

International fashion designer boosts retail operations using enhanced fiber connectivity

Retail fashion leader employs ultra-high speed data circuit at a key data center

A global fashion retailer saw a growing need to instantly communicate critical supply-chain and sales information across their entire network, by utilizing a major regional data center.

The transfer of data fuels many critical functions for the designer. These include tracking customer information instantly, staying connected with thousands of stores and other points-of-sale worldwide and managing an array of sophisticated print and online marketing operations. To upgrade their connectivity and bring its oversight under a single point of contact, it partnered with Spectrum Business.

“We have to provide a reliable path from all of our operations to our data center, because everyone is connected,” says the designer’s IT Manager. “And we need to make sure we have that 24/7.”

Following discussions around infrastructure strategy and implementation, Spectrum Business engineers and technicians set up Dedicated Fiber Internet (DFI) circuits at several important designer-owned locations. This would eventually include the installation of an ultra-high speed fiber circuit at a key data center. These circuits are all backed by a service-level agreement (SLA) which guarantees 100% uptime.

Improving supply chain oversight

The relationship began in early 2023, with the improvement of data service to one of the designer’s overflow facilities. This facility is critical to distribution activities and needed to more quickly process and pass along vital supply chain information.

The IT Manager was aware of Spectrum Business’s capabilities and interested in what they could do. He reached out to Matthew Coughlin, National Account Manager, Spectrum Business, to discuss how service to the overflow facility could be improved.

“He made it very clear they wanted not only the technology that could do the job, but a partner who could be very attentive and responsive at the installation level,” Coughlin recalls. “Our team knew we could execute at the level he wanted.”

To ensure smoother, more reliable data delivery with the option to scale up as demand grew, Coughlin proposed setting up a single [Dedicated Fiber Internet](#) circuit at the location. Installation was agreed on and completed in under a month. The new connectivity soon proved itself able to fully address the designer’s supply-chain management demands.



The secure transfer of data is critical to the business of an international fashion retailer in many ways. Dedicated Fiber Internet (DFI) service from Spectrum Business helps ensure information gets shared securely and without delay.

Client profile

Company

International designer

Industry

Retail

Services

Dedicated Fiber Internet (DFI)

Overview

- A trend-setting international clothing designer and manufacturer needed reliable, ultra-high speed connectivity solutions to bring together critical aspects of their global operations.
- Specific sites they wanted to access included a data center and an overflow facility in the Eastern United States, corporate office showrooms and studios in various metropolitan locations.

Outcomes

- To boost speed and bandwidth for the designer's IT operations, Spectrum Business installed six Dedicated Fiber Internet (DFI) circuits across the eastern United States.
- To ensure the data center could comfortably manage a high volume of orders and other content and applications, one of these circuits was set up to deliver Ultra-High Speed Data. This offers the capability to scale up bandwidth capacity up to 100 gigabits per second.
- To meet the company's need for an immediate, reliable data solution that could be implemented and managed with ease, installations were completed quickly and on a tight deadline.

Why it matters

- The designer needs to capture vast amounts of information in a fast and reliable manner to better meet the changing demands of its global customer base.
- Critical supply chain and online retail operations can now be managed by leveraging Spectrum Business connectivity.
- As the designer makes greater use of AI and other advances in data science, they look to Spectrum Business to help power their growth.



Utilizing Ultra-High Speed Data, the designer can transfer files to a regional data center at a rate of up to 100 gigabits per second. This helps them instantly track sales and available inventories regardless of distance.

"It's a very important location for us, especially during our peak delivery seasons, so getting it right was important," the IT Manager explains. "The cost and the delivery time with Spectrum Business worked out very well and made them an ideal candidate for projects we have coming up."

Critical data center gets an ultra-high speed boost

Most critical towards meeting the designer's connectivity needs was improving the speed and capacity of a fiber circuit transmitting data to and from a major data center in the southeastern United States.

"There are quite a lot of services and applications that live in that data center, having to do with such things as inventory management, sales data and business intelligence," the IT Manager notes. "You name it, there's some level of interaction from our stores and our employees going on in that data center."

As the designer began shifting more of its information services into the cloud, they needed greater data-driving capacity to fully accommodate this

migration. "Any of our public-facing operations out of that facility require enormous bandwidth capacity to service our employees globally," the IT Manager adds.

Coughlin proposed another Dedicated Fiber Internet circuit, one with the capacity to deliver ultra-high speed data. This enables the designer to scale its bandwidth capacity up to 100 gigabits per second as business demands necessitate.

The earlier installation at the overflow facility made the designer eager to see what Spectrum Business could do next. "They want a partner, a trusted

"Spectrum Business helps connect all our operations in some way or form. That includes centralizing what we do in Asia Pacific, Europe, the Middle East, Africa and North America. It helps us bring together thousands of employees and contractors."

- IT Manager, International Designer



Fiber connectivity from Spectrum Business helps the fashion designer manage a range of critical functions. These include the creation of high-resolution images at a photography studio and processing secure credit-card transactions at a designer-owned restaurant.

consultant,” Coughlin says. “They have come to know a high level of comfort from us and are confident we can provide the services they’re looking for.”

In the first three months after the ultra-high speed data circuit installation, the designer’s IT team found critical data was moving across their global enterprise at a faster speed and higher capacity than before.

“I think the actions we took by bringing in Spectrum Business circuits hit the mark,” says the IT Manager. “We increased our capacity and, in some cases, our resiliency.”

Delivering big data across the nation

Other operations under the designer’s corporate umbrella also utilize Spectrum Business fiber connectivity. These operations include corporate offices and a first-class restaurant in New York City.

“At our restaurant, all digital interactions ride over a Spectrum Business circuit,” the IT manager says. “That includes internet access for guest WiFi, and the feed for the television

over the bar. Whenever a major event is being held at the restaurant, it’s all dependent on the technology.”

A few miles away, another circuit is set up at studios the designer has set up for professional photography and video shoots. Hundreds of high-definition images streaming through there are used to advertise a wide assortment of brand merchandise on their website.

The IT manager explains: “After the photos and video have been taken with our models at the studio, they are transmitted at high speed to another facility for optimizing, then sent back for uploading on our website. That’s a very critical process that involves moving significant amounts of data across Spectrum Business services.”

“We have been impressed by the ease with which Spectrum Business delivered their services, as well as the timeline and the cost involved.”

- IT Manager, International Designer

Spectrum Business has both the capacity and the experienced onsite workforce to manage any complex logistical task from planning to completion. The IT manager appreciates the proven ability to manage installation challenges amid the metropolis’s constant bustle, minimizing stress on himself and his staff.

When data is gold

High speed connectivity is also helping the designer make an important transition to SD-WAN, which facilitates the fuller use of WiFi in accessing the internet or its data center.

The IT manager knows there is continued value in consolidating connectivity, and in the ability of Spectrum Business to address all of his connectivity challenges with one single point of contact. He also sees value in having a partner large and sophisticated enough to manage his needs.

“Spectrum Business is a large player in the national markets, so going with them makes sense for our operational



Having high-speed fiber connectivity helps leaders manage total output, regardless of where they are physically located within the supply chain. With it, the designer can be more ambitious about their smart retail and big data strategies.

scope and long-term objectives,” he says. “But there is also the fact they have proved to be a great partner in everything we have done together.”

The scalability Spectrum Business offers to either increase circuit capacity or install additional circuits at other locations is as important for future plans as they are for current operations.

“Data is very important to us, from inventory numbers to sales figures to the ability to leverage AI. From a data and transit perspective, Spectrum Business provides the pathways and circuits we use to move that data.”

– IT Manager, International Designer

“We see opportunities right now with smart retail in our stores, and in leveraging AI,” the IT manager explains. “Data is gold in that sense. It can always be leveraged in some way, shape or form to help us make more informed decisions. From a data and transit perspective, Spectrum Business provides the pathways and circuits we use to move that data.”

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