

About Tapestry, Inc.

Tapestry, Inc. is a New York-based house of modern luxury lifestyle brands. The company's portfolio includes Coach, Kate Spade and Stuart Weitzman. The Company and its brands are founded upon a creative and consumer-led view of luxury that stands for inclusivity and approachability. Each of the brands are unique and independent, while sharing a commitment to innovation and authenticity defined by distinctive products and differentiated customer experiences across channels and geographies.

Challenge

- Tapestry's challenge was to replace their legacy, end of life, high- cost, local store phone systems with a more flexible, maintainable and cost-effective solution.

Requirements

- A low cost easy to manage and maintain voice over IP phone solution that can utilize exiting in-store cabling and supports cordless handsets.
- Supports failover and redundancy
- Globally deployable
- Centrally administrated and managed

Solutions

- To deploy Zoom's voice system consistent with our corporate global standard.
- Rollout Zoom certified Yealink line of plug and play IP phones, utilizing exiting store cabling and wireless handsets where wiring is a challenge.
- Created a VOIP telephony kit using Zoom for temporary store locations which includes Yealink phones and an LTE/5G cellular network.

Testimonial

"Yealink, whose support and service are best-in-class, with its seamless integration on the Zoom portal, allowed us to quickly deploy Zoom services across our three retail brands domestically and internationally."

-- Andrew Gordon, Unified Communications Senior Engineer, Tapestry

Why Yealink:

- Top service and product
- Easy deployment
- Flexible in use
- Superior voice quality
- Built-in Wi-Fi & Bluetooth

