



**KCOM**

**Providing  
flexibility and  
reliability for  
a fast growing  
network.**

**SPORTS  
DIRECT.com**

# Providing flexibility and reliability for a fast growing network.

**Solution** – Managed connectivity services

**Coverage** – National, 700+ sites

**For nearly 10 years Sports Direct has been partnering with KCOM for the delivery and support of communications and connectivity services across the Sports Direct group.**

As strategic partners, Sports Direct and KCOM understand the value of partnering with the right organisation to ensure mutual success.

We continue to evolve and develop our relationship to ensure that our partnership continually supports new ways of working and business growth.

## Benefits of the solution include

- > Securely managed data and connectivity services across the 700+ UK sites
- > Specialist service and support enabling Sports Direct to remain highly competitive in today's changing technology environment
- > Dedicated on-boarding and transition teams to quickly and efficiently deploy large scale technology refresh and integration of new sites and services
- > A partnership built on a deep understanding of retailers and their need for growth, efficiency and reliability

*“KCOM understands our business and they help us stay on top of changing technology while their service, support and highly competitive pricing keep them top of the tender list. When we added LA Fitness gyms to our portfolio in 2014, KCOM's speed and flexibility ensured we had the right connectivity to meet our business plans.”*

Nick Denton  
Network Operations

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