



OCUCO

Ocuco, derived from 'ocular company' and based in Oss and Herten, makes and sells Ocuco software to opticians in 85 countries worldwide.

<https://www.ocuco.com/>

Industry

Commerce & Retail, Technology

Partner

[Interconnect](#) is an independent data center and cloud specialist. Thanks to its expertise in the field of cloud, connectivity, data centers and security, customers can focus on their core activities.

VMware footprint

VMware® Cloud Director™

Ocuco Improves Efficiency, Security and Customer Experience

Opticians have traditionally been accustomed to storing their data on local servers in their stores. However, this resulted in inefficiency and sub-optimal security. To ensure that independent opticians in the Netherlands can better serve their customers quickly, Ocuco opted for a cloud solution, VMware Cloud Director, via partner Interconnect. With the cloud service delivery platform from VMware, Ocuco can optimally set up cloud environments and offer its software via the cloud. Customer data is available to opticians at any time and place. The cloud environment is also scalable and ensures efficiency, speed and security. This allows Ocuco to provide a better service to opticians, increasing the customer satisfaction of opticians and their customers.

Store automation solutions for now and future

Ocuco was founded in 1993 and has 350 employees. The company makes and sells software to opticians in 85 countries worldwide. Ocuco has 30 employees in the Netherlands and Belgium and is the market leader as a specialist in the optical sector for independent opticians. The company creates store automation solutions for opticians and offers a complete package including links to eye measurement equipment and to accounting programs, as well as software for ordering, payments, purchasing and delivery. Ocuco has a goal to continuously improve itself and ensure that customers remain satisfied and proud of its store automation, now and in the future.

“Many independent opticians don't think about what goes on behind the scenes to ensure they can do their work. This is what we focus on, so opticians can focus on their core business and offer a good service. IT is really important for opticians because they can't carry out their work without it.”

Hans Zoon, Managing Director Benelux, Ocuco



Inefficiency and insufficient security due to data on local servers

Ocuco found that the data of many independent opticians was stored locally in their store. In order to properly serve customers and work efficiently, every independent optician must ensure that customer data is available at every location and at all times. This was not possible due to the use of its own local servers. In addition, the measuring devices functioned independently of one another, requiring manual work to order glasses or lenses and increasing the risk of error. The new GDPR legislation also got opticians thinking about their security because in the event of a theft or fire, customer data would be exposed or completely lost.

Because the servers were in the stores, the opticians, and sometimes Ocuco needed to physically go there. This was very inefficient and time-consuming. And if Ocuco had to perform a software update, it took days to call all the opticians and get them updated. Thus, a solution had to be found so opticians can continue to help their customers properly and quickly. Hans Zoon, managing director Benelux at Ocuco, says, “Many independent opticians don’t think about what goes on behind the scenes to ensure they can do their work. This is what we focus on, so opticians can focus on their core business and offer a good service. IT is really important for opticians because they can’t carry out their work without it.”

“Together with VMware partner Interconnect and on their recommendation, we chose VMware Cloud Director because it was the best solution. VMware Cloud Director offers speed, scalability, flexibility and security.”

Patrick Walschots, Operations Manager Benelux, Ocuco

Software in the cloud

Within the optical sector, Ocuco was one of the first to make the move to the cloud and develop software that runs in the cloud. Patrick Walschots, operations manager Benelux at Ocuco, explains, “Together with VMware partner Interconnect and on their recommendation, we chose VMware Cloud Director, a cloud solution that we have been using for two and a half years now. VMware Cloud Director offers speed, scalability, flexibility and security. We also have servers under our own management and we can scale up and down resources in real time. In addition, Interconnect gives us good advice, offers support and responds quickly. Together with partners such as Interconnect, we ensure that opticians can carry out their business processes perfectly.” Paul Jansen, business development manager at Interconnect, agrees, “Opticians can focus more on their own business and not on the IT infrastructure. That is often the reason that customers turn to Interconnect.”

Everyone is doing what they are good at

Because Ocuco found that the IT situation for opticians was not optimal and therefore offered a cloud solution, opticians can help their customers well and quickly. “The cloud environment offers stability, maximum security, is scalable and always available, so our customers don’t have to worry about that,” says Zoon. “Because our opticians work in the cloud with VMware Cloud Director, everyone can do what they do best and improve the efficiency of all processes. The optician sells glasses, Ocuco takes care of the store automation and Interconnect and VMware ensure that the data is managed, secured and accessible. This improves the service for everyone, and the end customer goes home with beautiful glasses and good vision. That’s what it’s about.” Ocuco smart software, in combination with the VMware environment on which Ocuco solutions run, helps people to function in society because they can see well.



Speed, security and improved service and customer experience

VMware Cloud Director offers several benefits to the Ocuco IT staff. Patrick Walschots says, “In the past, it took 10 minutes to connect to the customer or we had to physically go there to install our software and applications. Now we can watch live with the optician remotely and quickly solve any problems, which results in huge time savings and efficiency.” In the past Ocuco also had to call all opticians who needed an update, which took days. Thanks to the software, it is now possible to indicate which branches should receive an update and this is done within two minutes. It is a scalable environment, which makes it easy to add customers. It offers speed, so if a customer urgently needs to put its data in the cloud, Ocuco can take care of this within 24 hours. IT employees also have less administrative work because they no longer have to perform certain tasks themselves, such as updating servers. This is automatically arranged by Interconnect.

It also offers many benefits for Ocuco customers. In the past, opticians had to do everything themselves: help their customers, place orders and maintain a computer system. Now that the IT aspect is provided, the opticians can work more efficiently and focus on their core business. In the past, opticians also had to physically go to their stores to process orders. The data is now in the cloud, so customer data is available at any location and opticians can always access it quickly. And since the software is hosted in the cloud, it is possible to communicate in real-time with an online agenda or a customer portal. Also, opticians’ measuring devices are linked to Ocuco cloud solution, so that the correct data no longer has to be retyped, but immediately appears in the system. Opticians can order the products at the touch of a button, enabling them to work faster and more efficiently and reducing the risk of errors.

Ocuco also uses the multitenancy function of VMware Cloud Director, which means that multiple opticians use a single server. “We always ask a new customer whether

they want their data on a shared server or on their own dedicated server—which is more expensive, of course,” explains Hans Zoon. “Customers usually opt for a shared server: As long as the data is separate, they have quick access to it, it is secured and it complies with GDPR legislation and thanks to VMware Cloud Director, this is the case. In addition to the cost advantage, multitenancy also offers scalability, flexibility and speed. We can quickly add a new optician to the cloud environment.”

Securing opticians’ customer data and ensuring privacy is also essential. The security at Ocuco consists of several solutions, including VMware Cloud Director which also includes multifactor authentication. By working in the cloud, data is much more secure than when it is on local servers. Paul Jansen of Interconnect explains, “Opticians cannot achieve the level of security onsite in their stores that we offer in our data centers.” In addition, the Interconnect servers that Ocuco uses are hosted in data centers in two different geographic locations.

Customers of opticians are helped faster, their data is always up to date and they have a better customer experience—even from home. “Customers no longer have to wait in line physically or on the phone, but can make an appointment online from home,” says Hans Zoon. “This is possible because we now work in the cloud.”

Further expanding the solution

In the optical sector, there has been a shift from bricks to clicks, from physical stores to online stores. There are many more online tools available. In about three years, 20 percent of an ‘average’ optician’s sales will come online. “This would have been impossible if we hadn’t chosen VMware,” says Hans Zoon. “Our focus is on expanding the use of the current solution so that we can easily add new opticians to the servers. With VMware Cloud Director, we can facilitate opticians even better, so that they can better serve their customers and offer much more business online.”

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Hans Zoon, Managing Director Benelux, Ocuco
