About Calzedonia SpA

Founded in 1987 in Verona, Italy, Calzedonia SpA designs and manufactures a wide collection of hosiery and beachwear for women, men, and children. The company brings to the market an innovative way of selling products through a network of franchised Calzedonia stores. The initial hosiery line extended into lingerie products when the company created the Intimissimi and Tezenis brands, which soon gained a significant share of the domestic market.

By 2014, Calzedonia had expanded to 29 countries (1800 stores), Intimissimi (1000 stores) in 26 countries, and Tezenis (400 stores) in 18 countries. The company has more than 32,000 employees to accommodate the wide demand of its products from consumers.

The success of Calzedonia SpA is due to numerous factors such as the exceptionally widespread range of products, the special importance that it gives to fashion, style, and trends, and the supreme quality/price ratio of its products.

Moving forward, Calzedonia SpA will continue to lead a store expansion plan across key European markets in a bid to drive sales of the group’s leading brands while satisfying its most demanding customers.
Future Proofing a Data Center to Support Technology Demands

Panduit’s Integrated Data Center Solution Enables Calzedonia SpA to Execute its Expansion Plans for Improved Scalability and Flexibility

Business Challenges

Calzedonia SpA's retail business relies heavily upon the integrity, security, and consistent operations of its network infrastructure to manage and replenish inventory, take customer orders, and deliver products to its customers in an efficient manner.

As a result of rapid growth, Calzedonia SpA's business operations outgrew the capabilities of its main data center and needed to accommodate expanding business initiatives.

Infrastructure vulnerabilities such as operational and energy inefficiencies, lack of available space, and high operational costs within its IT systems were having a significant impact on Calzedonia SpA's future growth plans.

To offset these challenges, its data center needed improved uptime and system reliability, more effective thermal management, and better space utilization. With these enhancements, the company would experience consistent high network performance to reply quickly to market needs and e-commerce requests.

Calzedonia SpA also wanted to further enhance its customers' brand experience. The retailer understood that the best way to address customer needs and keep up with technology trends was to upgrade its network infrastructure.

Using the latest technologies would also provide cost reductions and improve services while enabling business innovation and maintaining its competitive advantage.

“We focus on optimizing our operations, transforming IT to be more sustainable, and collaborating for an environmentally sustainable world. A future-proof, reliable, and scalable solution would provide better value for our IT investments and continuously enhance our global presence,” said Mr. Fabio Comini, company director, Calzedonia SpA.

To accommodate these concerns, Calzedonia SpA decided to construct a new redundant data center in its headquarters. This approach would provide the flexibility and capacity to meet its data center requirements.

“Panduit’s expertise in data center solutions, along with the support and project management from Fasternet, has allowed us to optimize performance and achieve a flexible, scalable, highly available data center.”

Mr. Guido Malpeli, facility manager, and Mr. Marco Recchia, IT infrastructure manager, Calzedonia SpA
Panduit Solution

Having worked together on a previous project, it was an easy decision for Calzedonia SpA to choose Panduit’s expertise and high-quality solutions for its current needs.

Along with Panduit, Calzedonia SpA chose Fasternet, a Panduit ONE Silver Partner, for its consulting, implementation, and management capabilities. Fasternet brought a wealth of experience and technology expertise to all stages of the project, from planning to designing to implementation. For many years, Fasternet has been involved in designing information and communication technology services. In recent years, the company has made huge progress in cyber security and data security, directing more digitization and convergence. Moreover, the company still continues to improve on the lean approach in its operating procedures, simplifying the processes, optimizing resources, and reducing the timeframe for service delivery to customers.

To address its key requirement of future-proof technology and optimize its business operations, Calzedonia SpA chose Panduit’s Integrated Data Center Solution.

Panduit SmartZone™ Infrastructure Management Solutions for power management include network-enabled intelligent rack PDUs to safely and efficiently manage and distribute power to Calzedonia SpA’s cabinet devices via a single power connector.

Calzedonia SpA deployed Net-Access™ N-Type Network and S-Type Server Cabins to house Cisco core switches while enhancing thermal efficiency across the data center. The cabinets provide effective thermal management to ensure proper equipment operation and increased uptime. The modular design incorporates flexibility as the retailer adds more cabinets to the system and as network upgrades occur.

Panduit copper and fiber optic cabling consisting of the TX6A-SD 10Gig UTP copper cabling system with Matrix Technology (cable, jacks, 26 AWG small diameter patch cords) and the HD Flex™ 2.0 Fiber Optic Cabling System (pre-terminated cassettes OM4, PanMPO™ Fiber Optic Trunk Cable, fiber optic patch cords) were deployed throughout Calzedonia SpA’s data center for their extensive high-speed data transmission capabilities and high levels of reliability and design flexibility.

Panduit’s NetManager™ High-Capacity Horizontal Cable Manager and PanZone™ Overhead Distribution Rack provide greater accessibility and space utilization.

Panduit Cool Boot™ Raised Floor Air Sealing Grommet, Tak-Ty™ Hook & Loop Strip Roll Cable Tie, and self-laminating label cassettes rounded out the solution.
Business Benefits

The Panduit Integrated Data Center Solution has allowed Calzedonia SpA to achieve key initiatives including an easy-to-manage network infrastructure with sustainable operations and the ability to expand rapidly over the next 15+ years. Now the retailer can realize its goal to continue its worldwide expansion of services, locations, and acquisitions.

Calzedonia SpA is very pleased with the outcome of the project. According to Mr. Guido Malpeli and Mr. Marco Recchia, “Panduit’s expertise in data center solutions, along with the support and project management from Fasternet, has allowed us to optimize performance and achieve a flexible, scalable, highly available data center.”

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