



Icom Australia: Providing Reliable Communications and Innovative Solutions to an International Fashion Retailer

An international fashion retailer approached Icom Australia as their preferred choice of radio communications supplier for their international expansion into the Australian market. Icom Australia designed a system to provide reliable radio communications across the entire store, including their multi-story buildings. Icom Australia's system comprised of their revolutionary IP Advanced Radio System.

Company: International Fashion Retailer

Country: Australia

Industry: Retail

Business Situation: The international fashion retailer required a radio communications system to work effectively in both their single-story and multi-story buildings. The retailer insisted that specific key locations in all their stores were to receive unparalleled communications.

Solution: Icom Australia provided two simple solutions. For the international fashion retailer's single-story buildings, Icom Australia installed an IDAS Digital Radio System. For the international fashion retailer's multi-story buildings, Icom Australia installed their IP Advanced Radio System.

Features & Benefits:

- Improved coverage
- Full Duplex Communication
- Excellent value

BUSINESS REQUIREMENTS

A large international fashion retailer opened its doors for the first time in Australia in early 2014 and approached Icom Australia as their preferred choice of radio communications supplier. The retailer insisted that specific key locations in all their stores were to receive unparalleled communications. Further, the retailer insisted that all staff were to be equipped with a hand-held radio and earpiece for instant, reliable communications.

Icom Australia worked closely with the retailer to assess and understand their business needs and requirements. After careful consideration, Icom Australia recommended the IC-F3103D IDAS Digital Radio System. With the successful implementation in the inaugural single-story site, the Icom IDAS radio system was the perfect solution.

Icom Australia configured and trialed the IDAS Digital Radio System in the retailer's first multi-story building. During testing, Icom Australia noticed that there were dead spots in some locations and traditional radio was not the best solution for the retailer's multi-story buildings. Discussions were held with the retailer and Icom Australia explored other solutions such as the newly launched IP100H Advanced Radio System.

The new IP100H system provides secure full duplex communication over a wireless LAN and IP network. The retailer was very interested in the IP100H radio for several reasons. Not only did the IP100H provide seamless communication but it was also stylish, compact and lightweight - perfect for the retail environment.

APPLYING THE RIGHT SOLUTION

Icom Australia investigated the possibility of introducing the IP100H to the multi-story buildings and whether this would provide sufficient coverage in the specific key locations. Firstly, a site survey was conducted by Icom Australia's technicians to determine the network connection plan and this resulted in an above satisfactory outcome. The retailer then decided to proceed with installing the IP Advanced Radio System.

The IP Advanced Radio System would provide the retailer with a system that seamlessly integrated into their existing wireless network, requiring no changes to their existing wireless infrastructure. With coverage over the entire multi-level building, the IP Advanced Radio System was the right solution.

Icom Australia's technicians tested the IP Advanced Radio System in the multi-story building and the system operated with high levels of reliability and effectiveness over the entire two floors. Further, Icom Australia's technicians provided staff training and project management to ensure a seamless transition from RF to the IP Advanced Radio System.

Icom Australia installed 54 x IP100H Radios and 1 x IP1000C-100 Controller. The IP1000C-100 Controller is capable of managing up to 1000 radios simultaneously and controls all radio configurations and voice traffic. With no additional access points required and no licence or call charges required for the radio, installation was simple. Each staff member was provided with an IP100H radio as well as an earpiece so staff could talk and receive simultaneously, allowing hands-free operation.

Not only did Icom's IP Advanced Radio System provide coverage in the specific key locations, it also greatly enhanced audio clarity. With no dead spots reported, the retailer opted to install the IP Advanced Radio System in all their multi-story buildings.

"The IP100H system was the perfect solution due to the existing wireless LAN in store. Now all staff members experience crystal clear communication without sacrificing security"

Masahiko Komoda
Managing Director, Icom Australia

WHAT THE CLIENT GAINED

By implementing Icom's IP Advanced Radio System, the retailer was able to satisfy their requirement of providing unparalleled radio communications in specific key locations within their multi-story buildings.

With no changes required to the retailer's existing wireless infrastructure, installation was efficient and cost-effective.

Features & Benefits Benefits of the IP Radio System include:

- **Improved Coverage:** Icom's IP Advanced Radio System improved coverage over the entire multi-story building. With seamless communication, all specific key locations received unparalleled communication.
- **Full Duplex Communication:** With the optional headset, the IP100H can talk and receive at the same time, allowing for hands-free operation. All staff were equipped with a radio and earpiece enabling the staff to continue working without interruption.
- **Excellent Value:** With no additional equipment or changes to the retailer's existing infrastructure required, the retailer's only cost was the IP Advanced Radio System. Further, with no additional licence fees or call charges, the IP Advanced Radio System is highly cost-effective solution.

