

Case Study – Micro Center

Micro Center standardizing the Ultimate Build-Your-Own PC experience with UniFi



Background

Micro Center has long established itself as a premier destination for technology enthusiasts and gamers alike. Specializing in build-your-own PC solutions, Micro Center offers a unique, hands-on retail experience across the United States. Unlike typical online stores, customers can interact directly with PC components—testing, touching, and consulting knowledgeable staff on everything from graphics cards to motherboards. This unmatched retail experience requires robust technology behind the scenes to seamlessly handle everything from point-of-sale (POS) systems and staff training to customer interactions and device demonstrations.

Business Objectives

- Standardization Across All Locations
- Ensuring Redundant Connectivity
- Robust and Reliable Infrastructure

Why UniFi

License-Free Model UniFi's licensing-free structure was a key factor in Micro Center's decision. Eliminating annual license fees traditionally associated with enterprise solutions significantly lowered the overall cost of network ownership. Chris emphasized the cost-effective advantage: "UniFi gives us a cost-effective means to provide reliable network solutions throughout our stores without ongoing license costs."

Results & Benefits

- Unified Network Infrastructure
- Reduced Operating Costs
- Enhanced Network Reliability

Micro Center's deployment of UniFi demonstrates the transformative impact of adopting a unified, scalable, and cost-effective networking platform in the demanding retail technology environment. Through carefully planned deployments in Columbus and Miami—and upcoming standardization in Santa Clara—Micro Center has established a robust network foundation that supports both their current operations and ambitious growth.

