

ABOUT YOU

An AI-Native, full-stack network is the right fit for European fashion retailer

Discover simplicity and efficiency at scale with AI-Native Networking.

[Learn more →](#)

Industry

Retail

Region

EMEA

Create a collaborative, inspiring work environment

The ABOUT YOU Group is an internationally operating e-commerce group, divided into two strategic business units: The online fashion store ABOUT YOU forms the Group's business-to-consumer business. With over 12 million active customers, ABOUT YOU is one of the largest online retailers for fashion and lifestyle in Europe and the leading provider of a personalized shopping experience on smartphones. In the award-winning ABOUT YOU app and on aboutyou.com, customers can find inspiration and a range of more than 700,000 items from around 4,000 brands.

The Group's business-to-business operations are largely handled by SCAYLE GmbH. SCAYLE offers a modern, cloud-based enterprise store system that enables brands and retailers to scale their digital businesses quickly and flexibly, and adapt to growing customer needs. Over 200 online stores choose SCAYLE's Commerce technology as a license model, including leading brands and retailers such as Manchester United, Deichmann, Fielmann, and FC Bayern.

ABOUT YOU relies on the Juniper AI-Native Network Platform at its offices in Germany as the retailer offers fun, personalized shopping experiences for women, men, and kids fashion.

Overview

Challenge

Consumer-grade Wi-Fi and legacy switching was no match for retail innovation. Photo shoots, video editing, and everyday collaboration at ABOUT YOU's Hamburg head office were constrained by slow and spotty Wi-Fi. On the worst days, the Wi-Fi significantly impacted employees' productivity.

"The wireless was not working as expected," said Florian Schmidt, Head of IT Operations and Administration at ABOUT YOU. "Sometimes it was the whole company and sometimes it was specific floors or clients."

Despite heroic efforts, the problem was intractable. ABOUT YOU needed a new network infrastructure that would deliver scalability, reliability, and security—and a new ICT service provider—to support everyday operations and growth.

Transformation

ABOUT YOU engaged with Axians as its new ICT service provider. Axians recommended Juniper's AI-Native Networking Platform, the only fully integrated AI-Native portfolio of campus, branch, and WAN solutions.

"It was a big project to change our wired, wireless, and firewalls, but it cost the business more when people couldn't work," said Schmidt. "We needed a network that was bulletproof for the future."

"Axians recognized the Juniper complete solution as the ideal technology to meet ABOUT YOU's growing connectivity needs on its Hamburg campus," said Andreas Dehmer, Team Lead, Sales at Axians. "From the beginning, Axians worked closely with ABOUT YOU to align the solution with their current requirements and future plans, ensuring the seamless expansion of a comprehensive WLAN."



"We used to have three or four complaints about the network every day. Since the **switch to Juniper**, no one talks about the network anymore."

Florian Schmidt
Head of IT Operations
and Administration,
ABOUT YOU

Outcomes

Better user experience

2,500

Devices reliably connected at headquarters

Operational efficiency

90%

Reduction in network-related trouble tickets since deploying Juniper

Business continuity

100%

Uptime since deploying Juniper network



Solution and implementation

[Juniper AP32
Wireless Access Point](#)

[Juniper EX3400 Switch](#)

[Juniper EX4300 Switch](#)

[Juniper EX4600 Switch](#)

[Juniper SRX380 Firewall](#)

[Juniper Mist
Wireless Assurance](#)

[Juniper Mist
Wired Assurance](#)

[Juniper Mist
WAN Assurance](#)

[Juniper Mist
Access Assurance](#)

[Juniper Marvis
Virtual Network Assistant](#)



“We can proactively monitor the user experience and **troubleshoot through the Juniper Mist portal** to fix issues before users are impacted.”

Florian Schmidt
Head of IT Operations
and Administration,
ABOUT YOU

AI-Native, full-stack solution from client to cloud

With Juniper’s AI-Native Networking, every connection is more reliable, measurable, and secure for every device, user, and application. ABOUT YOU’s IT team can manage the wired, wireless, WAN, and firewalling under a common Mist AI engine and microservices cloud infrastructure.

Juniper wireless access points connect mobile devices, desktops, video gear, and speakers while Juniper switches are used for wired access, aggregation, and the core network at its Hamburg and Berlin offices. Juniper’s secure WAN edge devices connect ABOUT YOU’s offices to its cloud apps and online shops. Zero Trust network access policies are enforced for guest, BYOD, IoT, and corporate devices.

The full-stack, AI-Native Juniper network allows the IT team to deploy faster, operate more easily, and realize lower TCO and OpEx with superior end-to-end experiences for both users and IT.



Key takeaways and outcomes



A network built for user experience, simplicity, and growth

ABOUT YOU deployed the full stack Juniper solution at its Hamburg campus that spans three buildings and 20 floors. With the outcomes proven, IT upgraded to Juniper networking in its Berlin office, and more locations are planned. Axians provides ongoing managed network services.

Reliable Wi-Fi keeps fashion sales flowing

Whether ABOUT YOU staff is preparing for Fashion Week and Black Friday sales events or fulfilling the steady stream of customer orders, they can count on fast, reliable connectivity even under heavy duty usage.

Automation frees up IT for strategic work

Juniper Mist AI and automation streamline network management tasks, reduce the risk of human error, enhance operational efficiency, and free up IT staff to focus on strategic initiatives.

Full-stack solution simplifies operations

The IT team no longer relies on internal tools for logging and troubleshooting. Instead, the Juniper Mist portal provides complete visibility into the real-time user experience, and application and security policies are enforced from end to end.

More information

Learn more about Juniper's AI-Native Networking Platform

To learn more about Juniper AI-Native Campus and Branch Solutions, visit our website at <https://www.juniper.net/us/en/campus-and-branch.html>

To learn more about Juniper Mist AI in Action demo, visit our website at <https://www.juniper.net/us/en/forms/2024/on-demand-demo-for-ai-native-networking-platform-campus-branch.html>

Take the next step

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