Accelerate retail performance with scalable connectivity Wireless WAN Solutions

By AT&T Mobility Solutions Services (MSS)

Opportunity

Today's retail business is increasingly technology-driven and mobile, requiring rapid technology and network transformation. In order to remain competitive, compliant, and profitable, retailers must upgrade their payment solutions, engage customers with targeted marketing communications such as digital signage, and address security needs such as loss prevention and customer data. Many of these applications will require wireless 4G/LTE to support increased speeds, greater bandwidth, and enhanced capabilities. Wireless wide area network (WWAN) solutions from AT&T offer the 4G/LTE connectivity retailers will need, while providing long-term, flexible, highly secure, cost effective communications.

WWAN provides several benefits, enabling connectivity for a variety of retail applications that can accelerate business performance and increase competitiveness:

Service Continuity

Wireless solutions can serve as a backup to existing fixed-line enterprise communications, maintaining the ability to perform critical business functions, service customers, and process payments in the event of a service outage.

Mobile POS

Implement highly secure mobile POS systems in stores to serve customers where they are, speeding up sales transactions.

Back Office

Connect store managers and employees at multiple branch offices to enterprise systems and training, enabling them to be productive and prepared to serve customers. Keep your enterprise systems separate from your guest Wi-Fi.

Digital Signage

Use GPS functionality from the wireless router to enable location-aware mobile signage or easily test and reposition sign locations to maximize business results. Deliver targeted messaging based on demographics, user behavior, and location. Position your digital signs anywhere a wireless signal is available.

Pop-up Stores and Kiosks

Quickly expand and connect points of purchase virtually anywhere with little effort and maintenance. Run highly secure credit card transactions.

Solution Overview

When it comes to operating a retail communications network, cellular coverage, throughput, latency, and security considerations such as PCI compliance are key. Retailers have traditionally used a costly wireline connection such as frame relay for their store and restaurant communication needs. However, today many retailers are upgrading their wireline networks due to the need to meet greater technology demands as well as the sun-setting of legacy wireline technology. Managing the initial upgrade process and supporting the network and equipment post-deployment is complex and resource-intensive. AT&T offers the expertise and capabilities to design, deploy, and support WWAN solutions tailored to meet the unique needs of the retail industry. Our WWAN solutions are built to support multiple carriers for true network diversity, can address high security standards for PCI compliance, and provide greater throughput for more users and demanding applications.

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Primary WWAN Solution

A primary WWAN solution offers the flexibility to quickly connect nearly anywhere, anytime and requires less space than traditional wired solutions. A primary WWAN solution provides enterprise-grade security and can deliver reliable connectivity, making it ideal for pop-up stores, kiosks, mobile POS, and digital signage.

Failover WWAN Solution

When a service outage occurs, the failover WWAN solution automatically and seamlessly switches over to a wireless 4G LTE broadband connection so that retail operations can continue to run smoothly at broadband speeds. The failover WWAN solution eliminates a single point of failure when wired connectivity is lost, while also allowing for multi-carrier connectivity for any business location where uptime is critical. During failover to WWAN, critical applications can be given priority access.

Mobility Professional Services

From initial deployment through program management and lifecycle support, AT&T offers a comprehensive suite of professional services to deliver a fully managed WWAN solution. These services may also be added on individually to any WWAN project as needed.

Site Qualification

AT&T will test upload/download performance and latency, provide a carrier agnostic assessment of viability of wireless as the access technology for up to three carriers and identify the best carrier for wireless connectivity. In addition, AT&T will conduct a physical check of the environment to evaluate if there is adequate power and wiring. If the preferred location for the WWAN service is not optimal, an evaluation of the need for an external antenna or a suitable alternative placement will be made.

AT&T Commercial Connectivity Service with Custom APN

This service provides highly secure, non-Internet-based communications. By establishing standards-based connectivity between the customer's WAN and the AT&T wireless network, the entire AT&T wireless network deployment can appear as one of the customer's remote locations supported by their existing WAN.

Benefits

- Fully managed WWAN solutions include procurement of wireless routers, site survey, installation, network monitoring, and lifecycle support

- Cyber Security IPS/IDS option

- Multi-carrier routing for scalability and flexibility

- Cost effective data plans to allow for budgeting
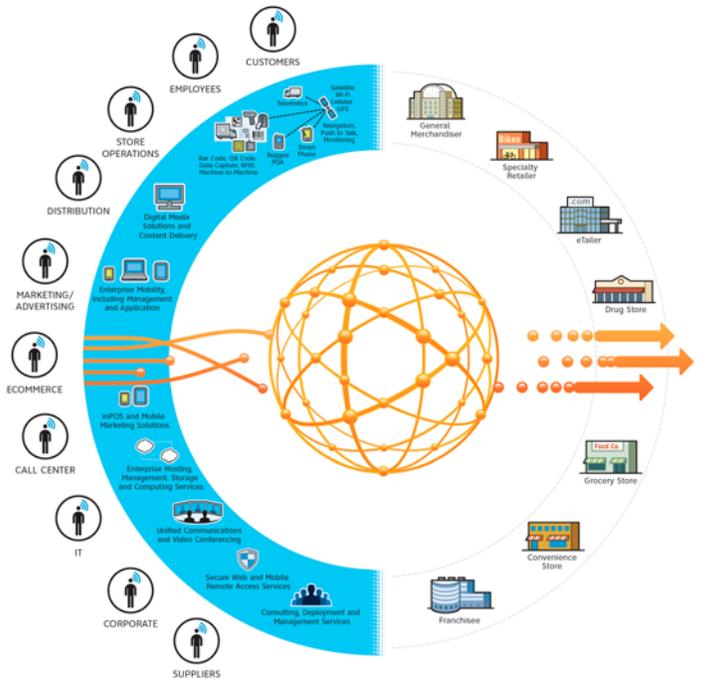
Complex Integration Support

For retailers requiring additional assistance integrating multiple legacy and emerging protocols, AT&T has a variety of options to support customers throughout solution design, configuration and testing activities.

Equipment Selection

Via our premier equipment providers, AT&T offers a wide array of wireless routers and accessories that best integrate with the retailer's business and technical requirements.

Equipment Deployment

Deployment services include staging and kitting, user account setup, application loading, custom configuration, QA operational testing, packaging with collateral or accessories, and end-to-end project management through the receipt of ready-to-go routers and accessories.

Installation

AT&T will manage the installation of the routers and accessories at each customer location. During installation, AT&T will also verify and test wireless router functionality, connectivity to the wireless network, signal strength, and visibility with the retailer's network support.

Maintenance Dispatch/Advanced Exchange

A service designed to seamlessly replace damaged or defective wireless routers, including a help desk to report claims and start warranty processing. AT&T swaps out malfunctioning wireless routers from an AT&T-managed spares pool.

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Network Monitoring
Remote network monitoring is available as well as 24x7 access to report network troubles. In addition, remote diagnostics may be performed and a field technician can be dispatched to repair or replace wireless routers and parts.

BuyBack/Recycling Program
AT&T offers a carrier-agnostic equipment buyback and recycling program for wireless devices and peripherals, which can potentially offset costs of future initiatives.

Supported Applications

• Run upgraded payment solutions over 4G/LTE such as EMV Chip & Pin and NFC

• Enhance marketing and operations with digital signage, IP cameras, customer analytics

• Deliver primary and backup IP connectivity for multiple retail locations, users, and devices

• Support highly secure POS transactions and customer WiFi Internet hotspots

• Deploy quick-to-market connectivity for pop-up stores and self-service kiosks

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