

Networks by Wireless Retail Proposition Document

Generic Information

High street retailers operate in a highly competitive environment today. Consumer expectations along with varied routes to purchase mean high street retailers need to be available to the consumer when the consumer demands it.

High street retailers need;

- Speedy delivery of communication links to enable early trading when opening a new branch or outlet
- Reliable communications that enable stock levels and delivery dates are provided to customer enquiries in real time
- Secure communication links to allow processing of credit card transactions
- Resilient communication links to avoid periods of unavailability

Business Issues

Time to market is key for many retailers and the time from signing a lease on a new building or premises means that the clock is ticking – costing the retailer every day that they are not trading.

Early delivery of communications means many key tasks of a retailer can take place, such as ordering stock and enabling voice communications with a new location or relocation.

A modern retailer can now turn a shell of a building into a trading outlet within a few weeks and trading progress can be impacted waiting for the delivery of a traditional fibre based telecommunication service.

Wireless Solutions

Networks by Wireless are able to provide solutions to retailers that;

- Offering connection time in days – not weeks or months
- Are secure and offer recognised government security level guidelines
- Offer dedicated bandwidth rather than “contended” solutions like some DSL solutions
- Offer significantly lower “£ per mb” when compared to Ethernet and Fibre type solutions
- Facilitate a multitude of applications such as VOIP, CCTV, Intranet, Video & corporate traffic
- Strategic ownership of assets enhances balance sheet

“ A partnership with NbW is a sound investment in quality, reliability and value for money.”

