



EarthLink's MPLS Network supports critical retail applications in 3,700+ nutrition stores

GNC
LIVE WELL

CASE STUDY:
GENERAL NUTRITION CENTERS

Snapshot of a networking success story

GNC, a leading retailer of nutritional products, faced a one-year timetable for enhancing communications and connectivity with more than 3,700+ stores.

For 2,500 company-owned stores, the retailer needed a secure, scalable network to support the rollout of a new register system.

In addition, for all locations, GNC needed a new network infrastructure with scalable bandwidth to deliver reliable performance. A robust platform was essential to drive better performance and efficiency from web-based store applications hosted at the corporate headquarters.

The answer: GNC worked closely with EarthLink to deploy a network with fast, reliable and secure connections to store locations. EarthLink's private MPLS WAN gave each location the bandwidth vital for providing shoppers a superior experience.

The service payoff

GNC gained a scalable platform for a variety of applications that improve the customer experience at its stores. Customers benefit from fast transaction processing, high data security, and innovative applications, such as direct shipping and loyalty cards.

The business payoff

With its MPLS network, GNC can economically provide the bandwidth each location needs for reliable, secure 24/7 application performance—with complete flexibility to expand locations or scale services by location.

EarthLink – Their Connection to Happy Customers

By implementing an MPLS network from EarthLink, GNC gained reliable, efficient, and secure connectivity across its network locations and with service providers. In GNC stores, the network benefits customers through securely connecting sensitive transaction information with payment processors. New and upgraded applications, such as loyalty card program and direct shipping, further serve GNC customers.



Challenge

GNC sought a network that could best support the wide geographic distribution of its stores. The retailer also needed an infrastructure that could support web-based store applications from the corporate headquarters. Another key requirement: the scalability and agility essential for geographic expansion and new initiatives, such as launching a new register system to 2,500 corporate stores in just over a year.

Solution

GNC deployed a private EarthLink MPLS network across a huge geographic footprint with more than 3,700+ store locations. The MPLS solution met GNC's goals for performance, reliability, scalability and security—all at highly favorable costs. The network is now the technology backbone, 24/7, for all store applications.

Results

With support from EarthLink, GNC's plan to roll out a network and new register system to thousands of corporate stores in just over a year was a complete success.

GNC's infrastructure now supports web-based store applications managed from corporate headquarters. GNC was also able to implement a new direct shipping system and eliminate the expense of an outside agency for managing its loyalty card program.

Future

GNC takes pride in its rigorous approach to ensuring quality—a commitment that extends to interactions with customers shopping in its stores. With the agility and strength of its MPLS network, GNC can continue to create a better customer experience at all locations, underlining the promise of its "Live Well" slogan.

“GNC has lowered payment card processing fees, saving them over \$300,000 annually by eliminating phone lines and now supports critical retail applications within its EarthLink MPLS network.”

Jerry Werner
Vice President and CIO
GNC

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About Us

EarthLink provides managed network, security and cloud solutions for multi-location businesses. We help thousands of specialty retailers, restaurants, financial institutions, healthcare providers, professional service firms and local governments deliver a reliable and engaging customer experience in their stores and branch offices.