

# Redstone Converged Solutions Case Study

people who innovate

**BULLRING**  
BIRMINGHAM

## The Client

Bullring in Birmingham is one of Europe's largest retail schemes and has seen the regeneration of much of the city's central core. Opened in September 2003, Bullring was developed by the Birmingham Alliance, comprising Hammerson plc, Henderson Global Investors Limited and Land Securities plc.

With 140 retailers spread over 1.2 million sq ft, Bullring's striking design has been applauded by the architectural community, with the iconic Selfridges building providing the city with a globally recognisable centrepiece.

## Realising the benefits

The Birmingham Alliance required an innovative communications system in keeping with Bullring's radical design, which would allow them to work closely with retail tenants and help them improve their efficiency and profitability.

Redstone Converged Solutions specified its award winning OneNET™ IP network to ensure effective and flexible communications across Bullring with a wide range of value added services. On completion, the fully integrated network represented the most advanced retail communications system in the UK and Europe's largest public access wireless hotspot.

### The results

- Customer information touchscreens provided shoppers with easy access to in-store promotions and centre activities
- A central intranet allowed Bullring's management and retailers to communicate quickly with each other
- Linked customer habit tracking allowed retailers to tailor their individual promotions to current shopping requirements

# Bullring

**“Bullring and Redstone's OneNET™ solution have established a benchmark for all future shopping centre developments.”**

*Andrew Thomson, Corporate Planning Manager, Hammerson plc*



## The Challenge

Bullring's redevelopment had been highly anticipated for many years and it was vital that the entire centre, including the IP network, was completed by the opening date.

Redstone's primary aim was to enable advanced and beneficial communication between retailers and management and to integrate IT into the shopping experience.

The system needed to position Bullring at the forefront of UK retail, allowing retailers to hit shoppers quickly with the latest products, promotions and job opportunities.

## The Solution

Redstone's unique OneNET™ solution provided Bullring with an end-to-end IP network based on Cisco's wireless and security technologies, capable of delivering integrated voice, video and data communications.

A multi-gigabit 350km cable infrastructure was installed to link every part of Bullring, providing IP telephony, high bandwidth dedicated Internet services, secure data hosting, backup and storage, video conferencing, IP CCTV security and an EPOS linked network.

Amongst other facilities, the network enabled Bullring management to communicate with all retailers via a central intranet system, allowing news, health and safety guidelines and site maintenance updates to be co-ordinated across the centre. The retailers themselves were given the tools to submit job advertisements to Bullring management to upload quickly onto thirty customer information touchscreens installed by Redstone throughout the centre.

Ben Darji, Network Manager for Bullring comments: “In any retail environment, especially one the size of Bullring, the amount of information to be communicated between the management and retailers is significant. Using OneNET™, communication is immediate, efficient, and being paperless, saves a forest of trees”.

A number of added value services were enabled via OneNET™, including habit tracking, which allowed individual retailers to access shopper purchase records and tailor their stock and promotions to capitalise on up-to-the minute trends.

## The Outcome

Redstone's OneNET™ solution received an enthusiastic response from shoppers and retailers. Within the first two months of Bullring's opening, over two million people used the in-centre touchscreens and the website became the number one shopping centre website in the UK.

Andrew Thomson, Corporate Planning Manager for Hammerson plc commented: “I believe that OneNET™ provides a blueprint for all future shopping centre schemes and that Bullring is a benchmark against which all other developments will be measured.”

## People who Innovate

Redstone's success has evolved from our team's specialist understanding of the dynamics of effective communications technology. This success has enabled us to continually invest in the future, ensuring that we are at the forefront of the latest thinking and innovation in established and emerging communication, helping our customers to become more agile, efficient, productive and customer focused.

At Redstone we believe that our commitment to customer satisfaction is driven by everyone within our business and we invest the necessary time and energy into the development of our employees to ensure that they grow with us, are able to fully maximise their potential and are 'people who innovate'.



people who innovate

For further information please call or visit us on:

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