



Objective: Converged Networking for Next-Generation Voice, Video, and Data Applications

“Over the years working with Lightstream, we have implemented a lot of different applications across our large Wide Area Network that have saved us a ton of money. I’m very comfortable working with Lightstream. I know I can call them with any problem, anytime and I know it will be taken care of.”

Mike Van Orden - CTO, Sportsman’s Warehouse

Background

Sportsman’s Warehouse was founded in 1992. It is an Outdoor Hunting, Fishing, and Camping retailer with 65 stores from Alaska to Florida. Sportsman’s Warehouse is known for its expert and knowledgeable staff. It is an organization of hunters, fishermen, and outdoor enthusiasts. The employees not only have a passion for the great outdoors but they also offer intimate knowledge of products and the local know-how to help make your outdoor pursuits more successful and enjoyable.

Founded under the idea of serving the outdoor enthusiast exclusively, Sportsman’s Warehouse mission is to live up to its reputation as the “Great Indoors for those who love the Great Outdoors™”.

The Current Environment and the Need

Sportsman’s Warehouse’s original technology architecture consisted of a dial-up network that supported 8 stores. This topology supported the point-of-sale application but very little else. Additionally, each store had its own voice key system that was essentially an “island” with limited remote administration capability.

In order to lower operational costs and to scale with the aggressive growth targets, the business adopted a Cisco VoIP platform to enable them to consolidate and centralize administration of the voice topology. In addition, video was seen as a necessary application to reduce costs on internal training for employees, product training from their suppliers, and security surveillance to each store.

In addition, a solution needed to support a corporate initiative to use barcode tagging to consolidate all inventory

management. All aspects of inventory management—from ordering, to shipping, to warehousing, to tracking—were to be done in real-time, with centralized processing, across all stores nationwide.

Finally, with the increased size of the company, business continuity was quickly becoming a paramount consideration.

Sportsman’s needed a technology solution that would enable them not only to support these next-generation applications, but to do so in such a way that would scale with the aggressive growth and provide high availability. To accomplish this, a high-speed best-in-class converged Wide-Area Network infrastructure would be necessary.

Lightstream’s Role

As a solutions provider for multiple carriers, Lightstream Communications provides value with its ability to leverage its experience and knowledge across all carrier technologies, including Qwest, AT&T, Global Crossing, Verizon, and others. Lightstream acts as an intermediary to the carriers’ vast array of services and resources, matching the best-of-breed carrier services to specific customer’s requirements. Lightstream also adds great value from a design and engineering perspective. The engineers understand not only the hardware CPE world, but also the carriers’ data solutions, which enables Lightstream to evaluate each carrier with credibility and ultimately recommend a solution that works.

To meet the scalability and complex convergence requirements of Sportsman’s business initiatives, Lightstream’s engineering staff designed a Qwest MPLS network that would support Quality of Service so as to prioritize voice and video over other data communications.

Lightstream Communications provides project- and solution-based consulting services that include IT network roadmap solutions, converged network design, services inventory and billing reviews, and end-to-end project management.

Sportsman’s Warehouse was founded under the idea of serving the outdoor enthusiast exclusively and serves thousands of customers across 30 states. With over 60+ stores, hundreds of employees not only have a passion for the great outdoors but they also offer intimate knowledge of products and the local know-how to help make their customers’ outdoor pursuits more successful and enjoyable.

Lightstream's Role (cont.)

Additional complexity was introduced with the need to be able to provide this service from both the corporate location as well as the disaster recovery site, and do so in a real-time manner, transparent to the business. Implementing a complex BGP design between the Qwest MPLS network, the corporate site and the DR location, Sportsman's is able to advertise network reachability to Qwest and learn routes for all remote locations through high-speed circuits at both primary and secondary headquarters locations. This is done because in a non-failure environment, certain network applications prefer the disaster recovery location circuit, while other applications prefer the primary headquarters circuit—but still allowing all network connectivity to fail over dynamically and instantaneously to the non-failed circuit. All of this happens while still preserving prioritization of applications across the wire.

Finally, Lightstream provided end-to-end project management across all aspects of the migration process. From ordering the circuits, to assisting in the design of the network, to circuit turn-up, and coordinating new-store openings, the Lightstream project management team orchestrated the entire process from beginning to end.

Summary

Sportsman's Warehouse is an industry leader in utilizing technology to achieve efficiencies and drive cost out of the business.

Sportsman's Warehouse has taken advantage of latest-generation technology to implement multiple best-in-industry business practices. The organization has deployed camera surveillance across all stores to minimize hard costs associated with theft and vandalism, has rolled out a centralized inventory management system that brings complete asset management and just-in-time inventory deployment to each store, has consolidated all telephony onto a single central platform, and has launched a video conferencing solution to support requirements for vendor and employee training—all while reducing the cost of doing business.

Today, all Sportsman's Warehouse applications—voice, video, data, and Internet—run over a single converged MPLS Wide-Area Network to all 65 stores nationwide. To accomplish these initiatives, Sportsman's leveraged Lightstream's carrier, technical, and project management expertise in order to do the job on-time, to drive down costs, and to scale into the future.

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