced the retail group to rely on the leader of convergent ICT and telecom services in Luxembourg. As part of this program, Telindus experts are called upon to intervene at the level of purchasing central, logistics, hypermarkets and Auchan Drive, which involves meeting the needs of administrative tools, embedded solutions, customer relations, mobility and digital. It is Telindus' ability to master these different technological know-hows and capacity to integrate them that makes it a valuable partner for Auchan Luxembourg. Since the launch of the program in 2015, around a hundred Telindus employees have been involved, from near and far, in the IT transformation of Auchan Luxembourg