

# CASE STUDY



**McARTHURGLEN**  
**INDUSTRY: RETAIL**  
**LOCATION: UK & EUROPE**  
**EMPLOYEES: 300+**

McArthurGlen is the leading developer, owner and manager of designer outlet villages in Europe. The group partners with more than 750 top brands, offering 70 million annual customers discounts of 30-70% in attractive village environments.

Currently, McArthurGlen has 18 designer outlets with more than 400,000 m2 of retail space.

## COMMUNICATION BARRIERS ELIMINATED FOR EUROPE'S LEADING DESIGNER OUTLET RETAILER

### The Challenge

As part of its growth, McArthurGlen established plans to open new designer outlets in Venice (Veneto Designer Outlet opened in 2008), Berlin (opened June 2009) and Salzburg (September 2009), as well as Naples, Athens and Neumünster (Hamburg), coupled with the launch of a 'full price' travel retail venture, Collezioni, in 2008.

To ensure the success of these ambitious plans, it was clear to McArthurGlen that the role of Information Technology would act as a key enabler:

It is now accepted by all businesses that timely information is vitally important to enable and support business critical decisions. This couldn't be more applicable than in such a fast-moving business vertical where frequent decisions have to be made based on ever-changing trends.

The foundations for any systems would therefore have to be cost effective communications infrastructure that would ensure there was always a 'finger on the pulse' of this expanding business.

### The Claritas Solution

In developing a partnership with Claritas, McArthurGlen was able to identify and implement a dedicated, secure network infrastructure (MPLS) that would connect all of its operational sites in a manner that ensured the highest quality and value for money.

Claritas was selected as a preferred partner given its demonstrated technical competency but also for the quality of its support and service, underpinned by a Service Level Agreement that provided the required assurance of continuity.

Whilst business operations are geographically diverse, the MPLS network ensures that all sites operate jointly and coherently.

### Benefits

Retail sales from the stores operated by brand partners within the McArthurGlen designer outlets provide a key source of income for the business. The commercial model is based on McArthurGlen receiving a percentage of the gross margin received from sales made by the occupying brands.

It is therefore imperative that complete trading information is collated at McArthurGlen's central operations in London seamlessly, efficiently and accurately. In the absence of the aforementioned MPLS network, collating information would have a greater cost via reduced accuracy and delays in availability.

McArthurGlen is able to gain an instant appraisal of the trading results, and therefore the revenue, of their business.

### Why Claritas

"Working with Claritas has helped to grow our business and to improve the service that we offer our brand partners. Claritas identified a number of key areas where we could improve the quality of our European network while reducing our overall costs. Their project teams have worked closely with us to ensure a seamless transition from our old networks to our new ones. Companywide communications have been dramatically improved. We continue to work closely with Claritas to identify further projects that will have an equally positive impact on our organisation"

### Hubs Bakshi, Head of IT, McArthurGlen

"Our engagement with McArthurGlen clearly demonstrates the success of our working ethos and drive to deliver projects that will provide competitive advantage on the best possible commercial terms. Our business relationship continues to evolve with the recent implementation of an email continuity project. This has reinforced the view that Claritas continues to provide McArthurGlen with an agile and responsive service"

### Kevin Edwards, Sales Director, Claritas Solutions

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Providing transparent and truly independent IT services and solutions is at the heart of Claritas. Clear communication coupled with our desire to listen and understand client issues enables Claritas to deliver against business strategies. Through innovation, tailored solutions are created and delivered with passion in the areas of Security, Connectivity, Hosting and Application Development. All of our solutions are designed to enable clients to gain competitive advantage, reduce cost and mitigate risk.

So when you Think I.T. Think Clearly, Think Claritas.

