

Realising the benefits

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

Redstone Converged Solutions specified its 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.

“Bullring and Redstone’s OneNET™ solution have established a benchmark for all future leisure and retail schemes.”

Andrew Thomson,
Group IS Director, Hammerson plc

REDSTONE TRANSFORMS BULLRING INTO INTELLIGENT RETAIL COMPLEX WITH ONENET™

The client

Bullring in Birmingham was developed by the Birmingham Alliance, comprising Hammerson plc, Henderson Global Investors Limited and Land Securities plc, and is one of Europe's largest retail schemes.

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

The challenge

Bullring's redevelopment had been highly anticipated for many years and it was vital that the entire complex, 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 ICT into the shopping experience.

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



CASESTUDY BULLRING

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Ben Darji,
Network Manager, Bullring Birmingham

The results

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

For further information please call us on
0800 085 4315

Redstone Converged Solutions
80 Great Eastern Street
London EC2A 3RS

The solution

Redstone's intelligent buildings proposition, OneNET™, 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 the complex, 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 scheme. 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 allows 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, Group IS Director for Hammerson plc, comments: “I believe that OneNET™ provides a blueprint for all future leisure and retail schemes, and that Bullring is a benchmark against which all other developments will be measured.”

