



## Blarney Woollen Mills depends on Three for reliable store connectivity.

*Our connectivity solutions are helping retail businesses like Blarney Woollen Mills stay connected.*

**At Three, we're not a department store. We couldn't tell you how to dress for success or if you should match your sweater to your socks. But what we do know, is that connecting retailers to their customers is just our style.**

Our connectivity solutions help retailers like Blarney Woollen Mills deliver a fast, reliable and personalised customer experience. This allows Blarney Woollen Mills to spend more time concentrating on their customers.

Blarney Woollen Mills is a prestigious retail operation, selling a range of clothing and gifts from leading brands such as Waterford Crystal, Fisherman Out of Ireland and Belleek. With stores located throughout Ireland, the company has digitalised and integrated their back office and point-of-sale operations in order to process and analyse sales data, match stocks to demand and manage the logistics of running busy stores in a competitive market. However, reliable network connectivity among their stores and head office was something of a challenge.

Three worked to understand Blarney Woollen Mills' operations, challenges and opportunities, and partnered with them to develop a

strategy that began with meeting their immediate connectivity needs. Three delivered fast and reliable broadband connectivity, based on a combination of fibre, fixed-line and wireless networks.

Previously, the Tipperary store struggled with dial-up connectivity as fixed-line broadband was unavailable in the area. For a large outlet with a busy gift shop and garden centre, faster speeds were essential. Three's solution for this location was a wireless line-of-sight connection, which provides uncontested transfer speed.



The broadband has proven to surpass expectations in terms of speed and reliability, with exceptional improvements seen in locations that were previously problematic. "The wireless leased line made a huge difference to our Tipperary site. Before it was installed, the network worked at a crawl; now it has the fastest connectivity of any site in the country," enthuses Tony O'Keeffe, IT Manager at Blarney Woollen Mills.

As well as the broadband solutions delivered, Three provides Blarney Woollen Mills with all its mobile phone requirements and support from a dedicated customer-care team based in Limerick.

*Discover how Three's connectivity, support and expertise can help your business bag success at [www.three.ie/business](http://www.three.ie/business)*

**Three. Make it count.**