

# iPass Retail Office

Providing Fully Managed Real-time Internet-Based Virtual Private Networks to Retailers

- Enable latest retail applications with a secure, fully managed IP VPN
- Ensure access at retail locations through extensive North American broadband coverage
- Protect sensitive data through IPSec or SSL encrypted connections and managed firewall capabilities
- Gain industry-leading network availability and performance through, end-to-end management, and comprehensive service-level agreements



## THE CLEAR CHOICE FOR RETAIL NETWORKS AND APPLICATIONS

In today's competitive marketplace, improving retail operations and enhancing customer experience depends on enabling a continuous flow of information and data throughout the retail chain. More than ever, the customer is king—fast check-out lines, swift payment processing, and highly responsive customer service are necessary to meet customer demands. Retail locations rely on around-the-clock access to payment transaction processes and corporate information systems to boost productivity and improve efficiency, enabling them to exceed customer demands and stay ahead of the competition. Network access must be always-on, fast, reliable, secure, cost-effective, and consistent across each retail location in the organization.

iPass addresses these retail network requirements with the iPass Retail Office service. Robust broadband performance and a managed Internet Protocol (IP) virtual private network (VPN) are combined with a full suite of network management services, value-added services, and industry-leading SLAs in one comprehensive retail network environment. State-of-the-art security capabilities safeguard company assets, advanced administration tools provide full system control, and proactive management services help retailers redirect valuable time and capital where it belongs—into the development of competitive advantages and a superior customer experience.

## IMPROVED CUSTOMER EXPERIENCE

The always-on iPass broadband IP VPN solution provides an attractive alternative to legacy network connectivity options

## iPASS RETAIL OFFICE BENEFITS

- Lower total cost per transaction
- Reduce payment processing time to seconds per transaction; process more transactions per hour
- Deliver bandwidth required for new applications such as:
  - Centralized customer databases
  - Digital signage
  - Automated signature capture
  - Electronic authorization and authentication
  - Video surveillance
  - RFID
- Get real-time sales information and inventory from your stores
- Quickly and easily deploy new stores with unmatched North American broadband coverage and provisioning speed
- Modernize operations with online employee training, reference manuals and labor scheduling
- Deploy payment options such as gift and debit cards
- Sleep easily with proactive end-to-end network management and industry leading service level agreements

such as frame relay, satellite, and dial up—by delivering significant cost reductions, improved network throughput,



and faster transaction times. Greater bandwidth means that iPass broadband IP VPNs can support advanced applications, such as real-time inventory tracking and real-time sales monitoring. These capabilities can boost profitability by enabling retailers to respond quickly and accurately to customer inquiries, and can help earn customer loyalty by allowing retailers to rapidly deploy promotional programs based on customer spending patterns, such as gift cards.

#### **BOOST EFFICIENCY**

The fast network communication speeds offered by Retail Office can decrease the amount of time customers spend during checkout, enhancing their shopping experience and enabling employees to service greater numbers of customers at peak shopping times. In addition, providing all retail outlets with access to cohesive administrative applications, such as Web-based training and human resource programs, can help streamline operations and boost efficiency across the organization.

#### **SCALABILITY FOR FUTURE GROWTH**

iPass offers retailers a proven turnkey process whereby each retail network deployment is individually designed to increase operational transparency as well as cater to future growth plans—helping reduce the cost and complexity of store openings and providing scalability for new programs and applications as businesses grow. Recognizing that each retail business faces its own unique needs and challenges, iPass offers personalized service with a single point of contact throughout the entire Retail Office deployment.

#### **PROACTIVE NETWORK MONITORING, MANAGEMENT AND REPORTING**

Retail Office includes 24/7 proactive network monitoring and management. The Real-Time Reporting tool collects both real-time and historical data about your network and formats it for easy viewing from a Web browser. You can monitor and control your network, scan for security violations, gauge service quality, provision new services, review usage trends and billing records, and track automated trouble tickets—all via a secure and easy-to-use Web portal. iPass automatically detects service events and proactively opens more than 95 percent

of all trouble tickets for network service events before being contacted by users.

#### **MARKET-LEADING END-TO-END SERVICE LEVEL AGREEMENTS (SLAS)**

Comprehensive SLAs that clearly define expectations and responsibilities should be standard fare when entering into relationships with carriers or managed VPN providers. While other service providers offer limited SLAs that merely cover their own backbone networks, only iPass covers the entire network. At iPass we understand that a network is only as good as its ability to support actual site-to-site communications. That is why iPass offers an end-to-end SLA that is unique in the industry, covering the communications paths between your data center and retail locations.

#### **100% COVERAGE**

Connect 100% of your locations. iPass' industry-leading aggregated broadband network of more than 150 leading North American cable and DSL providers including Comcast, Covad, and Verizon, can deliver complete coverage of your retail locations. All this with one contract, one invoice and one number to call for support.

#### **SEAMLESS SECURITY**

Retail Office includes a range of security capabilities and encryption to shield your data and information from risks. iPass provides a seamless, end-to-end security barrier around your extended enterprise network by using leading security technology, including fully managed, end-to-end IP Security (IPSec)-encrypted VPNs and stateful inspection firewalls. To help ensure reliable, always-on access, iPass leverages industry-leading networking products from vendors such as Cisco Systems, Juniper Networks, SonicWALL and ZYXEL.

#### **LEARN MORE**

iPass provides the best geographic coverage for fixed broadband available through one provider. To learn how you can provide high-speed connections to your retail locations and leverage iPass Retail Office for fully-managed IP VPN services, contact your iPass representative or visit [www.ipass.com](http://www.ipass.com) today. ■

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