

Enterprise Case Study

# Blinds To Go

## Backing up great service with reliable POS systems

### About Blinds To Go

In business for over 50 years and with over 100 superstores throughout Canada and the USA, Blinds To Go offers a large selection of affordable custom-made blinds and shades.

### 1. Challenge

Blinds To Go was looking for a last-mile telecom redundancy solution for their in-store point of sale (POS) systems. If power or connectivity were lost, it needed a reliable failover solution in place to provide continuous uptime for store transactions. Blinds To Go Systems Administrator Constantin Koutrias knew what was at stake: “90% of the issues with land line disruptions are in the last mile, so when your primary land line goes down, chances are that your secondary land line – the one you’re using for redundancy – will go down, too.”

### 2. The Solution

Blinds To Go asked its Rogers account team for help with these telecom backup challenges. We understood critical systems like POS cannot be unavailable for long without injuring the business. Backing up the landline connection with a wireless connection on the Rogers high-speed network provides maximum protection against lost sales and customer dissatisfaction. It’s a smart, affordable and effective solution suitable for almost every business.

Rogers supplied Blinds To Go with a failover solution for the stores’ POS systems. The solution included Cradlepoint mobile broadband wireless routers connected to the Rogers wireless network. Installation typically took less than one hour per store. “Deploying the solution had zero impact on business operations,” says Koutrias. “In fact, some stores didn’t even realize that something new was installed.”

### Benefits

- › Ease of deployment. With no wired networking to deal with, Blinds To Go got set up and operating quickly. The routers were easily configured via a simple web browser.
- › Reliability. Wireless access protects all retail locations against threats to their primary POS lines.
- › Ease of management. Only one hardware platform and one configuration file are needed to run the solution.
- › Speed. Connecting to the Rogers network provided Blinds To Go with a 10-15% improvement in speed and reliability.
- › Value. Wire-free installations eliminate high setup costs and are often more cost-effective than redundant wired circuits.

### In their words

“Being a retail business, we needed robust failover capabilities. There was no compromise to be made. We’ve been using the solution since March 2010, and have not had any problems. We’ve definitely seen an improvement in uptime since we switched.”

*Constantin Koutrias  
Systems Administration  
Blinds To Go*

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