



Darty: A successful digital transformation business case

Darty, one of the major leading retail chains in France, has chosen Orange Business Services to help create an entire “digital customer journey” in its points-of-sale (POS) and to maximize the synergy between its physical stores and websites. As a result, Darty has launched the Digital Renovation of its POS by providing tablets to its sales employees and offering WiFi access to customers visiting its stores.

About Darty

Darty, a brand of the Darty Plc Group, is a leading retailer specialized in the distribution of electrical household equipment in France. Its "Contrat de Confiance®" has been the cornerstone of Darty's philosophy for the last 40 years. This written commitment relies on three pillars: guaranteed lowest prices all year round (refunding the difference), wide range of equipment available in stores and on darty.com, high quality support services, 7 days a week. Darty has four strategic priorities: Boost trade, Reduce costs, Develop the brand, Digitize Darty.

Darty in numbers:

- turnover 2013 : 3.8 billion
- 235 stores in France (+ one in Martinique)
- 59 stores Vanden Borre in Belgium
- 58 stores BCC in the Netherlands
- Websites: darty.com, 36000Solutions.com
- 10,500 employees in France (40% dedicated to Customer Service)
- 2 central warehouses, 70 delivery platforms, 500 home delivery trucks
- 7 technical Call Centers in France (including 2 dedicated to media, mobile and Internet services)
- 41 after sales Service Centers and 1,400 vehicles dedicated to home support and service
- 3 million Customer Satisfaction Questionnaires sent annually

Darty's connected stores: developing synergies and improving customer relationships



Darty's connected store project has two main goals:

- **allow customers to find all the products and offers** from Darty's website and benefit from advice from the sales teams who have access to customers' equipment history
- **support the sales team** to help with very well-informed customers who have done research on the internet and then accompany them during their journey throughout the store. Equipped with digital tools connected with WI-FI hotspots and screens throughout the store, sales teams can access all Darty offers in real time

“The integration of new technologies in the Points-of-Sale is the key to convergence between online sales and in-store sales. It is the convergence that benefits both channels: website and stores.”

Régis Schultz, CEO of Darty Groupe



How Orange Business Services has helped Darty's digital transformation?

A program dedicated to Darty employees and customers

Building on its expertise in digital processing and knowledge of the retail sector, Orange Business Services has helped Darty to design this "web-to-store" project and more specifically to:

- **transform and secure Darty's POS network infrastructure** by creating new wired and WiFi-secured in-store networks. Orange Business Services secures transactions between Internet networks and Darty's information system.
- **manage the deployment of a fleet of nearly 4,000 tablets** provided to sales employees with integrated sales support applications. Orange Business Services provides and remotely manages security services, patches and updates to all deployed tablets through its range of "Mobile Device Management" offers and provides dedicated user support. All tablets are supplied as a turn-key solution with native integration of catalogs and applications for connected devices.
- **create Internet accesses (In-Store WiFi)** to provide free Internet access to customers and to various connected devices (such as tablets, kiosks, etc.).



Global support in all aspects of this major project

From the pilot phase, Orange Business Services has supported Darty to choose solutions and define the project scope. The digital modernization of Darty's POS requires support and intervention by many teams across both companies – without disrupting daily operations. Orange Business Services has set up On-Demand customer support and its experts collaborate with Darty's teams to monitor both infrastructure and solutions during store hours. Orange Business Services also helped Darty to design network security rules and provided a solution to isolate Darty's internal IT Systems from POS Internet opened networks.

“We have chosen Orange Business Services as our trusted partner to support us with all the configurations related to WIFI, digital systems and their security. In addition, we wanted to be sure that each deployment in every store will be successful and that our partner will be able to respect a very demanding timeframe.”

Olivier Godart, Darty's e-commerce director.

After a successful pilot phase in several stores, Darty extended its partnership with Orange Business Services to support the entire project, with rollout of the program across all of its stores by summer 2015.