

# ***PacNet National Private Network drives Ted's Camera Stores' online strategy***



## **Company Description**

*Ted's Camera Stores* is the largest national retailer of digital and traditional photographic equipment. Their services also include photo printing from both digital media and film. The company owns and operates 17 retail outlets around Australia.

## **Business Challenge**

- Scheduled back-up and end of day reporting was done via a dial-up connection. Back-up took up to one hour per store
- Ted's Camera Stores wanted to expand into digital imaging, however on a dial-up connection this vision could not be realised
- Fast communication with retail outlets was needed, especially in regards to marketing promotions and advertising
- Effective training for all staff

## **The Solution**

*Ted's Camera Stores* selected a *PacNet National Private Network with DSL tails*

- Cost-effective solution that does not require specialised VPN hardware at each location.
- Easy to manage and increased security with only a single point of exposure to the internet.
- High-speed broadband access for all 17 stores and head office

## **Results**

- In the first year of moving to *PacNet National Private Network*, Ted's Cameras estimate total savings of \$10,000 in reduced telecommunication costs and increased staff productivity. In the second year they expect to save up to \$25,000.
- Improved productivity with back-up taking less than one hour for all 17 stores
- Online training has been introduced as a cost effective and flexible training platform for all staff
- Improved communications between stores
- Ted's Camera Stores have expanded into digital imaging and will now have the capability of sending digital images to local stores for customer pick-up

## **The Future**

Ted's Cameras sees the future for photos services will be online. Its IT strategy is to build a secure platform to enable the expansion of its online photo services capabilities and support real time point-of-sale promotion.

