

CASE STUDY

Doddle.



Making Remote Networking a “Doddle” for Doddle

The Challenge

To find a networking solution that is quick to deploy, small on space and big on reliability.

The Westbase.io Solution

Westbase.io provided the Cradlepoint AER router and MiMo LTE puck antenna for:

- + Persistent and reliable connectivity
- + Advanced network security and privacy
- + Easy installation within limited spaces due to compact hardware size
- + Ability to remotely monitor, manage and troubleshoot the network
- + Network redundancy for around-the-clock connectivity
- + Efficient delivery and distribution to enable easy and rapid deployment

The Results

- + Almost 50% savings in Doddle's CapEx and technology OpEx due to changes made, including the switch to Cradlepoint
- + Doddle's locations are now kept connected and protected with the Cradlepoint solution, preventing reputational damage and loss of revenue due to outages
- + Cloud management has enabled Doddle's small IT team to easily manage, support and maintain its systems remotely
- + Increased parcel storage space as the new, compact Cradlepoint device requires just a fraction of the space compared to the former metre-high cabinet
- + Doddle's ambitious roll-out plans can now happen quickly and efficiently, with new stores up and running within hours

Doddle is a revolutionary parcel service that’s been designed around the increasingly popular “click and collect” service. Set up in 2013, Doddle now has over 80 stores found all over the UK in train stations, universities, shopping centres and business parks.

Doddle’s success has led to partnerships with several large retailers offering Doddle parcel services from within their stores and Doddle is increasingly being listed as a delivery option at online checkouts as well, including Amazon and ASOS. With speed and convenience at the heart of its business model, Doddle’s innovative IT and network connectivity is designed to allow customers to collect or return parcels in less than 3 minutes so they never have to queue.

Finding A Networking Solution That Is Quick To Deploy, Small On Space And Big On Reliability.

Many of Doddle’s sites have space restrictions, yet their existing hardware required a metre-high cabinet – costing valuable parcel storage space. When looking for a new solution therefore, Doddle made it a requirement that the hardware be much more compact.

The company’s ambitious expansion plans also meant it was essential for Doddle to be able to roll out its network to new sites quickly and easily. Doddle’s legacy platform required a fixed line, but installation of such could take up to 12 weeks, which meant this was not a viable option moving forward; the company instead wanted a solution that would allow for every possible connection, anywhere and at any time. The existing fixed line solution also ran the serious risk of service interruptions during busy periods, so Doddle also wanted the new solution to be more reliable with built-in failover.

In summary, Doddle needed a new network which would not only replace their legacy equipment but would also provide a model for ongoing, future expansion:



“We are looking to grow our store estate tenfold in 2017. To be able to do this successfully we had to make sure our network was able to manage connectivity for a growing number of locations and be flexible enough to keep up with our rollout pace.”

- Gary O'Connor, CTO, Doddle.

Security and management.

In addition to being compact and reliable, Doddle needed to ensure that their chosen solution was able to provide advanced network security and privacy to protect data transactions run over the network. They were also looking for a solution which could be deployed and managed remotely in order to help speed time to deployment and network updates.



Making Doddle’s Requirements A “Doddle”.

After reviewing the options available, Doddle selected a Cradlepoint AER router with all-in-one network solution which was supplied and delivered by Westbase.io and Doddle’s nominated reseller partner. This Advanced Edge Routing solution is perfect for small and micro-branch networks such as the Doddle locations. It combines routing, private network support, advanced security (UTM), and WAN diversity all into one, compact 4G LTE router; meeting all of Doddle’s requirements and enabling the company to run sites from a single in-store connection.

“Cradlepoint offered the best product for the best price. Its solution has enabled us to shrink the space taken up by hardware, giving us more square inches for parcel storage.”

- Gary O’Connor, CTO, Doddle.

A Cradlepoint router intelligently combines and manages wired and wireless connections; perfect for Doddle who wanted to leverage any possible connection to deliver a robust solution with network redundancy built in for around-the-clock reliability.

Westbase.io Wraps Things Up For Doddle’s New Parcel Service Network.

With a reputation for delivering effective 4G LTE and IoT networking solutions, Westbase.io provided Doddle with a test unit for them to trial and also recommended a best fit antenna for the solution; a MiMo LTE puck antenna which was both compact and discreet. With time of the essence, Westbase.io ensured that the entire solution was delivered to meet all of the Doddle distribution and roll-out deadlines.

For Doddle’s widespread estate, Cradlepoint’s NetCloud Manager was ideal. Packaged as standard with the hardware selected, it delivers real-time network management plus a wide range of other features. Cradlepoint’s NetCloud platform enables Doddle to rapidly deploy and dynamically manage their distributed network from any location through the air; helping to reduce financial and time management costs.



New Locations Are Up And Running Within Hours.

On the dawn of their ambitious roll-out plans, with an expensive-to-run, legacy network that required more devices and more space, it was easy to understand Doddle’s need to evolve.

Today with Cradlepoint, Doddle has a solution that’s easy to roll out, compact and can be managed and maintained remotely. The company can have a shop up and running within hours, even in the busiest of locations, and can operate from the smallest of spaces with a minimal footprint:

“The cloud management capability is a big support to our team, allowing them to remotely provision hundreds of devices around the country, and isolate and address any issues without having to go into the field. If we have to validate and switch a connection from wired to mobile, it’s easily done,” said Gary O’Connor, CTO at Doddle, “Cradlepoint has also really helped us to reduce the amount of space we require for our hardware in new locations. Where previously we needed to accommodate a metre-high cabinet, now we’re able to open new locations with a device the size of a box of chocolates.”

Reducing Costs And Getting Ready For The Future.

As well as delivering the flexible and scalable network that Doddle required, the Cradlepoint solution is also highly cost-effective. Along with other technology changes to its network, Doddle has reduced CapEx and technology OpEx by nearly 50%. Requiring fewer devices, and providing a less complex network, the entire system can also be easily and remotely managed by just a small IT team.

Doddle’s ambitious expansion plans have now been met with a networking solution which can scale as quickly as their business model, while still providing the reliable connectivity needed to protect their operations and high-value reputation:

“Cloud-managed networking solutions are something we’ve always championed, and the results Doddle has seen from the Cradlepoint NetCloud Branch Solution speak for themselves. Doddle are an exciting company well on the way to becoming a world leader in ‘click and collect’ services. With the agility of the Cradlepoint solution now aiding their ambitious rollout, it is exciting to watch this space.”

- Sacha Kakad, Managing Director at Westbase.io

If you have any questions about this case study, or the solution and products involved, then please contact Westbase.io:



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