



Design Within Reach

Design Within Reach enhances customer experience with a custom web app and nationwide in-store WiFi

- Meraki 802.11n access points provide WiFi for headquarters, 47 stores, and distribution warehouse
- Meraki Cloud Controller provides centralized management of all APs via a web-based dashboard
- Built-in stateful policy firewall and WPA2-Enterprise authentication ensure PCI compliance
- Custom 3D room planning application increases engagement and interaction with customers

“Our customers are very tech-savvy,” said Roger Mueller, Director of IT at Design Within Reach (DWR). “They’re extremely leading edge. They’re carrying iPhones and iPads, and they want to be able to check their email, their stocks, and the weather, no matter where they are.”

For his part, Mueller wants these customers to be able to check their devices while sitting in an ultra-modern Design Within Reach chair. Design Within Reach is a premier furniture retailer specializing in modern design, with 47 studios nationwide.

When Mueller joined DWR at the end of 2010, the company had no wireless networking, even at headquarters. A self-described “wireless guy,” Mueller saw an opportunity: bring WiFi into the headquarters, the

distribution warehouse, and all of the stores, and demonstrate how it increased staff mobility and customer engagement.

In addition, because DWR does not sell furniture directly from its studios, Mueller wanted to get customers onto the DWR website to see more inventory and start ordering.

After trying Meraki 802.11n access points (APs) at his headquarters and a few stores, he was immediately hooked on managing the entire network via Meraki’s intuitive webbased dashboard.

Mueller got all 47 studios online in less than a month, without ever going onsite or hiring outside contractors. “I’ve installed several other vendors’ solutions, and this is so much easier,” he said. “It’s truly a breeze.”