

## CASE STUDY

# LIDL SWITZERLAND, WEINFELDEN: SOUND BASIS FOR DIGITISATION

Self-service checkouts and electronic price tags: the discounters have also long since taken up digitisation. A prerequisite is the “proper” IT infrastructure. Lidl Switzerland relies on a solution from Datwyler.



Lidl is a global trading company which operates 11,200 stores in 29 countries. In terms of store numbers Lidl is the world’s biggest discounter.

Lidl opened its first markets in Switzerland in 2009. Today, 12 years later, Lidl Switzerland operates over 150 throughout the country – and around ten new markets are added to this every year. Deliveries come from two large distribution centres: one at Swiss headquarters in Weinfelden in the canton of Thurgau, the other in Sévaz in the canton of Freiburg.

### Opting for quality

Some years ago Lidl Switzerland decided to go for Datwyler’s high-quality communications networks. Since then every new store has been equipped with a cabling solution from the Altdorf IT infrastructure provider. “Opting for Datwyler was quite clearly a decision in favour of superior quality,” said Jeremia Mack, Project Manager IT Infrastructure & Operations at Lidl Switzerland. “A reliable

system like Datwyler’s is very important to us as well as to our customers.”

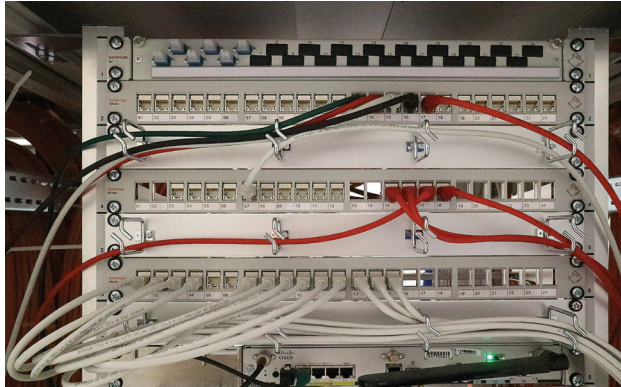
In addition, according to Mack, at Lidl Switzerland digitisation is also advancing steadily and the demand for network connections is increasing accordingly. In the stores, for example, there are self-checkout systems. Digital price tags are also controlled via the Internet. This enables Lidl Switzerland to ensure that prices are always up-to-the-minute.

### High-performance solution

The installations in the stores are implemented with type CU 7702 Cat.7<sub>A</sub> data cables. In the network cabinet the cables are equipped with MS-C6<sub>A</sub> modules and connected to the patch panels.

Lidl Switzerland also obtains the Cat.6<sub>A</sub> patch cables from Datwyler. Different cable colours – inside and outside the cabinet – allow the clear differentiation of services, among





them two Internet providers, WLAN, checkouts, video technology and digital price tags. With up to 170 links per store the colour coding makes it possible to find the right links quickly during servicing.

### Tried and tested partnership

Datwyler has proved a dependable partner for IT infrastructures. "With Datwyler products we have an efficient working system," says a pleased Jeremia Mack. "The product quality has proved its worth. We are very satisfied with the collaboration."

One of the most recent projects implemented with a Datwyler solution is the store in Reinach in the canton of Aargau, which opened in January 2021. At the moment the new logistics centre building in Weinfelden is being equipped with system solutions from Altdorf. The site, which will have a banana ripening facility, should start operating in late 2021.

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