



CASE STUDY: DTLR

Reliant's Redbox Platform Powers DTLR's Secure, Scalable Technology Expansion

DTLR has been one of the leading retailers in the fashion industry 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 80 stores in seven regions throughout the East Coast and Midwest, in Atlanta, Baltimore, Chicago/Indiana, North and South Carolina, Virginia and Washington, D.C.

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.

IT Challenges

To fuel its rapid expansion and invest in its next generation of stores, DTLR underwent a significant technology refresh. This initiative included upgrading its POS hardware and software, re-architecting its network and adding a secure wireless network to its stores. Given the magnitude of change in its IT systems, DTLR needed a plug & play store network platform that wouldn't require unnecessary attention from its IT staff during the rollout.

To support the preferences of its ever-evolving customer demographic, DTLR needed an industrial-grade network platform in their stores to deliver maximum performance, reliability and scalability. Equally important and a high priority to DTLR was a secure environment for its customers and employees, establishing a PCI-compliant environment in its stores and corporate headquarters.

The Reliant Solution

According to Tim Sayers, DTLR's IT Director, "PCI compliance in our IT systems was an important part of our IT refresh, but it was just a component of the larger project. Our IT staff needed to focus its attention on ensuring that our new systems met the needs of our customers, store associates and management. We relied heavily on Reliant's knowledge of building PCI-compliant systems for retail environments. Reliant's staff created a holistic design for PCI compliance that addressed our security needs at the network, application and systems levels. Redbox Platform, with its integrated PCI DSS controls, was a critical part of that design."

About Reliant

Reliant enables retailers to create an in-store private cloud transforming the IT approach to delivering and supporting store systems. A wide range of application, systems and network configurations can be centrally delivered, managed and maintained. Ongoing support costs are reduced. The need for equipment to otherwise run each application is eliminated. The result: retail executives can easily keep pace with 21st century customer-engaging applications using a highly flexible and secure architecture.





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DTLR's store technology refresh project was deployed across all stores in less than one month with minimal issues. To support a key goal for Tim, the deployment of Redbox Platform was plug & play and required no onsite configuration. To simplify the ongoing management of the store network, all changes to the compliance environment are controlled centrally at DTLR's headquarters.

As an example, to meet evolving business requirements, specific PCI 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.

Going forward, DTLR now has Redbox Platform in each of its stores, and with its virtualized architecture, each Redbox can be used to host additional in-store 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.

Our Commitment to Innovation

Redbox Platform's innovative design allows you, for the first time, to consolidate a wide range of different network, security, infrastructure and application functions in a single low-cost appliance. Data Security is at the core of Redbox Platform's architecture, and our active participation on the PCI Security Standards Council is paramount to our commitment to PCI. This focus is what allows us to maintain our solutions at the forefront of the PCI Regulations; as a result, we keep you ahead of the continuing changes and demands of PCI compliance.

“ We worked closely with Reliant early in the process to ensure that our new store systems platform was fully tested and battle hardened prior to rolling it out in the field. The plug & play nature of Redbox Platform, along with its strong centralized management model, has simplified the process of implementing our security program and managing key store system components such as our wireless access. ”

-John Orsini, DTLR IT Infrastructure Manager

