

The Little Book of **Retail Connectivity**




Ripplecom
connecting business

Connectivity is mission critical for modern retail.



The local corner shop is the epicentre of a digital revolution. From cashless transactions to customer WiFi, brick and mortar shops are a hive of connectivity.

Retail Internet networks connect everything from point of sale systems to security cameras and refrigeration units. Truly connected retail premises can enhance customer experience and streamline day-to-day management.

Any disruption to connectivity will impact on operations and on revenue. Even the briefest outage results in customers leaving the premises without making a purchase. Incomplete transactions, resyncing inventory control and delayed order fulfilment will all cause longer term headaches.

With such dependence on connectivity, retailers need a highly available and reliable connection and a provider they can count on.

In retail, downtime is money walking out the door.

Retailers can easily imagine how long (or not) customers will wait in line if their till crashes and the credit card machine is down. Consumers are going cashless, so a network outage means missed sales, disgruntled customers, idle employees and lost revenue. To help retailers protect their livelihoods, Ripplecom has designed an ingenious and cost-effective way to keep them connected.

Costs to the organisation



Revenue loss



Plummeting productivity



Reputational damage



Disgruntled customers



never lose connection again

Orion by Ripplecom keeps retail outlets online and operating, with no disruption to trading, even during a major network outage. Named as 'IT Project of the Year' by the Tech Excellence Awards, Orion provides customers with two diverse Internet connections and truly seamless automatic failover in the event of an outage.



active debit and credit cards in issue in Ireland.



of Irish consumers will avoid a shop that does not accept credit cards but if a retailer's Internet goes down, they are powerless to process payments.



year-on-year growth in contactless payments in both volume terms and value terms in 2018.

What goes down with the Internet.

A network outage or fault would bring most retailers' entire operations shuddering to a standstill within seconds. Irish shops have moved much more than their emails to the cloud. Points of sale, inventory, food safety systems, payroll, invoicing and even basic office software may all require a network connection to operate.

Ability to process transactions

EPOS systems: centralised set up and low overheads are just some of the reasons many Irish retailers now operate cloud-based point of sale systems.

Card payment terminals: cash is no longer king. Irish consumers avoid shops that do not accept credit cards and the popularity of contactless payments is growing.

Communications blackout

When email, online ordering and VoIP telephones all go down, frustrated customers will struggle to get in touch- and retailers will find it equally challenging to respond. And customers demand a response; more Irish enterprises use social media than almost any of our EU counterparts and when social media users reach out, they expect a response within an hour. An offline retailer not only risks missed sales opportunities but reputational damage and lost customer goodwill.



Critical applications

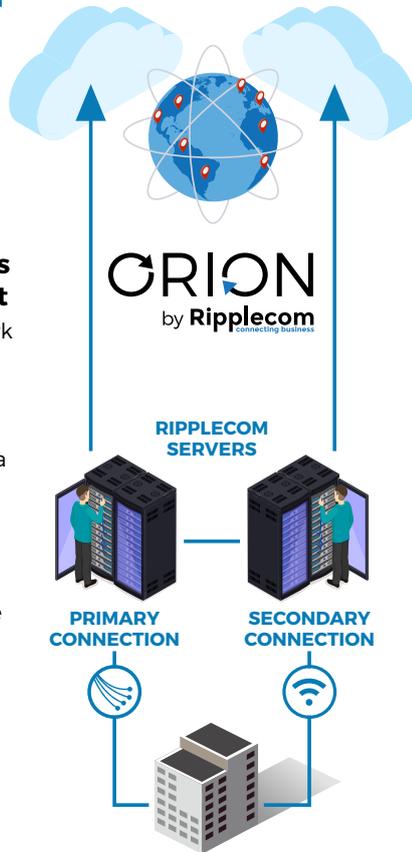
It can be easy to forget how many everyday applications are connected so take a moment to look around. These are just some of the vital functions that will shut down in a network outage.

- **Inventory and stock control**
- **HACCP monitoring and food safety controls**
- **Security cameras and alarms**
- **Loyalty cards**
- **CRM and customer databases**
- **Payroll, invoicing and accounting software**
- **Basic office software like Microsoft 365**
- **Time and attendance**

Why Orion is best for retail.

How Orion delivers always-on Internet

In the event of a network outage, Orion's award-winning autofailover technology switches all linked systems and devices smoothly from a primary to a secondary Internet connection. Businesses continue to operate normally keeping customers and employees happy. Once the main connection is restored, Orion will automatically switch all systems back to the primary source.



No downtime, anytime

Evenings and weekends are some of retail's busiest times. Contacting IT support outside of normal office hours can be impossible so peak time outages are a potential disaster. Orion's seamless automatic failover and enhanced secondary connection mean that owners and managers can relax knowing that, whatever time an outage occurs, trade can continue while the primary connection awaits repair.

Business as usual

Orion is uniquely engineered to allow traffic to continue in the same IP stream. This allows all connected devices, including tills and card terminals, to work normally throughout an outage. The failover is so fast and smooth, staff will continue to work as normal, blissfully unaware that anything has happened.

Process payments with PCI compliant ports

Ripplecom connections are secure, helping vendors to stay PCI compliant and able to process payments as usual.

Straightforward installation

The compact physical failover unit is installed with minimal disruption or inconvenience.

Take control of your connectivity

Service disruptions and network faults are outside of your control and impossible to predict. However, with an Orion autofailover in place, owners and managers can relax, knowing that when a disruption does occur, your business will stay securely connected and fully operational.

Multisite retail networks.

A retailer's network is their line to the outside world, connecting them to customers and suppliers. For retailers with multiple locations, setting up individual connections can be costly and time consuming. A private network with intelligent routing between branches will minimise administration, enhance performance, improve security and empower the business.

Creating an integrated network between multiple sites in partnership with Ripplecom offers considerable benefits to retailers:

Easy expansion to new locations

Ripplecom can connect all remote sites, wherever they are located. A different connection type can be deployed for each branch if necessary. We tie them all together within the private network for seamless integration.

Unlock the potential of cloud

Once hooked up to HQ, or directly to a data centre, your organisation is free to make the move to centrally hosted applications.

Protect revenue with perfect business continuity

With key applications in the cloud, the need to keep all your branches always-on is amplified. Ripplecom can deploy primary and back up services to each site, configured with Orion, our market-leading autofailover.

Security

A retailer's network carries sensitive customer data and financial transactions. Safely transport data through secure connectivity across the network from the branch to the cloud.

Minimise headaches, maximise service

Consolidate primary connectivity, back up, voice and security needs across sites with a single provider.

- IT gains full visibility of all traffic and applications across the entire estate for maximum control and easy troubleshooting. If support is required, a single point of contact is on hand to provide assistance.
- Consolidating providers means that invoicing is streamlined, reducing the administrative burden.

Take priority

Within a private network, QoS (Quality of Service) can be deployed to prioritise traffic, manage bottlenecks and reserve bandwidth for critical applications.

Let's talk networks

Our in-house technical experts manage each part of a private network development project to deliver what you need on time and on budget. If you are considering a network change, they will talk you through every part of the process with honest, straightforward advice.

Call on our expertise; telephone **061 500250** or email **business@ripplecom.net**

Ripplecom for retail.

Ripplecom delivers data connectivity and VoIP telephony married with the Orion autofailover to provide holistic cloud connectivity for smart businesses nationwide. All solutions are fully scalable from single units to multisite enterprises and are supported by Ripplecom's helpful and responsive team.



How we enable retailers

Working together, we can enhance your communications, proactively meet challenges and protect your operations through the relentless pursuit of business continuity.

Future-proof connectivity

Retail networks incorporate services from many different suppliers: from EPoS providers, card terminals and security firms to refrigeration services and digital signage. As more and more services become digitised or cloud based, a retailer's connectivity architecture must be capable of growing to accommodate demand. The Ripplecom team works with retailers to ensure their connection suits immediate needs and longer-term plans.

Superior service

Our customers get direct access to a team of professional problem-solvers ready to tackle any issue they may encounter. Our entire team, from Customer Service Agents to Senior Network Engineers, are dedicated to providing a friendly, expert and agile service.

Engineering expertise

Ripplecom is Ireland's only engineering-led telecoms operator. We keep engineering at the core of our operations, so the quality and integrity of our solutions are always exemplary.

Retail Excellence Gold Partner

“Retail Excellence is delighted to welcome Ripplecom as a Gold Partner. As the dominant representative body in retail, we count 2,000 of the most successful and progressive retailers in Ireland as our members. We’re pleased to connect them with Ripplecom as a service provider, who match technical expertise with exceptional customer service. On behalf of our members, we look forward to a long and fruitful relationship with Ripplecom and we wish them every success.”

- Retail Excellence



Meet some of our retail customers



Ripplecom provides data connectivity, business continuity, voice and security services to thousands of Irish businesses ranging from global pharmaceutical companies to financial institutions, supermarkets to department stores. Licensed by the Commission for Communications Regulation (ComReg), Ripplecom is an approved framework provider to the Irish government. From our Limerick base, we operate Ireland's largest independent fixed wireless network. Our Orion autofailover was chosen as Ireland's IT Project of the Year by the Tech Excellence Awards for the invaluable protection it offers to connected businesses.

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