



CAMICISSIMA



The Institution:

CAMICISSIMA is the famous brand of the historical shirt shop Fencia, specialized in the production of shirts since 1931. Currently Fencia SPA directly manage 120 stores displaced on the Italian territory, 3 stores in U.S.A., 1 in Egypt, 2 in Poland, 4 in Greece, 1 in Lebanon. Many new stores are going to be opened in other countries.

The Challenge

In the Year that celebrates 80 years since its foundation, Candido brothers, mr. Sergio and mr. Fabio, President and managing Director have a very firm and structured organization, employing 350 people.

The direct management of more than 100 shops worldwide imposes a quick and efficient centralized information and communication system.

Not least, management and communication for sales people should be as simple as possible, and should be managed remotely by qualified personnel, to avoid wasting time and money for traveling technicians.



The image shows a screenshot of the Camicissima website. At the top left, the brand name 'CAMICISSIMA' is displayed in a large, white, serif font. To the right, there are two buttons: 'Franchising' and 'Contattaci'. Below the header is a horizontal navigation menu with the following items: 'Profilo franchisee', 'Investimento', 'Prodotto', 'Progetto', 'Punto Vendita', 'Affiliazione', 'Formazione', and 'Assistenza'. The main content area features a large heading 'Diventa Affiliato' in white text on a dark blue background. Below this heading is a sub-heading 'Diventa imprenditore con Camicissima' and a photograph of a retail store interior. To the right of the photo is a block of Italian text describing the franchise opportunity.

Diventa Affiliato

Diventa imprenditore con Camicissima

Camicissima ha deciso di puntare sulla forza dell'imprenditore offrendogli la possibilità di vivere una storia di successo. L'affiliato Camicissima è dunque un vero e proprio imprenditore del tutto responsabile e artefice dell'attività che gestisce con cui l'azienda instaura, dal punto di vista economico, un rapporto strutturato di collaborazione commerciale.

Da quasi 10 anni il brand Camicissima è garanzia di successo e affidabilità e gode di notorietà a livello internazionale.

L'azienda si posiziona sul mercato con un prodotto di qualità sartoriale ad un prezzo fortemente concorrenziale e distribuisce i suoi prodotti esclusivamente attraverso negozi monomarca diretti e in franchising.

Per **aprire un punto vendita Camicissima** nella tua città e per ricevere le informazioni sulla nostra vantaggiosa offerta e sull'investimento compila il modulo presente in "Contattaci".

The Solution

All shops must be able to access the main server at Headquarters, Headquarters must be able to communicate with each store free of charge via VoIP. In addition, there must be a backup line for internet connection in case the primary line goes down.

All stores need also to communicate with customers through standard PSTN/ISDN lines, and the use of VoIP account to save money should be transparent to sales people.

Camicissima stores adopted DrayTek Vigor2820VSn as global solution, this single device allow VPN connection with Headquarters, Internet backup through 2nd WAN or 3G USB key, thanks to his FXS port for analog phone and his ISDN port for ISDN phone, it can manage one PSTN and one ISDN line, as well as 12 VoIP accounts.

Moreover, the management of all CPEs is done remotely from Headquarters, through TR-069 protocol and VigorACS SI, a powerful centralized management system to manage DrayTek's devices in the most convenient way. TR069-based VigorACS SI with user-friendly interface helps Headquarters technicians to maintain the configuration of store's CPE easily and quickly.

**VigorACS SI
business model:**
Fenicia and its stores worldwide



Load Balancing/Failover

