

ALE | Where Everything Connects

MARKET
SERVICES

REGION
GERMANY

COMPANY
POS TUNING

POS TUNING® Udo Voßhenrich

Hardworking, high-speed Wi-Fi for leading point-of-sale company

POS TUNING implements latest wireless technology from Alcatel-Lucent Enterprise

Case Study
POS TUNING

Alcatel·Lucent Enterprise

"If your products are in front, we are behind them" – this is how POS TUNING summarizes its solutions for optimized product presentation at the point of sale. Shelf management systems with automatic pushfeed ensure that articles in a supermarket are placed within the best possible view and reach of shoppers and are always available.

On its premises in Northern Germany, the company operates a network that connects two administrative buildings, three production halls and a warehouse. Communication is key, so when the WLAN components reached the end of their life in 2017, POS TUNING was one of the first customers worldwide to implement access points from the new Alcatel-Lucent OmniAccess® Stellar product family. As part of the project, Nachrichtentechnik Bielefeld (NTB), a long-term ALE business partner, also set up a centralized LAN and WLAN network management system and a guest WLAN.

Optimized product presentation at the point of sale

When products in a supermarket are presented in the best possible viewing position and are easily accessible, it is very likely that a POS TUNING system is being used. For 20 years, the German company has specialized in developing and producing systems that optimize the presentation of goods at the point of sale. Pushfeed and lift systems ensure that the items are always placed where the shoppers are looking for them – at the front of the shelf or up in the freezer. After all, customers only buy what they see.

The solutions from POS TUNING can do even more. Feed systems also count the stock of products on the shelf and report events – such as removals, minimum stock, theft – to ERP systems, cash register systems and databases. In doing so, they play an important role in inventory management, theft prevention and the ongoing optimization of store processes.

The feed systems and other successful developments from POS TUNING have set the market standards for product presentation. They are used today by customers in 120 countries across five continents.

Time to rethink WLAN

On its premises in Bad Salzuflen, in the north of Germany, POS TUNING has operated a local network based on Alcatel-Lucent Enterprise LAN and WLAN technology for several years. It had been implemented by NTB, a long-term ALE business partner.

POS TUNING

Founded by Udo Voßhenrich in 1998, POS TUNING Udo Voßhenrich GmbH & Co. KG manufactures functional elements for higher visibility and efficiency in retail shelves and freezers, and is developing more and more into a provider of holistic innovative point of sale (POS) solutions.

POS TUNING

- Automates the shelves
  - ¬ All products are always visible and within reach.
- Digitizes the process
  - ¬ All products are always available.

POS TUNING CUSTOMERS

- Gain time and information.
- Can better focus on the shopper
  - ¬ Higher shopper satisfaction
  - ¬ Higher customer loyalty.

For more information, please visit:

http://www.postuning.de/en



In 2017, POS TUNING decided to upgrade its WLAN, as existing components reached the end of their lifecycle, and were no longer able to offer modern performance. In addition, the company needed more bandwidth and wanted to achieve complete WLAN coverage of the entire site, which was previously unavailable. Further requirements were the creation of guest Wi-Fi access without additional software as well as a centralized, unified network management system for LAN and WLAN, which should be efficient and simple to operate.

At that time, Alcatel-Lucent Enterprise was looking for beta testers of its new Alcatel-Lucent OmniAccess Stellar WLAN product family, that perfectly met POS TUNING's requirements. Upon the recommendation of its consultant NTB, the company agreed to be one of the first customers to install the new OmniAccess Stellar WLAN access points.

State-of-the-art, secure access points

In October 2017, POS TUNING implemented eight OmniAccess Stellar WLAN access points in its two administrative buildings. They use a controller-less architecture with distributed control intelligence providing more reliability, better scalability and reduced cost. As a virtual machine, the appliance does not require extra space and can be backed up more easily than a controller.

With the new access points, which functioned flawlessly and without any disconnections right from the start, POS TUNING now achieves complete coverage of the entire administration area. Soon the three production halls and the warehouse, all located on the same site, will also be equipped with Stellar access points. Ten access points will be required to ensure complete WLAN coverage in this large area.

POS TUNING achieved their desired guest WLAN without any additional components, due to the integrated guest management in the Stellar access points – simplifying the management of a high-performance Wi-Fi network. To access the guest WLAN, each visitor is assigned their own key. For security reasons, four wireless networks with separate SSIDs have been set up in parallel: A staff WLAN, a printer WLAN, a guest WLAN and a WLAN for support or project team members who only work on site temporarily.

Convenient and ProActive network management

To meet POS TUNING's requirement for centralized network management that is simple to operate, NTB installed the Alcatel-Lucent OmniVista® 2500 Network Management System (NMS) in combination with the Alcatel-Lucent ProActive Lifecycle Management (PALM).

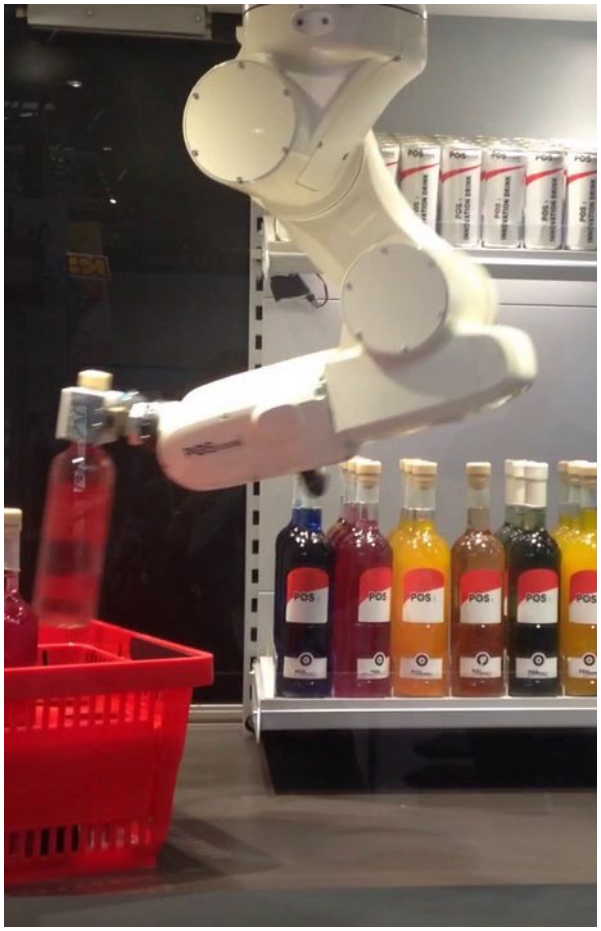
Nachrichtentechnik Bielefeld GmbH

Founded in 1991, the ICT system house provides consulting, implementation and services of voice and data networks. For its customers in the Bielefeld region, in Germany and abroad, NTB implements communication systems of all sizes.

The company's core competencies include:
- Telecommunications
- Network technology
- IT infrastructure
- Safety and video technology

With "voiceforce.one", NTB offers a portfolio of managed communications for landline and mobile telephony as well as for Unified Communications & Collaboration (UCC).

Visit www.ntb.de for more information.



The NMS provides unified configuration and policy management for both LAN and WLAN, allowing POS TUNING to manage its entire physical and virtual network through a single web-based user interface. This saves time, simplifies IT operations and makes network operations more efficient. If, for example, it becomes necessary to change the configuration of the SSIDs, this can be done centrally, with the changes then sent directly to all installed access points. The guest WLAN is also set up and managed via OmniVista.

ProActive Lifecycle Management makes it easier for POS TUNING to keep track of network health with real-time charts on device capacity, software lifecycle, hardware lifecycle, warranty, support status and the latest release notes for the product's OS – all within a couple of clicks.

This low cost, easy-to-deploy approach is designed to empower IT staff to ensure the network is current and operating within best practices, while reducing the administration and management burden on busy IT teams.

Current and future demands

"The new Stellar access points offer a number of important advantages such as the intelligent distributed control architecture and integrated guest management," says Björn Lindemeier, responsible for technical project planning and implementation at NTB. "One of the great strengths of Alcatel-Lucent Enterprise is in designing its innovative solutions to closely align to the needs of end customers, allowing us to deploy a system that easily met the requirements of POS TUNING."

René Sczyrba, Head of IT at POS TUNING summarizes the benefits: "The time savings gained from the simplification of the work involved in setting up, managing, monitoring, and optimizing the network increased efficiency and inspired us as IT specialists while pleasing our corporate management. As our network infrastructure expands to support our growth it is important that we make the technology as streamlined and manageable as possible, and the new solution delivers just that."

"The solutions of the Alcatel-Lucent OmniAccess Stellar WLAN product family easily meet the current demands of POS TUNING and our other customers," says Henrik Ammelounx, account manager at NTB. "On top of that, even future requirements can be easily implemented with Alcatel-Lucent Enterprise, for example in network security, employee mobility or the connection of IoT devices."

CHALLENGES

- WLAN components had reached their end-of-life
- Bandwidth and WLAN coverage was insufficient
- No centralized network management
- Complicated guest Wi-Fi configuration

PRODUCTS

- OmniAccess Stellar Access Points
- OmniVista 2500 Network Management System (NMS)
- ProActive Lifecycle Management (PALM)

SOLUTIONS

- Mobile Campus

BENEFITS

- Investment protection: A future-proof WLAN built on state-of-the-art equipment
- Improved IT efficiency as unified management allows configuration of devices on LAN and WLAN at the same time
- Reduced TCO thanks to the secure guest access included (at no additional cost)
  Single point of management and control
- Improved reliability with an intelligent distributed controller
- Reduced investment and maintenance costs as no physical controller is needed

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HENRIK AMMELOUNX, ACCOUNT MANAGER

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