

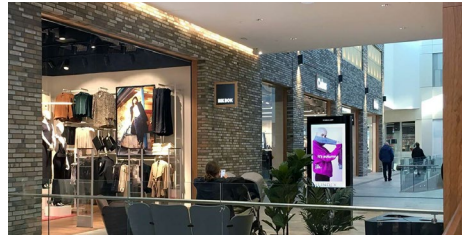
How 5G and LTE enable retail transformation

From the rise of Buy Online Pickup In-Store (BOPIS) to ever-evolving safety concerns, the retail landscape is constantly adapting to customer needs, marketing strategies, and payment trends. Keeping pace requires dynamic, secure connectivity for stores, IoT, and beyond.



Nonstop connectivity in stores

Retail stores leverage hybrid WAN solutions with zero trust security for reliable and flexible connectivity. This helps keep point of sale, BOPIS, kiosks, customer Wi-Fi, and other applications online at all times.



Store within a store

Retailers within larger stores often need independent networks. Cellular solutions that feature zero trust security options provide instant cellular access, with data staying secure and completely separate from the host's network.



Day-1 connectivity

Businesses use cellular-enabled routers or adapters to connect immediately and meet opening day deadlines, regardless of fiber installation delays. In the long run, this provides flexibility to use cellular for primary connectivity, failover, or bandwidth augmentation.



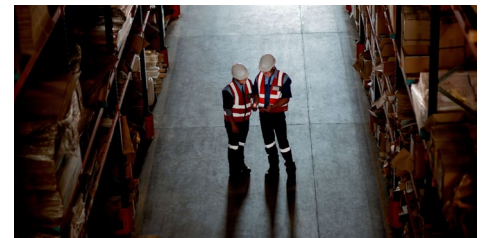
Pop-up locations

Cellular solutions for pop-up retail — everything from farmers markets to seasonal storefronts — provide instant WAN connectivity and Wi-Fi in places where wired links are either unavailable or unreliable. Easy to set up and manage remotely, they don't require dedicated IT staff on-site.



IoT in stores

Cellular solutions empower in-store IoT — enabling retailers to collect, send, and analyze data at the network's edge in a manner that improves efficiency, sales, and customer service. Retailers can leverage sensor data for informed decisionmaking and utilize beaconing for targeted marketing based on customer behavior.



Private cellular in warehouses

Connectivity is difficult in warehouses, where Wi-Fi for wireless LAN can be spotty and efficiency is a must. Private cellular solutions provide reliability, control, and security — plus they can double as coverage extension of the public network.