



Shoe Zone:

Footwear Retailer gets more than they bargained for with IT Consolidation Plan

The Client

Shoe Zone offers stylish, affordable footwear for the whole family, with over 300 locations nationwide. Headquartered in Leicester, the company has an annual turnover of £185 million and sells over 14 million pairs of shoes each year.

The Challenge

Like many retailers, Shoe Zone historically relied on a range of IT providers to support their IT strategy but identified a need to review and consolidate these partners for simpler management of its infrastructure and hosting services.

Digital Space have been a long-term partner for Shoe Zone, initially starting with managed MPLS connectivity and centralised firewall services. Over the past nine years, this partnership has flourished, with Digital Space continually delivering innovative solutions.

It was identified, during continual Account Management and Service Delivery activities Digital Space could support Shoe Zone to migrate away from their existing hosting provider. Digital Space designed a new private cloud platform that met Shoe Zones expectations and budget which expedited the migration to Digital Space to host their mission critical e-commerce platform.

Results at a glance

- ✓ The migration provided Shoe Zone with a more robust hosted environment featuring disaster recovery and backup services at a competitive annual rate, allowing for reinvestment in additional security measures
- ✓ The migration project was completed on time and in budget
- ✓ Faster transaction speeds for online customers improved the customer experience and drove revenue growth
- ✓ Shoe Zone is now well-positioned to grow online sales with a secure and efficient website and private cloud platform hosted within Digital Space's Data Centres

Through the process, Digital Space redesigned the environment across diverse and resilient Digital Space data centres. The solution presented included disaster recovery, backup services, DDoS protection, and web application firewall services, all integrated into Digital Space's managed service offering.

Get in touch:

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The Approach

Digital Space worked closely with Shoe Zone and their existing Managed Service Provider to ensure a smooth transition. Effective communication channels minimised disruption and expedited the migration process, enabling Shoe Zone to meet their business requirements before their peak summer season – within just six months.

The Solution

Shoe Zone needed a Managed Service Provider capable of consolidating its IT infrastructure and providing both accountability and a comparable solution while efficiently overcoming challenges. It quickly became apparent that Digital Space could meet these needs. Additionally, Shoe Zone and Digital Space identified opportunities for significant savings, by migrating to Digital Space's Private Cloud platform, enabling reinvestment in further security measures. This resulted in a secure and efficient cloud solution that exceeded expectations.

What our client says



Having used Digital Space's network for several years, it made perfect sense to extend our strategic partnership with them to include additional services."

Phil O'Dowd
Head of IT,
Shoe Zone

Why Digital Space?

- A strong relationship with Shoe Zone for over nine years.
- Proven ability to overcome obstacles within required time scales.
- An in-house Network Operations Centre that ensures reliable customer service.
- A dedicated support team in Telford providing accountability.
- A committed Project Manager and Delivery Engineers ensured a well-planned and constructive project.
- Regular communication with a dedicated Executive Sponsor addressed Shoe Zone's feedback consistently.
- Privately owned data centres that kept migration costs competitive.
- A diverse service portfolio that met additional security needs within budget.

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