



**NATURE & DECOUVERTES QUICKLY MOVES
IN RETAIL 2.0 IMPROVING SHOPPERS'
EXPERIENCE, WHILE REDUCING 50% OF
THE IT COSTS**



CASE STUDY

(Re)discover Simplicity™
to Guarantee Application Performance

ipanema
Technologies



COMPANY

Nature & Découvertes gives consumers of all ages a chance to discover and be inspired by nature through a selection of high quality products. Its products focus on the natural world, friendliness, and wellbeing; featuring jewelry, books, and children's games. Nature et Découvertes aims to make its 83 shops across France, Belgium, Luxembourg, Germany and Switzerland a place for curiosity, calm and hospitality, where advisors share their knowledge.

Nature & Découvertes currently employs more than 1,100 people who all feel passionately about nature. The Nature & Découvertes Foundation has financed 1,700 projects over the last 20 years, demonstrating its commitment

to protecting the environment and encouraging knowledge, curiosity and respect.

BUSINESS OBJECTIVES AND ENTERPRISE STRATEGY

Nature & Découvertes' objective is to become a long-lasting and equitable market leader, preserving the balance between client's aspirations, suppliers and teams.

Ensuring organic company growth with new customer acquisition in 2 ways:

1. An upcoming geographical expansion in Europe starting with Germany and Switzerland;

2. A multichannel approach using digital as well as brick and mortar strategy.

Becoming a Retail 2.0 reference point in France and across Europe by:

- Developing multi and cross- channel sales strategy;
- Obtaining and sharing a unique customers-centric approach across all channels;
- Adding digital across the enterprise to deliver a unique customers experience;
- Continuing to provide unique, innovative, highly qualitative and sustainable products;
- Maximizing in-store customer experience and satisfaction.

IT CHALLENGES AND KEY INITIATIVES

1. **Set up a multichannel strategy to maximize the digital shopping experience**

Nature & Découvertes is implementing a 360-degree view of its customers thanks to the multichannel and digitalization of the Point of Sale (mobile Cashing, Click And Collect, Store To Web and Marketplace).

Hyper-connected customers and new consumption habits require retailers to have full visibility and control of real-time shopper interaction across all channels to deliver a unique and personalized experience.



ABOUT NATURE & DECOUVERTES

- Natural world, friendliness, and wellbeing products like jewelry, books, and children's games
- 83 shops across France, Belgium, Luxembourg, Germany and Switzerland
- More than 1,100 people

Customers no longer stick to just one channel. They are now simultaneously in store and on their smartphone; watching TV and using their iPad, on their phone while using their PC.

Guest WIFI, Store to Web, Click and Collect, Marketplace as well as existing POS applications (payment and back office operations) put a lot of pressure on the IT department, which is working hard to support sales objectives and maximize the company's productivity through promotions, personalized offers, product recommendations, and loyalty programs.

Having global visibility and control of digital and POS applications performance anytime and everywhere is key to reaching these goals.

2. **Open new stores in Germany and Switzerland**

One of the main IT objectives is to support geographical expansion by ensuring on time and on budget store openings in Europe. Nature et Découvertes started with Germany (11 sites in 2014), and Switzerland.

3. **Optimize existing IT resources and increase IT agility while reducing costs**

The IT department has to support the digital transformation of the company, managing increasing usages and applications without increasing bandwidth and telecom costs.

KEY SUCCESS FACTORS

1. **Protect performance of existing business critical applications: SAP HANA, Microsoft Lync, Microsoft Office 365, Point of Sales and digital applications**

The Retail 2.0 transformations made by Nature et Découvertes to offer new shopping experiences (Guest WIFI, Store to Web, Clic and Collect, Marketplace, etc.) greatly increase the IT complexity and pressure on the network.

Protecting business critical applications like SAP HANA, Microsoft Office 365, Microsoft Lync and POS, as well as the new digital applications listed above against recreational applications like YouTube, is a must.

SAP HANA

SAP HANA is a platform used by Nature et Découvertes to expedite the data analysis and business processes for shoppers' opinions and sales predictions. They use SAP HANA for predictive analytics and key performance indicators management (inventory, marketing campaigns, opinion polls forecast, sales). This very bandwidth- hungry application is essential for retailers moving into Retail 2.0.

Microsoft Office 365

Nature & Découvertes deployed Microsoft Office 365 to maximize team collaboration

and efficiency. Very impactful on the network; the IT department has to be able to efficiently manage performances for each and every Microsoft Office 365 feature (Exchange, SharePoint, SkyDrive, Microsoft Lync, Portal) in order to control and protect user experience for all business apps using the network.

2. Establish IT governance to measure delivered quality of service and efficiently communicate with business units

The IT department of Nature et Découvertes wanted to centralize the IT decision making process and maximize communication with business units, delivering high-level reports and dashboards linked with business priorities and objectives.

3. Efficiently support new usages and digital transformation

With the new retail 2.0 customer-centric approach (Store to Web, Click and Collect, Marketplace) Nature et Découvertes can't afford applications issues and performance troubles. They have to make sure business continuity will be guaranteed to deliver excellent Quality of Experience to the hyper-connected shoppers.

4. Deliver zero fault daily service to IT users (internal and external)

During peak times (at the end of the year or during sales like Black Friday), the IT department must contribute to real-time restocking of the shop (sometimes several times a day) to maximize employee and customer satisfaction.



“



Thanks to well-defined business SLAs according to our priorities we can guarantee the performance of our business critical applications in real-time and deliver an efficient customer centric approach in our 2.0 shops,

”

Josselin Ollier,
CIO at Nature & Découvertes



BENEFITS DELIVERED BY IPANEMA TO NATURE & DECOUVERTES

1. Customer satisfaction increased from “fair” to “very good” with excellent multichannel experience

With easy to define and manage application SLAs, the response time of business applications has been reduced by 50%. The customer multichannel experience (Click and Collect, Store To Web, mobile applications, interactive kiosks and payment apps), is maximized even during peak periods. Any trouble is detected before it impacts employees or customers in store and/or online.

The annual customer satisfaction survey confirmed the satisfaction of the customers; showing a score of 8.5 / 10 (very good) compared to the previous year’s score of 6/10 (fair).

“With the multichannel and cross-channel 2.0 applications working efficiently, we strongly contributed to increasing customer satisfaction while providing new services,” said **Josselin Ollier, CIO Nature & Découvertes.**

2. Employee productivity and Quality of Customer Experience are maximized

The performance of the very bandwidth-hungry, critical application SAP HANA is

always guaranteed whatever the traffic conditions.

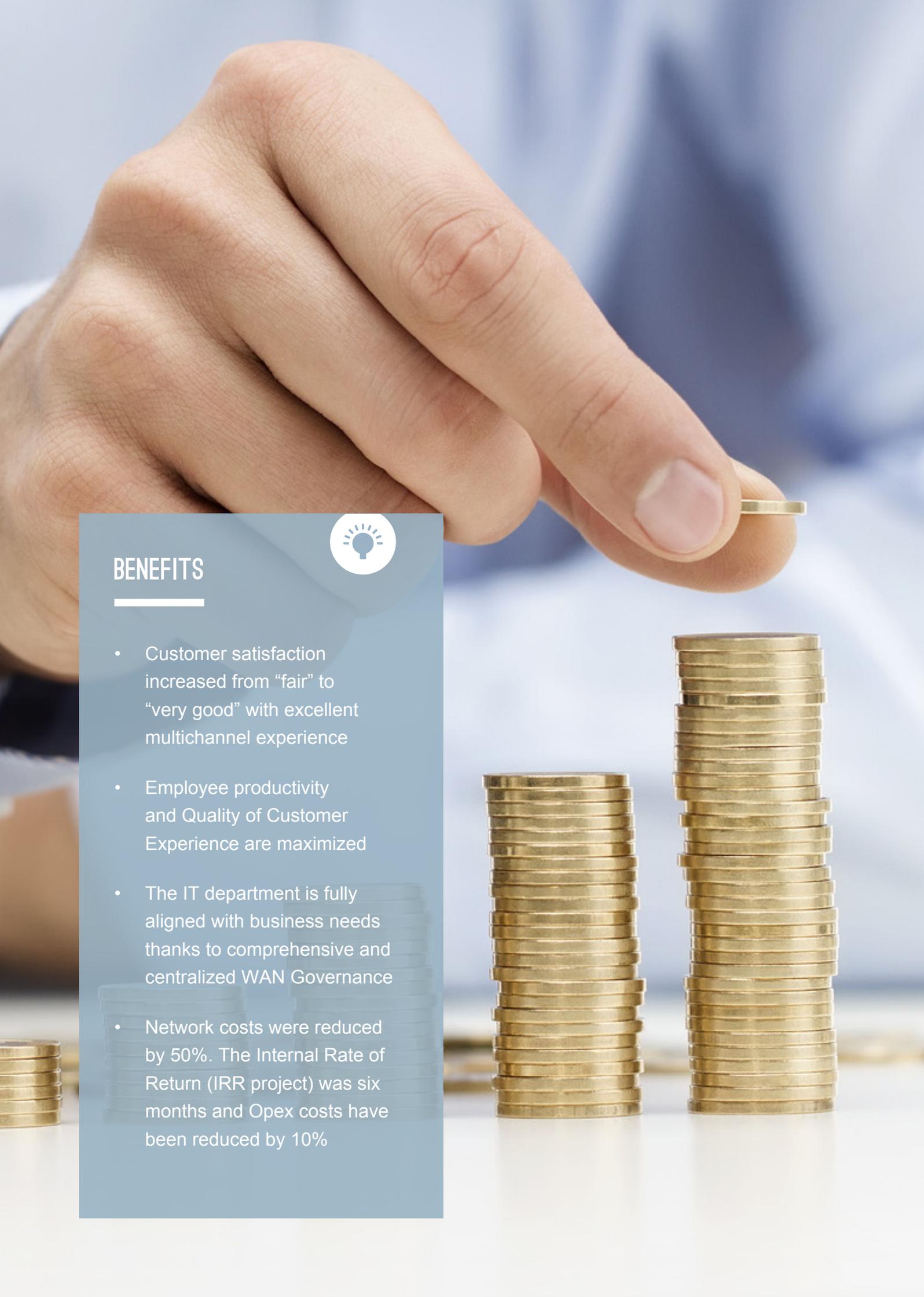
It provides regional directors key performance indicators and analytics on their stores and shoppers (multichannel and cross channel metrics, sales stats, marketing campaigns measurement and ROI, replenishment, trends, etc.)

“Thanks to well-defined business SLAs according to our priorities we can guarantee the performance of our business critical applications in real-time and deliver an efficient customer centric approach in our 2.0 shops,” said **Josselin Ollier, CIO Nature & Découvertes.**

IT CHALLENGES & KEY INITIATIVES



- Set up a multichannel strategy to maximize the digital shopping experience
- Open new stores in Germany and Switzerland
- Optimize existing IT resources and increase IT agility while reducing costs

A hand is shown in the upper left, holding a single gold coin between the thumb and index finger. Below the hand, there are several stacks of gold coins of varying heights, with the tallest stack on the right. The background is a blurred blue and white, suggesting an office or business setting.

BENEFITS



- Customer satisfaction increased from “fair” to “very good” with excellent multichannel experience
- Employee productivity and Quality of Customer Experience are maximized
- The IT department is fully aligned with business needs thanks to comprehensive and centralized WAN Governance
- Network costs were reduced by 50%. The Internal Rate of Return (IRR project) was six months and Opex costs have been reduced by 10%

3. The IT department is fully aligned with business needs thanks to comprehensive and centralized WAN Governance

Thanks to Ipanema, Nature et Découvertes has been able to develop WAN governance aligned with business needs. IT performance is optimized and can take control of new usages. The transformation to a digital retail 2.0 world was done flexibly and consistently in only 24 months.

WAN Governance allows the IT department of Nature et Découvertes to centrally manage applications performance for the global network. High-level reports and dashboards enable the sharing of business-oriented, clear and undisputable KPIs to improve the communication with business units and facilitate the decision making process. It also allows the perfect balance between IT sizing and application performance, while significantly reducing costs at the same time.

4. Network costs were reduced by 50%. The Internal Rate of Return (IRR project) was six months and Opex costs have been reduced by 10%

Thanks to the perfect use of all the hybrid network resources to dynamically guarantee applications performance, Nature & Découvertes has gained flexibility and optimization

of its IT resources. Increased traffic and application flows matrix has been managed without adding network capacity and overloading the IT team. The geographic expansion of the company has been assured in Germany starting with the opening of the first store in Munich in September 2014. Others will soon follow in other cities in Germany and in German-speaking Switzerland.

“With Ipanema we rationalized our costs and avoided telecom costs increase. We multiplied by 8 the volume of traffic over our network without increasing bandwidth.

We do “more” with “less”, which allows us to invest in new 2.0 Retail projects with confidence and flexibility.” says **Josselin Ollier, CIO Nature & Découvertes.**



ABOUT IPANEMA TECHNOLOGIES

Enterprises' Digitalization accelerates. In a world that moves at web speed, IT departments have more and more difficulties to manage the complexity of their information system.

Unified Communications, cloud computing, SaaS, BYOD, social media, VDI, retail 2.0 are just a few examples of IT trends that strongly increase IT complexity.

In this case, how can you regain control and align IT with strategic corporate objectives? How can you manage more demands and usages with the same network resources to stabilize telecom costs?

With Ipanema, (Re)discover Simplicity to guarantee your application performance.

For more information, visit: www.ipanematech.com

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