



Sector: Retail

Locations: High street coffee shops
and clothing stores

Solution: 3G & 4G mobile broadband



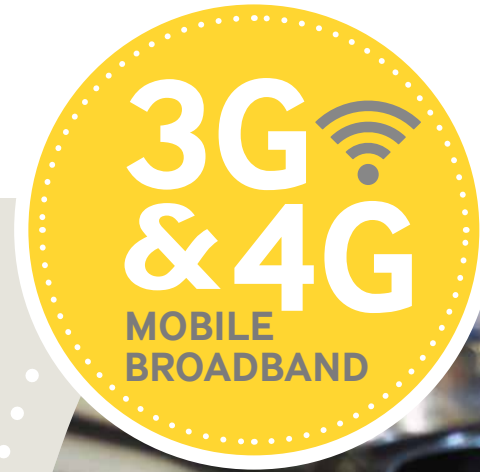
Connected retail: optimising the customer experience

Cloud-based business applications are becoming the norm for the retail and hospitality sectors, making secure access to fast and reliable connectivity a top priority.

Retail campaigns and processes are most effective when they are applied consistently across all outlets, nationally or internationally.

Connecting back office inventories with payment systems and advertising platforms can help retailers to reduce costs, manage stock, and refine and optimise their customer experience.

Integrating IoT technology into the customer journey gives retailers a better understanding of customer behaviour and purchasing patterns, allowing them to create a personalised consumer experience.



A cost-effective solution

Arkessa's 3G & 4G mobile broadband solutions are cost-effective and easy to deploy, meaning new retail businesses can start trading on day one. The solution can then be retained as an automatic wide-area network (WAN) failover so that retailers can continue to take payments and access their systems in the event of an outage.

Arkessa provides flexibly-priced connectivity solutions based on location, data usage and technical requirements, allowing retailers to connect to the Internet of Things, wherever they are in the world.

