



## Genesis ATS provides complex staging, pretesting and professional services installations in security data center migration for a Global Telecom Carrier (GTC)

Genesis successfully supports GTC for a global retailer



The global retailer is a United Kingdom-based multinational grocery, general merchandise retailer, and a **Fortune Global 100 company**. The retailer is a diversified firm that sells groceries, books, clothing, electronics, furniture, petrol and software, and also provides financial, telecommunications and internet services. As one of the world's largest retailers, the company supports **more than 6,800 retail store locations**, concentrated throughout the European Union and Asia-Pacific. The retailer has **more than 480,000 employees** worldwide and approximately **\$115B in annual revenue**.

### ⚠ Challenge

The global retailer had the goal of integrating layered security appliances to solidify the security of their global network. Additionally, the global retailer felt that it was important financially to upgrade and optimize their core Cisco devices in parallel with the security enhancement. The security and core network enhancements were a requirement of their GTC partner. A significant challenge was spanning across eleven European Union and Asia Pacific countries.

***"The Genesis Solution gave (us) the ability to integrate and maintain with one hand to shake."*** – Director, Third Party Specialists – GTC

### 💡 Solution

Genesis ATS worked closely with GTC's international engineering and integration team to define the needed services for the global retailer solution.

**Genesis ATS was awarded a global retailer contract for procurement of hardware, staging, cabling, stand up installation and testing for their Data Centers.** This effort included importing hardware into eleven countries in European Union and Asia. Genesis ATS with GTC's governance completed the global project on time and on budget.

Genesis ATS provided new security equipment from Original Equipment Manufacturers (OEMs) including BlueCat, Cisco, Palo Alto, McAfee, Z Scaler, Source Fire, HP, F5, Network Critical, Raritan, Citrix and Tufin. The Genesis ATS Professional Services Team team utilized the IntelliNet™ sparing system to support equipment sparing and on-site technician maintenance services in the UK and South Korea.

**Global Telecom Carrier (GTC)** is a **Fortune 100 company** and is the largest wireless provider in the U.S. The company has more **than 177,000 employees in 150 countries**, and **more than \$131B in annual revenue**. GTC designs, builds, and operates networks, information systems, and mobile technologies for enterprise and government entities around the world. The global retailer is one of GTC's largest clients.

### ✅ Results

**The Genesis ATS installation of network equipment in 11 Data Centers provides network security to 780 global retail stores.** The Next Generation Firewall architecture deployment included Intrusion protection, load balance, DDI, Security Information and Event Management, Data-warehouse Appliance, Global & Local Load Balancer, Application Delivery Controller, URL-filtering & AV Proxy Appliance, and DDI Appliance Deployment.

**Over 364 devices went through a 17 step testing & acceptance process in 11 countries.** Genesis ATS delivered highly accurate tracking and reporting to a global retailer on all project delivery metrics. Genesis ATS is providing maintenance services over a 5 year period, with the capacity to expand OEM coverage and scope to an additional 7 countries, as needed.



Genesis ATS estimates that the project will generate approximately **\$6 million** in equipment and services revenue for a global retailer over the next four years.

For a global retailer, Genesis ATS supplied the equipment staging, delivery, installation and turn up services across a wide range of geographic locations:

- United Kingdom**
- Korea**
- India**
- Malaysia**
- China**
- Thailand**
- Czech Republic**
- Hungary**
- Turkey**



Genesis ATS:  
**Austin Texas**

Genesis ATS Global:  
**Amsterdam, Netherlands**  
Genesis ATS Korea Limited:

**Seoul, Korea**

Genesis ATS:  
**Hong Kong**

[www.genesis-ats.com](http://www.genesis-ats.com)



## About Genesis ATS

Genesis ATS is an equipment and service provider to Fortune 500 and major carrier customers both across the US and internationally.

Genesis ATS's "lifecycle" approach covers key core areas:

The company starts by providing new, pre-owned and surplus IP network, telecom and mobility workforce solutions (WWAN/WLAN) from the world's leading OEMs.

Next, the company provides true lifecycle management solutions and professional services (e.g. Design & Consultation), from install/decommission, forward & reverse logistics, field engineering and network transformation services, to IntelliNet™, the intelligent alternative to OEM sparing & maintenance programs.

Finally, Genesis ATS closes the loop with specialized asset valuation & recovery and disposal/recycling services, ensuring maximum financial return on excess network assets or disposal according to the highest international standards.

Leading Industry Quality Standards:



Headquartered in Austin, Texas, Genesis ATS partners with top tier manufacturers to be a global provider of network, mobility, and full life-cycle solutions. Genesis ATS specializes in best in class OEM partnerships, complete asset management and investment recovery services. Genesis ATS aligns itself with industry leaders to provide clients with complete and customized technology solutions.