

Customer Case Study

JYSK: "The selection of our network provider was an important decision but one we are very happy with."

Regional Data Network



JYSK, a Danish network of outlets selling furniture and interior accessories, needs to have the best possible link between all the individual markets in which it is present within the Central and wider European region. In 2007, GTS Central Europe, a regional telecommunications operator, implemented such solution for JYSK within the Central European region. A modern data network utilizing MPLS technology linked dozens of JYSK outlets in Central Europe – in the Czech Republic, Hungary, Slovakia and Poland and expansion is planned in the near future.

JYSK // MORE THAN A SATISFIED CUSTOMER

JYSK, a Danish retailer with a network of outlets selling furniture and interior accessories, has currently over 1,350 outlets in more than 30 countries all over Europe with an annual turnover up to almost EUR 2 billion and about 14,000 employees.

GTS Central Europe implemented a modern MPLS data network

in the Czech Republic, Hungary, Slovakia and Poland and linked a total of almost 200 JYSK outlets. The new data network based on IP VPN principle provides more effective planning and coordination of individual activities within the entire JYSK retail process in Central Europe in an advanced manner so that all JYSK custom-

ers in the region can benefit from increased efficiency and enhanced services. The use of GTS' modern MPLS technology puts JYSK at the cutting edge of retail business and enables the company to guarantee top-notch services to its customers not only now but also in the years to come.

GTS

for the **WORKING WORLD**

Customer Case Study

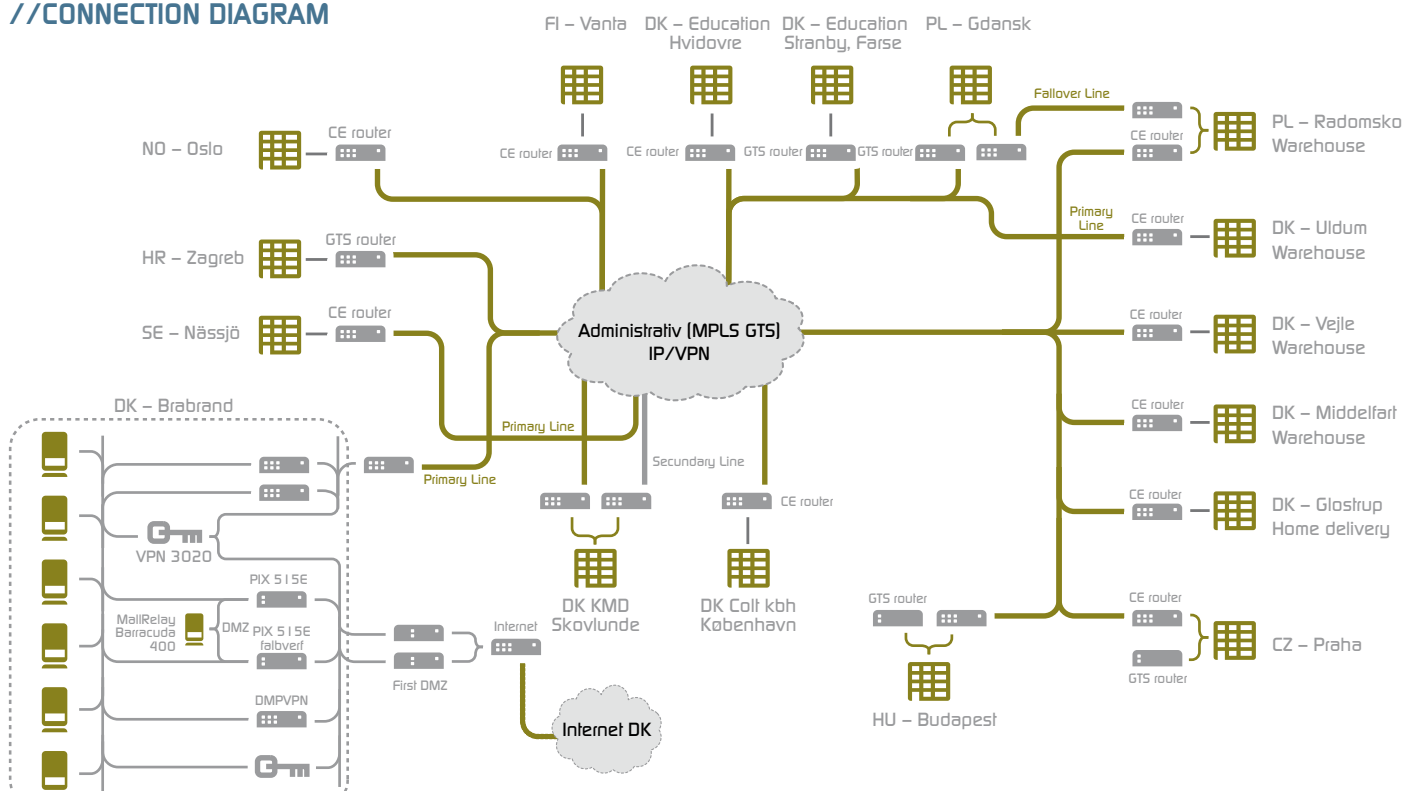
// WHY GTS?

In order to find out the reasons why JYSK has selected a new GTS Central Europe's MPLS network to solve its telecommunication requirements it is necessary to go back to the sales company's origin itself. The Danish word JYSK denotes a man coming from Jutland, Danish largest mainland area.

"In Danish, JYSK literally means Jutlandic but it also refers to certain core values such as honesty, integrity and modesty. In other words JYSK means credibility – a company to be trusted! This is how we operate, it is how we treat our customers, and we expect the same from all of our suppliers. So

we did not select our network provider easily – it was an important decision but one we are very happy with," said Mr. Rene Kristiansen, CIO of JYSK.

// CONNECTION DIAGRAM



MPLS network advantages:

- lower costs (a single network is cheaper to operate and run than several networks linked together)
- more robust networking (a single managed network run by GTS CE rather than several networks managed by different companies)
- higher network availability
- higher quality parameters
- shorter repair time

- centralized performance management and proactive network maintenance
- one service contact and one invoice for the entire region only

MPLS network characteristics:

- coverage in five countries in the region (Czech Republic, Hungary, Poland, Romania, Slovakia)
- the most advanced and secure technology based on IP
- possibility to develop a united network providing data and

- voice communication among the consumer's sites
- guaranteed QoS (Quality of Service) and SLA (Service Level Agreement)
- logically and securely detached private VPN network for every customer
- a number of value added services
- possibility to provide MPLS service all over Europe due to NNI interconnections with selected telecommunication partners

YOUR CONTACT FOR BUSINESS SOLUTIONS IN CENTRAL EUROPE:

For more information or to further explore enhancement of your telecommunication networking within the Central European region, please contact us. WWW.GTSCE.COM