

General Nutrition Centers

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**Don Fogal : Director of IT
GNC**

GNC is the leading specialty retailer of nutritional products. Last year GNC was searching for a network that could support geographic distribution for their stores. Their plan was to roll out a network and new register system to 2500 corporate stores in just over a year. With support from New Edge Networks they did it.

GNC now has nearly 2800 store locations – both corporate and franchise – connected over a private MPLS network from New Edge. GNC operates stores in Alaska, Hawaii, Canada, Puerto Rico and throughout the U.S. crossing many time zones. The network is used virtually 24/7/365 for store activities and New Edge support has been available every step of the way.

“GNC has lowered payment card processing fees, saves over \$300,000 annually by eliminating phone lines, and now supports critical retail applications with their New Edge MPLS network,” explains Don Fogal, Director of IT, GNC.

It was important for GNC to find an infrastructure that could support web-based store applications that could be managed from their corporate headquarters. They also wanted a system that would deliver high-performance equipment and scalable bandwidth at the best price point. New Edge Networks was able to offer diverse products to cover each of GNC’s stores needs – at competitive prices.

GNC benefits include:

- GNC implemented a new feature called GNC Delivers that allows customers to order items in a store and have them shipped directly to their house. GNC Delivers is now worth over \$1 million yearly.
- GNC now saves over \$300,000 annually by eliminating phone lines.
- GNC lowered debit/credit card processing fees due to the dedicated connection vs. dialup.
- GNC added a lookup capability for stores to find the lowest price for an item when items are returned without a receipt for additional savings.
- GNC was able to eliminate the use of an outside agency for Gold Card application data entry. This process is now done internally online.
- GNC employees can now look up Gold Card expiration dates, allowing stores to discontinue giving automatic discounts.

By implementing an MPLS network from New Edge, GNC has maintained a reliable and efficient network of communication between their headquarters and stores. This has resulted in happier customers and a highly favorable return on investment.

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CASE STUDY

GNC LiveWell™

► Challenges

GNC needed a network that could support geographic expansion and the rollout of a new register system to 2500 corporate stores in just over a year. The retailer also needed an infrastructure that could support web-based store applications from their corporate headquarters.

► Solution

GNC implemented a private MPLS network from New Edge across its 2800 store locations. The network is now used 24/7/365 for store activities. The system delivers high-performance equipment and scalable bandwidth at a favorable price point.

► Results

GNC has lowered payment card processing fees and saved over \$300,000 annually by eliminating phone lines. GNC’s infrastructure now supports web-based store applications managed from their corporate headquarters. The specialty retailer was also able to implement a new direct shipping system as well as eliminate the expense of an outside agency for managing their loyalty card program.

