

APPAREL AND ACCESSORIES

## John Varvatos switches to cloud-based communications system

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*The new system replaces the brand's outdated communications. Image credit: John Varvatos*

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By STAFF REPORTS

U.S.-based fashion label John Varvatos has updated its cloud communications capabilities by partnering with RingCentral.

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Replacing its older, outdated systems, John Varvatos' new partnership with RingCentral sees the brand's internal communications channels improved globally. Many brands are shifting their digital infrastructure to cloud computing, positioning it as the future of luxury digital communications.

"My goal was to create an entirely cloud-based IT environment to enable our employees to work from anywhere, on any device, at any time," said Nick Barbarise, director of IT at John Varvatos, in a statement. "RingCentral makes it incredibly easy to set up new users in global locations while administering the solution from a central location, which is an enormous advantage over our previous legacy system."

### Looking forward

Many luxury brands operate on an international basis with branches across time zones and continents.

When running an operation at this scale, it is important that brands are able to successfully communicate internally in a streamlined way.

Previously, John Varvatos used outdated, on-premise communications channels which were limited in scope and conferencing capabilities.

Now, thanks to a partnership with RingCentral, John Varvatos has moved to a cloud communications system that will improve its global communications skills and make life easier for its many employees



*The brand's new communications system is cloud-based. Image credit: John Varvatos*

This is just the latest infrastructure change that John Varvatos has implemented to improve its customer service.

The brand is also bridging the gap between offline and online through a new platform as consumers look to mobile search for local products.

Radius8, Inc. is partnering with the menswear brand to bring its local products to its ecommerce platform. Shoppers will be able to browse the John Varvatos items that are available at a store near them ([see story](#)).

"We've already seen a 40 to 50 percent reduction in costs by moving to RingCentral," Mr. Barbarise said. "In addition, the RingCentral mobile capabilities have transformed the way our team is able to work, providing the flexibility we need on a global scale."

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