

# CASE STUDY: DTLR Radio



## DTLR Employs Reliant Platform to Align Brand with Customers' Lifestyle

DTLR has been a leading retailer in the fashion industry for over 25 years. The Company currently operates over 100 stores throughout the East Coast, Midwest, and Southern United States, providing footwear, apparel, video games and music to its core demographic of young, urban, tech-savvy consumers. Recently, DTLR worked with Reliant to implement Reliant Platform as part of a comprehensive store technology refresh. Once that project was successfully completed, DTLR began to consider ways to take advantage of Reliant Platform's ability to host other customer-engaging applications.

Reliant partnered with leading fashion retailer DTLR to launch DTLR Radio, an online radio station that allowed the brand to further align itself with the music-oriented lifestyle of its urban customer demographic. Using Reliant's central cloud managed platform, DTLR was able to rapidly and cost-effectively implement an in-store solution that converged audio content streaming with store networking and security functionality. DTLR Radio is now widely recognized as an industry-leading approach to providing original live radio content.

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## DTLR Radio's Challenges

DTLR wanted to use IT to enhance the level of interaction with its customers. For the first time, the company's IT Department found itself at the center of these marketing discussions and began to envision how it could achieve creative solutions.

The VP of Marketing at DTLR conceptualized an online radio station that would stream music to listeners via the Internet and simultaneously play music in the stores. They felt the expansion of their business was dependent on aligning the brand very closely with the lifestyle of our customer demographic. Music is central to that lifestyle. Once they made the decision to move forward with DTLR Radio, they wanted to reach those customers as swiftly as possible, both in-store and online.

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## The Reliant Solution

DTLR evaluated its options for meeting the technical requirements of DTLR Radio, and quickly discovered that Reliant's Music Player offered a versatile and cost-effective solution that appeared to be a perfect match for DTLR's need. DTLR could deploy the application quickly and manage it centrally without purchasing new hardware.

Reliant originally created the Music Player as a proprietary Reliant Platform application, in response to customer demands for a music solution that was more economical and flexible than the leading in-store music platforms. Reliant sought to empower its Platform customers to cost-effectively play audio content – either streamed or downloaded, with customizable playlists consisting of music, recorded messages, and promotions – across their entire network of stores.

Reliant's agile approach to customer engaging applications led DTLR Radio to implement it in its stores as a software upgrade rather than as a new hardware installation. DTLR Radio was deployed across all stores in less than one month and DTLR quickly became one of Reliant Platform's most successful and enthusiastic customers.

## DTLR Radio's Results

Promoted as "the ultimate in-store music experience," DTLR Radio has matured and now streams lifestyle, fashion, music & entertainment news, and promotions of the hottest events in the region. DTLR Radio broadcasts live from Converse Studios, located at the Company's Hanover, MD headquarters, to its 100+ store locations as well as online at [www.DTLRradio.fm](http://www.DTLRradio.fm). The Company controls all content and sells ad time to vendor partners as a means to fund the station. DTLR's relationship with the record labels and its strength as a music retailer has landed DTLR Radio as an official 'artist stop' when musical artists promote their music.

Reliant's central cloud managed, in-store platform allowed DTLR to create an entirely new model for retail customer engagement. DTLR Radio is now widely recognized as an industry-leading approach to providing original live radio content with music, interviews, promotions, announcements, and contests that engage customers as they shop. The result has been an overwhelming success.



## 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's sleek, innovative design allows you, for the first time, to consolidate a wide range of different network, security, infrastructure, and application functions into a 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.