



STYLISH, AFFORDABLE HOME FURNISHINGS ARE WITHIN EASY REACH AT BADCOCK

Summary

Company:

Badcock Home Furniture & more

Industry:

Retail

Business Challenges:

Build a secure network for a rapidly growing, billion-dollar home furnishings retailer.

Technology Solution:

- SRX345 and SRX550 Services Gateways
- EX9200 and EX4300 Ethernet Switches
- QFX5100 Switch

Business Results:

- *Securely connected 378 stores across the Southeastern U.S.*
- *Automated network and security configurations to simplify operations*
- *Built a scalable network foundation to support rapid expansion*

Across the Southeastern U.S., Badcock Home Furniture & more is known for stylish home furniture, accessible credit, and friendly service. The family-owned company, which dates back to 1904, has grown rapidly over the last few years. The billion-dollar home furnishings retailer relies on Juniper to ensure that all 378 stores have fast, ultra-reliable, and secure connectivity to support business operations and a smooth customer experience.

With sales approaching \$1 billion, Badcock Home Furniture & more is one of the largest privately-owned furniture retailers in the country. Its motto, “Badcock will treat you right,” still rings true, as the retailer offers furniture, appliances, bedding, electronics, and seasonal items with easy, in-house financing.

Stores are individually owned, with Badcock providing consigned merchandise, consumer financing, and operational support.

Retail Expansion Drives Network Needs

Badcock opened 30 stores over the last two years. Rapid expansion meant its network needed to support more stores, more applications, and more transactions.

“Our business growth drove the need for a network refresh,” says Andrew Pou, a fifth-generation family member and manager of network services at Badcock.

Badcock’s IT team supports the technology needs of the company at all 378 stores, three distribution centers, and back-office operations across eight states. Fast, ultra-reliable, and secure connectivity is critical to support store owners, retail customers, and corporate employees. In addition to network outages, which could disrupt sales, cybersecurity threats can lead to data theft and compromised systems at the stores.

“We need an extremely reliable connection to support store sales,” Pou says.

Any disruption in connectivity could tarnish the customer experience, impeding the ability to help shoppers find the right items, apply for no-interest financing, or buy that eight-piece sectional and home theater they’ve been dreaming about.

“With Juniper, we can easily plan, deploy, and manage security at our stores in a simple, automated way.”

- Andrew Pou, manager of network services, Badcock

Badcock relies on a broad variety of on-premises and cloud-based applications and services for retail operations, including point-of-sale, inventory control, warehouse management, and e-commerce. The network supports all aspects of business operations, from customer financing to dealer management to administration. It also relies on a cloud-based collaboration solution for phones, videoconferencing, and team messaging.

Secure Store Connectivity

Badcock chose Juniper Networks® SRX Series Services Gateways for consolidated security, switching, and WAN connectivity at its stores. Network outages have vanished now that stores benefit from always-on, secure connectivity. Customer transactions are well protected in a Layer 3 VPN from the retail stores to the central core network, so Badcock can efficiently meet PCI DSS requirements and uphold customer trust.

“Since we moved to the SRX Series platform, connectivity from the stores to the data center has been rock-solid,” Pou says. “With Juniper, we can easily plan, deploy, and manage security at our stores in a simple, automated way.”

“The Juniper network is highly reliable. The simplicity of our Juniper network allows us to focus our energy on other strategic technology initiatives to support our company’s rapid growth.”

- Nathan Sellers, senior network engineer, Badcock

With SRX Series firewalls, each store has redundant, secure links back to Badcock’s data center. If the primary Internet connection fails, store traffic is automatically routed across the 4G cellular network. Applications and store operations continue without disruption.

Badcock uses both the Juniper Networks SRX345 Services Gateway, which provides 5 Gbps firewall and 800 Mbps IPsec VPN, and the Juniper Networks SRX550 Services Gateway, which provides up to 7 Gbps firewall, 1 Gbps IPsec VPN, and 800 Mbps intrusion prevention, depending on the size of the stores. Retail locations also use the Juniper Networks EX2300 Ethernet Switch for compact, high-density switching.

Back in the data center, the Juniper Networks EX9200 Ethernet Switch serves as the network core, providing a programmable, flexible, and scalable foundation for Badcock’s retail expansion. The Juniper Networks QFX5100 Switch, optimized for high performance and density, is used for top-of-rack switching,

supporting servers and storage. Multichassis link aggregation group (MC-LAG) provides redundancy between switches.

Badcock uses the Juniper Networks EX4300 Ethernet Switch for access switching at its Florida headquarters. The compact switch offers performance and management previously available only with high-end access switches.

“The Juniper network is highly reliable,” says Nathan Sellers, senior network engineer at Badcock. “The simplicity of our Juniper network allows us to focus our energy on other strategic technology initiatives to support our company’s rapid growth.”

Scaling with Automation

With a small IT team, automation is key to delivering IT services at scale. A Juniper network simplifies automation, providing a foundation of open frameworks, APIs, and toolkits.

“Juniper is very open and built around automation,” says Kevin McNeil, IT architect at Badcock. “Juniper works great with anything we want to automate.”

The Badcock IT team uses the Ansible framework to automate network configuration and operations. Now, pushing network changes or security patches to the retail stores is easy. “Before, we could only do updates at night,” McNeil says. “Now we hit a button, and watch the changes be made automatically.”

Although the Badcock IT team was new to the Juniper Networks Junos® operating system, which runs across all Juniper switching, routing, and security platforms, they quickly acclimated to a new way of network operations. “Junos OS is really intuitive,” Pou says. “The CLI is very easy to use.”

For example, the IT team appreciates Junos OS’ logical approach to hierarchies, which simplifies configuration and management. “Being able to display the configuration of a switch or firewall at a particular hierarchy level or specific level is also very helpful,” McNeil says.

Nondisruptive Evolution

Badcock was named the 2018 Retailer of the Year by Home Furniture Association, and it continues to focus on ways to delight its store owners, retail customers, and corporate employees.

With Juniper, the IT team can have confidence that its Juniper network will scale to support customer transactions and business applications as the 116-year-old company delivers great in-store and e-commerce experiences to customers who want to freshen up their homes.

For More Information

To find out more about Juniper Networks products and solutions, please visit www.juniper.net.

About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

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