

CASE STUDY: DTLR



Reliant's Platform Powers DTLR's Infrastructure in a Secure, Agile, and Reliable Fashion

DTLR has been one of the leading retailers in the urban fashion segment for over 25 years. While the company provides footwear, apparel, video games, and music to all consumers, its core demographic ranges from ages 13-30. The company currently operates more than 100 stores throughout the East Coast, Midwest, and Southern United States.

DTLR has positioned itself at the top of the urban retailing industry with its wide selection of top brands, along with a diverse company structure that focuses on marketing, music, community outreach, and street teams. DTLR values the urban lifestyle and is committed to bringing the hottest fashions to the streets. By retailing the latest designs, DTLR is able to stay fashion forward.

DLTR's Challenge

To fuel its rapid expansion and invest in its next generation of stores, DTLR underwent a significant technology reappraisal and systems upgrade. This strategic initiative included updating its POS hardware and software, re-architecting the company network, and adding a secure wireless network to its stores. Given the magnitude of change in its IT systems, DTLR needed an open, secure, and frictionless single platform solution that wouldn't require unnecessary attention from its IT staff during the rollout.

To support the preferences of its ever-evolving customer demographic, DTLR also needed a central cloud managed, in-store platform throughout their locations to deliver maximum performance, agility, and reliability. Equally important and of high priority to DTLR was a secure environment for its customers and employees that could meet all PCI DSS compliant regulations for its stores and corporate headquarters.

The Reliant Solution

DLTR required PCI DSS compliance in their IT systems, that was an important part of the revised IT strategy, but it was just a component of the larger project. The new infrastructure had to meet the needs of their customers, store associates, and management. DLTR relied heavily on Reliant's knowledge of building PCI compliant systems for retail environments. Reliant's staff created a holistic design for PCI DSS compliance that addressed our security needs at the network, application, and systems levels.

DTLR's new in-store strategic technology initiative was deployed across all stores in less than one month with minimal issues. To support a key goal for DLTR, the implementation of Reliant Platform was able to be installed completely frictionless and required no clumsy, local onsite configuration. To simplify the ongoing management of the new in-store platform, all changes to the PCI DSS compliance environment are controlled centrally at DTLR's headquarters.

DLTR's Results

DLTR relied heavily on Reliant's knowledge of building PCI-compliant systems for retail environments. Reliant's staff created a holistic design for PCI DSS compliance that addressed security needs at the network, application, and systems levels. The Reliant Platform, with its integrated, scalable PCI DSS controls, was a critical part of that design.

Going forward, DTLR now has Reliant Platform in each of its' locations, and with its open and secure virtualized architecture, each in-store system can be used to host additional applications as the business needs dictate. This added benefit drives down overall costs per store by reducing the amount of server hardware needed to support other applications. As an example, specific PCI DSS controls such as firewall rules, logging levels, and wireless settings have since been modified from DTLR's central console and automatically distributed to each store.



Reliant's Commitment to Innovation

Reliant automates the management of your technology. By addressing security, networking, and in-store computing on a holistic basis, we help retail and hospitality chains reduce the cost and risk of delivering the next generation of customer-engaging applications to their stores. Reliant Platform allows you, for the first time, to consolidate a wide range of different network, security, infrastructure, and application functions into a cloud managed, single in-store platform. The results are reduced costs, improved security, and increased reliability.

Our management team consists of leaders in the fields of networking, PCI compliance, POS, mobility, and payment technology, who bring together decades of retail industry and technology experience.

About Reliant

Reliant is a leading provider of technology automation solutions and services for retail and hospitality. We automate the management of your technology and transform the way applications and infrastructure are delivered by reducing costs, improving security, and increasing reliability. Reliant Platform is a better way to deploy and manage applications, networks, and security controls at the store or restaurant. Our services ensure that critical systems are optimally designed, implemented, and supported. Leading brands have selected Reliant to deploy their next generation of mobile, agile, and customer engaging applications.