ROOTS CANADA CASE STUDY

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Robin Nelson, IT Director, Roots Canada

Company Overview
Established in 1973, Roots is Canada’s leading lifestyle brand and is known around the world for its quality leather goods, active athletic wear, yoga wear, accessories and home furnishings. Starting with a tiny store in Toronto, Roots now has more than 120 retail locations in Canada and the United States and more than 40 in Asia. In addition, Roots has a state-of-the-art leather goods factory and design centre in Toronto.

Business Challenge
Roots Canada required a new data services solution that could unite the three buildings that make up their head office complex while connecting the network to the 120 retail stores across the country and more than 60 locations worldwide.

As a global trend setter, Roots Canada needed a service provider who could think ‘out-of-the-box’, while providing a service that was reliable, cost-effective and had the scalability to grow alongside the company.

Solution & Business Benefits
By working with Roots Canada, Cogeco Data Services developed a tailored solution that would fit the organization’s needs efficiently and reliably. Roots Canada chose Cogeco Data Services’ Dedicated Internet with a burstable bandwidth option. The high capacity connections provided by Cogeco Data Services allow Roots Canada to:

- Connect the head office complex with Roots Canada’s worldwide retail stores and distribution centers seamlessly
- Provide a reliable burstable network that is easy to use and can grow with the business
- Develop a public/private intranet network to seamlessly unite Roots Canada’s more than 2,300 employees

When asked about Cogeco Data Services’ solutions, Robin Nelson, Roots Canada’s IT Director said, “Cogeco Data Services has been able to provide continued reliability and outstanding knowledge of their systems. It has been the most reliable network and can grow alongside our business. The solution was efficient, cost effective and practical.”

To learn more call 416.599.3282
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