



Case Study

Norauto is going digital with Wifirst's multiservice WiFi

DISCOVER THE KEYS TO A SUCCESSFUL MASS WIFI DEPLOYMENT

The European leader in automotive maintenance and equipment has chosen our WiFi as a Service solution to standardise the wireless infrastructure of its European network and thus respond to various challenges: strengthening productivity (on the business side) and the link with customers (thanks to an increasingly digital experience).



« In order to offer an ever more optimal and seamless customer experience, we have decided to improve the accessibility of the services we offer to our customers and employees.

Thanks to its in-depth technical expertise, Wifirst has established itself as an obvious partner in the digital transformation of our auto centers to meet this desire. »

Vincent Leriche,
IT Operations Leader Norauto

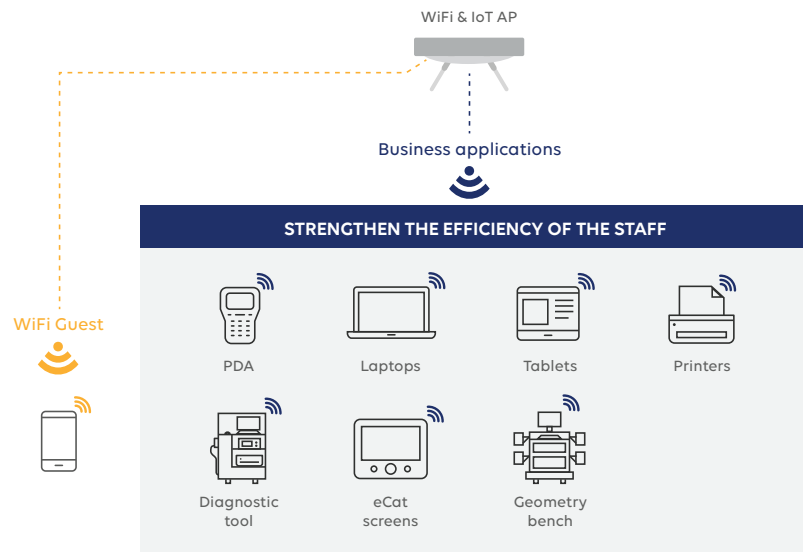
Norauto

// BUSINESS CHALLENGE

Multiservice WiFi for a significantly improved employee and customer experience

Operational efficiency boosted by mobility

WiFi is at the heart of the devices used in automotive centers. All equipment (telephones, payment terminals, printers, PDAs, etc.), applications and services are now wirelessly connected to a high availability infrastructure, facilitating mobility within automotive centers and increasing productivity.



Smoother customer experience

Thanks to WiFi, customers have access to in-store display terminals and are guided to find products on the shelves. The customer journey for car maintenance is also done with WiFi: from the tour of the vehicle, to making an appointment, and to repairs in the workshop, always offering more responsiveness and service.

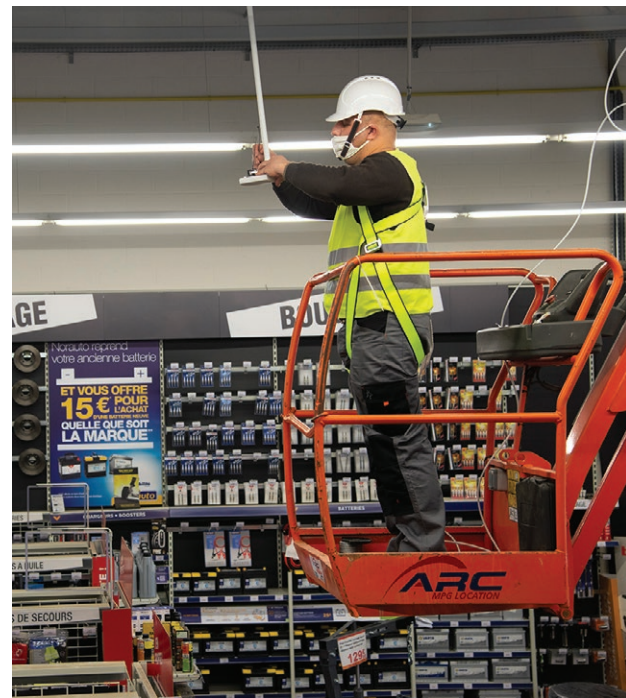


// DELIVERY CHALLENGE

The challenge of redundant coverage for total availability

As WiFi has become absolutely critical for the operation of Norauto centers, we have made sure that the service works absolutely everywhere (in all indoor and outdoor spaces) and that there is systematic redundancy: each area of the establishments is covered by at least two terminals.

We also met the challenge of not disrupting the commercial activity of the centres during the rollouts. Deployment projects are relatively quick, but they do require the use of an aerial platform. This is why we mobilised our teams at unusual times (outside the centres' opening hours).



// PROJECT MANAGEMENT CHALLENGE

Rapid and industrial deployment on a European scope

The stakes were high: deploying a fleet of 650 car centres in several European countries in just over a year! At Wifirst, we put together a dedicated team to build the deployment engineering, select our partners in France, Italy, Portugal, Spain and Belgium, define and execute the ambitious deployment schedule, etc.

We are very proud at Wifirst to have successfully completed this project. Despite the health crisis, we have reached peak deployment levels of over 50 Norauto centres per month between May and September 2020!

Map of Norauto sites in Europe

5,000

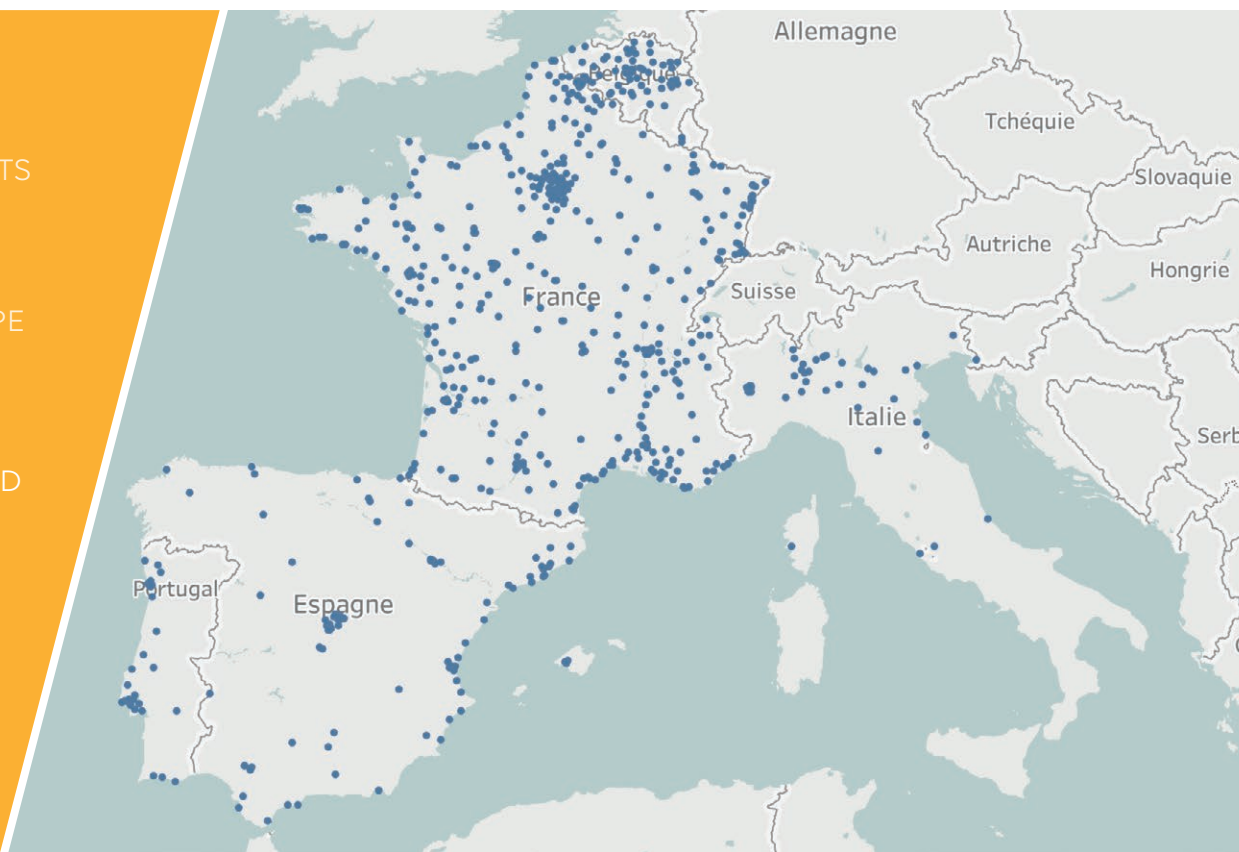
WIFI ACCESS POINTS

+600

CENTRES IN EUROPE

50

CENTRES DEPLOYED
PER MONTH



Wifirst differentiators



Agility

Adapting to the needs



Rigour

Industrial processes



Reactive

Commando teams



Quality

QoS management on WiFi



Security

Security without compromise



Engagement

Accompanying you every
step of the way

Recognised expertise in many sectors

The unique know-how developed by Wifirst in the most complex environments, combined with our “as a service” model with commitments to results, has enabled us to forge long-term partnerships of trust:



4,000 Point of Sales
equipped with WiFi 6



150,000 connected
soldiers



800 operating
hotels



LA POSTE

3,000 agencies
equipped



160,000 connected
rooms