

CUSTOMER STORY

JD Sports Australia & New Zealand

JD Sports cut WAN costs by **over 40%** across a fast-growing retail network.

A1 Technologies designed and deployed a Fortinet Secure SD-WAN solution that replaced an aging private MPLS network — saving over \$100,000 a year while improving visibility, flexibility and resilience across every store.

INDUSTRY

Retail

LOCATIONS

25+ stores, AU

SOLUTION

Fortinet Secure SD-WAN



40%+

Reduction in annual WAN costs

\$100k

Saved per year in data costs

25+

Stores migrated to NBN + SD-WAN

ABOUT THE CUSTOMER

The 'King of Trainers', growing fast in Australia.

JD Sports is a leading multi-channel retailer of the biggest global sports fashion brands across footwear and apparel. Since opening its first physical Australian stores in early 2017, the chain has expanded rapidly — operating more than 25 locations and continuing to launch new sites each year.

THE CHALLENGE

Rapid growth, rising connectivity costs, and a vendor that couldn't keep up.

JD's legacy private WAN was stable but expensive. As the store count climbed, per-site costs kept climbing with it — even as internet connectivity got cheaper everywhere else. Service quality from the incumbent vendor was also slipping: sites going down without warning, services disconnected with little notice, and slow response times that didn't fit JD's pace.

We were running a legacy private WAN — stable, but very expensive. Internet was getting cheaper, but our cost per site seemed to be ever increasing.

MARK WOODHOUSE · CFO, JD SPORTS FASHION

THE SOLUTION

A Fortinet Secure SD-WAN designed around how JD actually operates.

A1 Technologies ran a full review of JD's operations — current technology, commercial agreements, and store-level requirements. Working alongside the Fortinet pre-sales team at Exclusive Networks, A1 designed and rolled out a security-first SD-WAN that did three things:

- 01 Decommissioned the legacy MPLS** and brought the hosted firewall in-house — increasing flexibility and visibility across the network.
- 02 Migrated stores from expensive 10/20 Mb fibre to NBN 100/40**, with Fast Fibre at the head office and warehouse — matching connectivity to what each site actually needs.
- 03 Deployed FortiGate SD-WAN with IPsec failover** for redundancy and reliable connectivity at every store.



When we looked at the numbers, we were able to save over \$100,000 a year in data costs moving to an NBN/SD-WAN solution. The A1 Team have been incredibly professional and highly responsive.

Mark Woodhouse
CFO, JD Sports Australia

THE OUTCOME

Lower costs, better network, less time spent managing IT.

JD Sports realised a 40%+ reduction in annual WAN costs while gaining more visibility, flexibility and scalability across the network. Operationally, JD now gets a more personal and responsive service from A1 — freeing the team to focus less on managing IT, and more on growing the business.

It has been a real pleasure working with Mark and the team at JD Sports to roll out the new SD-WAN solution for their growing brand.

ROB RATTRAY · DIRECTOR, A1 TECHNOLOGIES