



David's Bridal Improves iPad® Experience for Store Associates

The Challenge

David's Bridal needed a simple, cost effective way to put product information, sales resources, and standard operating procedures into the hands of store management and associates. When considering cloud based file sharing systems, David's Bridal was unhappy with their previous solution, specifically how files were distributed and accessed, especially considering the impact cloud based services have on store bandwidth. "When distributing digital content, our biggest concern is how video and different files will impact the other applications in the stores," explains Scott Strahler, VP, IT Infrastructure, Security, and Operations for David's Bridal. "While most of our stores utilize a T1 connection, that bandwidth is being shared for other uses, such as voice and data traffic, our POS system, and our security system. **We needed a solution that could more effectively distribute content to multiple stores, be available offline for sales associates at the point of contact with the customer, and limit the impact on our network.**"

From a management standpoint, Store Operations had no actual control of secure content. The number of steps to access content forced store associates to pull content locally into other apps for quick access later. Strahler elaborated, "We didn't have any control over when old content was removed and when new content replaced it." Additionally, the solution was complicated for corporate administrators and consequentially IT had to manage the content distribution themselves, "We were continuously engaged anytime store ops wanted to send something out."

The Solution

PlayerLync makes it easy for one or more admins to push out files to mobile devices in multiple stores, providing employees immediate access to company information in a secure, contained environment. Additionally, the administrators can determine which

“With PlayerLync, we don't have to worry about our video content interrupting other system traffic, and it's the easiest experience for our store associates.”

**- Scott Strahler,
VP, IT Infrastructure,
Security, & Operations
for David's Bridal**

employees have access to specific content; for example, store managers can be granted access to reviews or hiring instructions through role based logins.

Automatic Sleep-mode Synchronization and the ability to fully offload content, enabling true mobility for the staff, were key factors in David's Bridal's choice of PlayerLync.

"Two major advantages of PlayerLync is the ability to schedule when content is downloaded and that all videos and other content automatically store locally on the device," Strahler explained. "This limits the impact on our network and ensures we don't compete with other core systems for bandwidth, because employees are not streaming any videos."

With PlayerLync's Mobile Content Management Platform, David's Bridal has been able to mitigate their bandwidth disposition while more effectively putting content into the hands of thousands of employees. Additionally, they are now streamlining store operations with a single administrative interface and simplifying the experience for store associates.

The Results at a Glance

- PlayerLync is used on 1,600 tablets in 330 stores by over 5,000 employees.
- Distributed content includes product information, marketing communication, store guidelines, and operational procedures.
- Role and individual based log-ins allow multiple associates to utilize shared devices.
- PlayerLync's automatic Sleep-mode Synchronization and off-loading content provides a minimal footprint on the existing network.
- PlayerLync allows David's Bridal to enable a consistent employee and end user experience across all of their stores.

About David's Bridal

With more than 60 years of experience dressing women of all ages for life's special occasions, David's Bridal understands the importance of providing brides-to-be with a vast selection of exquisitely crafted bridal gowns and bridal party dresses. Known for outstanding value, fashionable designs and the ease of one-stop shopping, nearly 60% of all brides in the US choose to shop at one of more than 300 David's Bridal stores located across the US, Canada, UK and Puerto Rico. Working with a knowledgeable bridal consultant, a customer can enjoy trying on a wide selection of gowns and dresses in her size with the added convenience that most styles are available to take home the same day. To learn more about David's Bridal, visit www.davidsbridal.com and connect on social media through Facebook, Pinterest, Instagram and Twitter.

“PlayerLync is great! The ease of downloading ensures all of my stores are **up-to-date** with all **communication.**”

- *Regional Vice President*

For more
information or to
experience a
demonstration

 (866) 797-5678

 info@playerlync.com