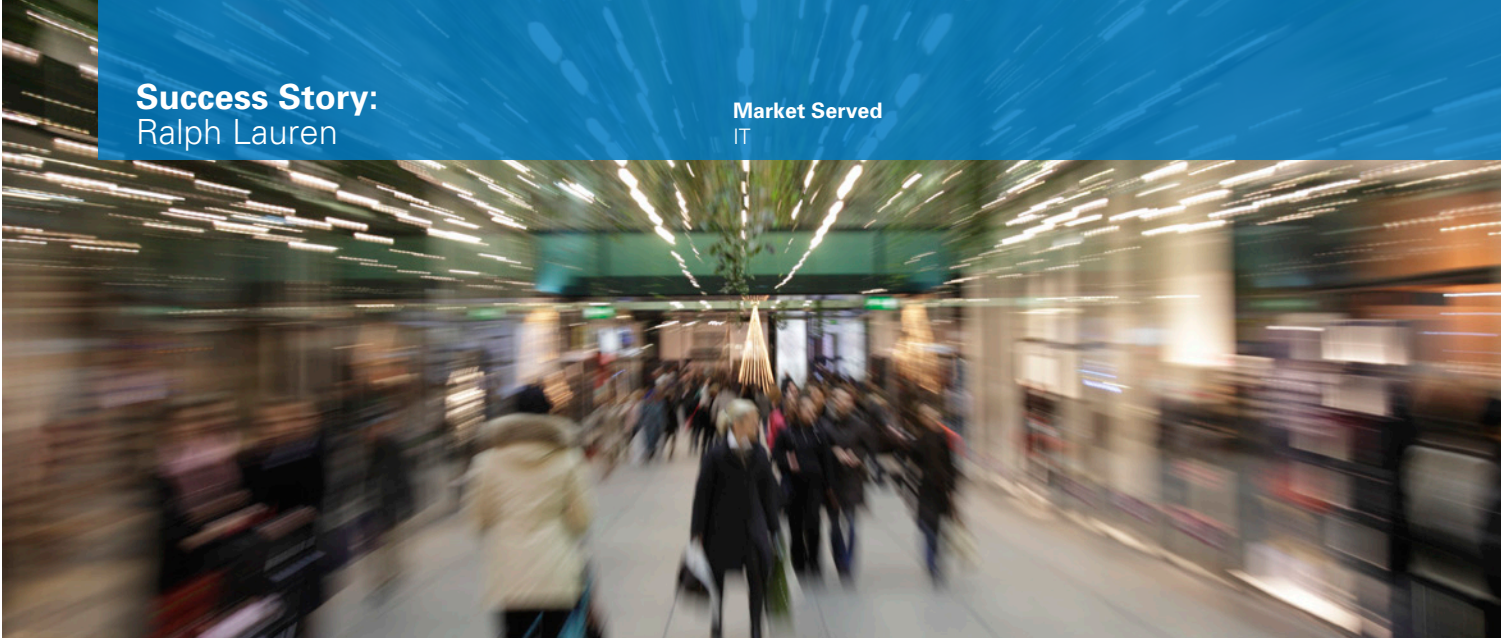


Success Story:
Ralph Lauren

Market Served
IT



Shop but don't drop: Ralph Lauren achieves continuous uptime with Eaton

Location:

Across North America

Segment:

Retail

Problem:

A lack of visibility into its power protection equipment, coupled with routine battery failures, left Ralph Lauren wanting to shop for a new solution.

Solution:

Eaton PredictPulse, 9PX, 5PX

"I keep telling everybody I see about what we're able to do with Eaton. I've had instances where there has been a surge and the entire mall has lost power. Yet our store is full. Our store is busy making more sales."

Elvin McLaughlin, IT manager

Background

Ralph Lauren is a multibillion-dollar global enterprise that produces mid-range to luxury fashion products. In addition to offering multiple apparel brands—including Polo Ralph Lauren, Ralph Lauren Collection, Chaps and Club Monaco, among others—the American corporation sells home products, accessories and fragrances. With more than 300 stores throughout North America, Ralph Lauren's retail locations include flagship sites, outlets and temporary storefronts.

Challenge

The fashion giant was struggling with a lack of visibility into the power protection solution it had deployed throughout its North American stores. A mix of different manufacturers' uninterruptible power systems (UPSs) were tasked with protecting network operations, individual cash registers and point of sale (POS) devices at each location. However, the UPSs were routinely failing from bad batteries and other service issues — a problem Ralph Lauren had no way of ascertaining until it was too late.

"None of our equipment was being monitored because it was too costly and we couldn't program anything to work well with our Cisco application," explains Elvin McLaughlin, the organization's IT manager. "We couldn't see our UPSs."

Even worse, when a unit experienced an issue, a store manager or salesperson was forced to try to remedy the problem, pulling them away from their primary responsibilities. "We were having to ask the store manager to go dig around and look for a serial number on the back of a heavy unit," McLaughlin recalls. "It just didn't make sense."

Attempting to oversee regular maintenance and service on the UPS fleet was another nightmare. "Every time we needed to replace a unit, we had to go through a series of difficult tasks," McLaughlin explains. "It was very complicated trying to keep records of every model and serial number. I needed a system where I could just log in and see a list of all of our units."

During a transition to a new POS system, McLaughlin saw the opportunity to simultaneously upgrade the organization's power protection. In addition to key requirements including high reliability and visibility, Ralph Lauren also sought a solution that could be standardized across its chain of stores.

EATON

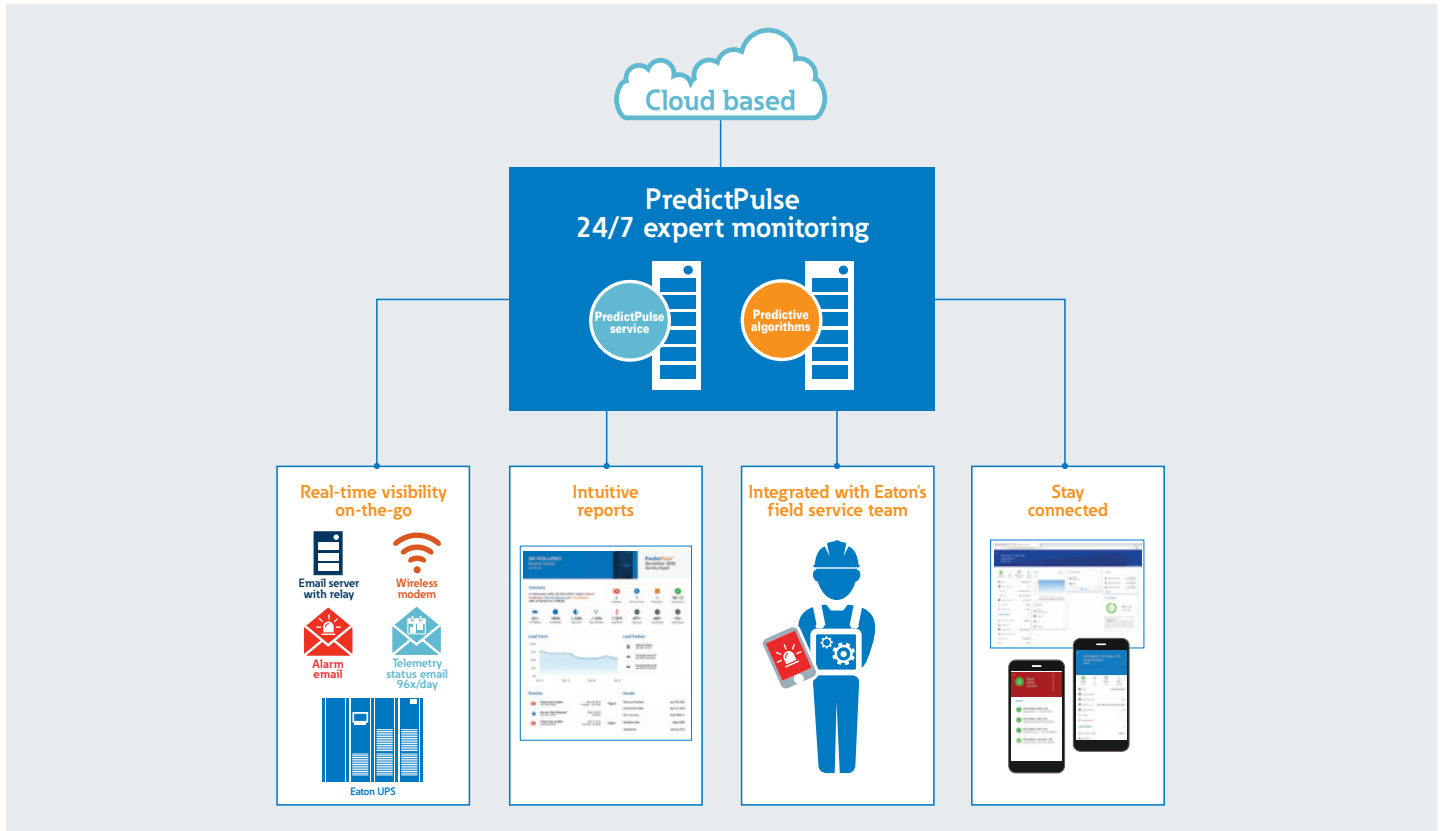
Powering Business Worldwide

Solution

As one would expect from a successful retailer, Ralph Lauren did a little shopping around before deciding on a new UPS solution, putting several brands and models through their paces. “Every time I did a test, the Eaton units performed the best,” McLaughlin reveals.

That reassurance—combined with Ralph Lauren’s previous success with the brand — made Eaton a clear frontrunner for the organization’s UPS overhaul. But what sealed the deal was Eaton PredictPulse, a cloud-based monitoring and management service that gave Ralph Lauren the vision it needed into its network infrastructure.

Collecting and analyzing data from connected power devices, PredictPulse provides Eaton with the insight needed to make recommendations and take action on behalf of the organization. At intervals as often as every 15 minutes, connected devices send parametric data to Eaton’s monitoring center, with critical alarms evaluated 7x24. While Ralph Lauren has the ability to view aggregated status information at its PredictPulse dashboard, Eaton monitoring experts are constantly reviewing the data and determining if anything is out of the ordinary.



If an issue arises, Eaton notifies Ralph Lauren and recommends the best way to address it. “If there’s an alert, they call our help desk,” McLaughlin explains, noting that the warning is typically sparked by a battery that is approaching end of life. IT personnel then communicate with the affected store to determine the best time for an Eaton technician to perform the service, which McLaughlin says is usually the next day.

“We don’t have to interrupt the business of the store because we can just bypass that UPS for part of the day if we need to,” he explains. “With PredictPulse, we’re able to take care of problems before they impact the store.” Better yet, McLaughlin adds, “Now I don’t have to take my managers off of the sales floor to be looking for UPS details in some data closet.”

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PredictPulse oversees the convoy of Eaton 9PX and 5PX UPSs that Ralph Lauren installed throughout its store sites. “Everything from the electrical panel goes into the UPS to support the network,” McLaughlin explains. “Plus, we have UPSs on all work stations and registers. They keep everything up and running throughout each store. I’m no longer waiting for a store to recognize a problem, I can see it before they do,” he continues. “I can also identify error messages and know if a battery needs attention before it goes into fail mode.”

The organization selected the Eaton 9PX to safeguard network operations based on the unit’s premium, double-conversion design, scalable battery runtimes and standardization capabilities. Having deployed 3 kVA, 6 kVA and 11 kVA models based on the load requirements of each store, Ralph Lauren has the option of installing the flexible UPS in both rack and stand-alone installations. Not only can identical battery modules be used among all units, both the 3kVA and 6 kVA models feature the same 30-amp circuit breaker, a feature McLaughlin credits with helping to streamline service and management.

Furthermore, the IT manager values the ability to customize the 9PX as needed. “Not every store is the same,” he explains. “In some, we rackmount the UPS and in others, we put it on casters. Some stores need two hours of runtime while others need just one.”



Eaton 9PX UPS

McLaughlin also appreciates the serviceability of the units and their impressive graphical LCD interface. “The buttons being in front is especially helpful,” he says. “And they are very easy to service using the bypass.”

Ensuring that all of Ralph Lauren’s cash registers remain up and running is the job of the Eaton 5PX 1500 UPS. Attached to every POS device, the 5PX combines extended runtime capabilities with exceptional efficiency. Another boon for Ralph Lauren is the availability of the model in a convenient bundle that includes an Eaton

connectivity network card, simplifying deployment and management for the organization. “With the cards, we can remotely connect to any UPS and see the details at any time,” McLaughlin explains.

Rounding out the overall solution at each store is an Eaton environmental monitoring probe (EMP) for UPS, which collects temperature and humidity readings while enabling Ralph Lauren to monitor the data remotely. The EMPs provide an additional layer of security and peace of mind, McLaughlin says, adding that the organization wasn’t so fortunate in the past. Prior to the Eaton solution, there was an incident at one store where a UPS became blocked by other items within a storage closet and overheated, causing a fire.

The Eaton solution has performed so well that McLaughlin opted to roll out a near-identical package in Ralph Lauren’s temporary stores. Establishing 40 to 60 of these sites each year, the interim locations allow consumers to continue shopping while a primary store is being renovated, which typically lasts from one to 12 months. Because these locations don’t require the monitoring capability of the other sites, Ralph Lauren simply swapped in the Eaton 5S UPS for the Eaton 5PX. Now McLaughlin, who also has a key role globally, is recommending that the organization’s APAC and EMEA regions follow North America’s lead in power protection.

For McLaughlin, PredictPulse has completely changed the landscape of UPS management. Having a list of units with their respective serial numbers, model details, warranty period and store location has made it infinitely easier when it comes time to service or replace units. “Seeing everything in one list is a dream come true,” he enthuses.



Eaton PredictPulse mobile app

Even more, the IT manager values how the solution gives him the ability to make decisions on the fly, based on the needs of a particular store. “In some instances, I’ve turned everything off during an outage and left only the security camera system running,” he reveals. Case in point: when Hurricane Maria struck Puerto Rico in 2017, Ralph Lauren employees were unable to safely reach the store—but with cameras powered by the UPS, McLaughlin could ascertain the exact conditions.

“We were able to determine the damage to the store without anybody having to be there,” he says. “Our first priority is always the safety of our employees, but the Eaton solution enabled us to start making plans before anyone was even able to get to the location.”

McLaughlin is not one to keep a great thing to himself. “I keep telling everybody I see about what we’re able to do with Eaton,” he enthuses. “I’ve had instances where there has been a surge and the entire mall has lost power. Yet our store is full. Our store is busy making more sales.”

Exceptional return on investment has been another benefit of the overall solution. “If I prevent just one outage in five years, the UPS pays for itself,” McLaughlin emphasizes, noting that the financial toll would be enormous if a store’s registers went down and customers walked away during a busy weekend. “Over a five-year period, do you know how many storms we have? The UPSs absolutely pay for themselves. I’ve had no issues. Not many people think about the UPSs,” he adds, “but that is exactly how it should be. I know firsthand how many times they have saved us big time.”

Results

Going forward, Ralph Lauren no longer has to worry about who will watch the shop when it comes to ensuring continuous uptime throughout its stores. “Eaton has terrific products and I’m really glad we have such a great partnership with them,” McLaughlin sums up. With the Eaton solution in place, Ralph Lauren is now able to:

- Gain complete visibility into its power protection solution and proactively respond when needed
- Keep operations up and running without interruption at both permanent and temporary stores
- Ensure its salespeople remain focused on selling, rather than on power protection
- Easily keep track of and manage all service and warranty details through PredictPulse
- Remotely monitor and manage equipment

To learn more, visit
Eaton.com/PredictPulse

Eaton
1000 Eaton Boulevard
Cleveland, OH 44122
United States
Eaton.com

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