

# CBR Fashion Group

## Enabling a 24/7 real-time incident response

**CBR  
FASHION  
GROUP**

*"IT engineers on call can literally troubleshoot and remedy problems while in a football stadium. The overall incident response became 24/7 real-time, ensuring a continuous availability of mission-critical IT infrastructure and applications."*

Gerrit Grote, IT Infrastructure Administrator, CBR Fashion Operations GmbH

### Background

With its Street One and CECIL brands, the CBR Fashion Group is one of Germany's Top Five womenswear companies. CBR Fashion is one of the fastest fashion companies with only 90 days from trend discovery to delivery at 8,900 points-of-sale in 19 countries.

### Situation

CBR heavily depends on fully automated processes. Uptime of their mission-critical IT is more than crucial and so is a rapid response to any IT incident impacting availability and process continuity. CBR needed a real-time 24/7 alerting and response solution to meet resolution SLAs. Prior to the solution incidents could sometimes only be dealt with once IT staff was back in the office in the morning.

### Solution

Derdack Enterprise Alert enabled CBR to implement fully automated alerting processes with the needed level of reliability and mobility to reach out to IT engineer on call. It is connected to infrastructure and application monitoring (Microsoft SCOM) and reaches out to the very responsible team when a critical incident is detected. On-call staff is persistently alerted during after-business hours by mobile push and voice calls considering the integrated on-call calendar. In case of non-delivery or missing alert acknowledgement, the solution automatically escalates hierarchically. A native mobile app not only enables a convenient and detailed view on

alerts raised by the monitoring system; it also enables the ability to remotely trigger pre-configured IT automation tasks in an orchestration tool.

### Benefits

With Derdack CBR was able to re-design incident response and management processes in various ways:

1. Three more IT teams could be enabled for real-time incident alerting and response leading to a much short MTTR for critical infrastructure and logistic systems
2. Resolution of incidents has accelerated by 60% as alerts are now directly targeting the responsible team instead of ending up at the IT ops on-call person who manually reached out to other teams and subject-matter experts
3. Due to targeted alerting, the responding engineer handles the problem with much higher expertise
4. The mobile app for anywhere incident troubleshooting, first-responder actions and remedial further accelerates incident resolution and was used in over 100 cases within the first six months after roll-out.
5. Response SLAs are met 100%

### Client

CBR Fashion Group GmbH,  
Germany

### Industry

Fashion Retail, IT Operations

### Business needs

- Faster response to critical IT incidents
- Persistent, mobile alert notifications
- Enable true mobility of IT staff
- Integrate with System Center Operations Manager

### Business benefits

- Enablement of all IT for a real-time response
- Zero missed incident alerts
- 60% faster incident resolution
- Greater on-call duty convenience

### Learn more

[www.derdack.com](http://www.derdack.com)

### Contact

[sales@derdack.com](mailto:sales@derdack.com)

US: +1 202 4700885

Europe: +49 331 29878-0

### Follow us...

