

# FAST AND UNINTERRUPTED RETAIL CONNECTIVITY

## SUMMARY

Nowadays, most retail businesses are offering multiple means of customer services oriented to engagement and satisfaction. Connected services include offering public WiFi with captive portals for client engagement, digital signage screens, people counting solutions, and automated inventory management for stock control to have more operational control and transparency. Naturally, digital payment options and card payments remain a must-have option in a physical retail environment.

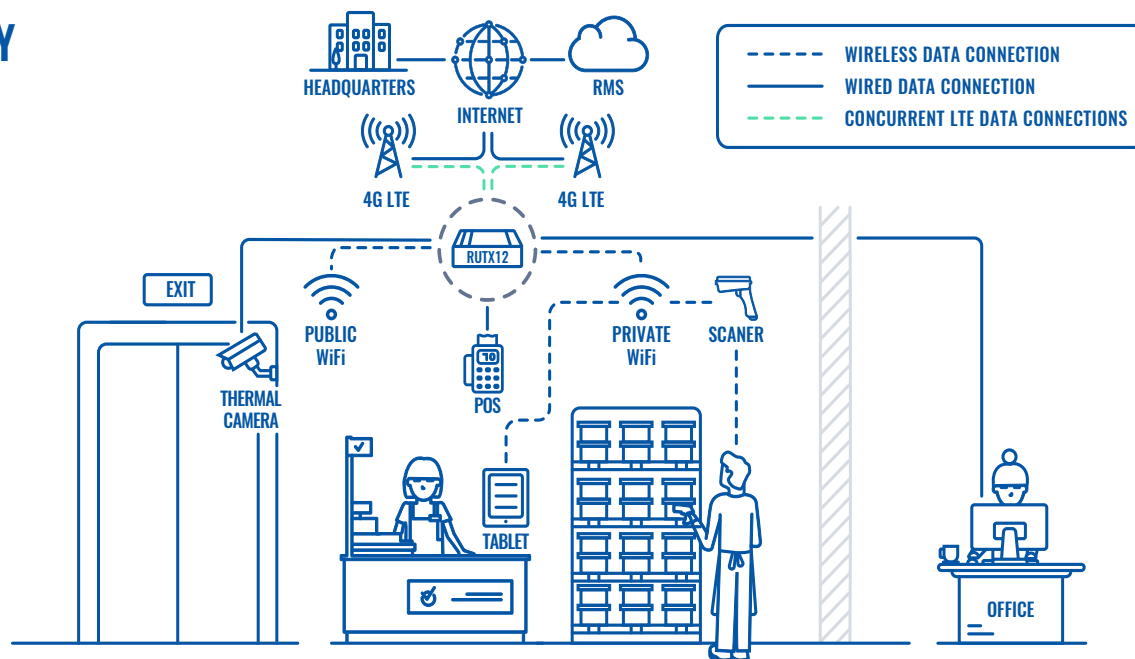
## CHALLENGE

In essence, the retail environment is extremely competitive. With digital services advancing at a rapid pace, it takes less and less time to turn an idea into a business, and many entrepreneurs and enterprises seek to reduce the time-to-market as much as possible. Advancements in digital marketing drive customer demand, but regardless of the growing popularity of e-commerce, physical retail is still the major consumer market driver. Retail market is highly dependent on reliable, fast, and secure internet connectivity both for customer services and to enable internal operations, including stock management. Even though wired Internet connectivity is widely available in the hearts of the urban environments, such options cannot offer 100% availability, which is a must. Besides, for companies, who manages shops in areas where internet connectivity is unstable and very slow or even unreachable, it's crucial to look for alternatives to obtain fast and reliable connectivity. Finally – speed and availability are not the only challenges, with the increasing threats of cybersecurity.

## SOLUTION

4G LTE is becoming a more and more favorable option when it comes to fast and reliable Internet connectivity options. With multiple cellular modules, higher LTE categories, mobile Internet services can match and surpass the speeds of wired connections in congested areas. However, cellular solutions can be deployed instantly without the need for cabling and arranging long-term contracts.

## TOPOLOGY



Retail connectivity security, downtime, and availability challenges can be easily resolved by choosing a professional cellular router with two 4G LTE CAT6 modules working simultaneously. In the proposed solution with our RUTX12, the two SIM cards working together can provide speeds up to 600 Mbps and ensure that all retail solution components are connected. Two modules can be used to increase solution security by splitting traffic between two LTE modules, for example, for corporate traffic and customer services. In the proposed solution with our RUTX12, the two SIM cards working together can provide speeds up to 600 Mbps and ensure that all retail solution components are connected. Two modules can be used to increase solution security by splitting traffic between two LTE modules, for example, for corporate traffic and customer services.

As shown in the topology the POS system, computer and thermal camera are connected to the router via Ethernet, barcode scanners and tablet is connected via WiFi to secure, private network. As RUTX12 is capable of supporting IPsec, OpenVPN, and other VPNs, companies can configure their networks accordingly by their needs and requirements. Finally, the RUTX12 is compatible with the Remote Management System, which allows system operators to conveniently and monitor and manage the whole network remotely. This includes remote configuration, firmware updates, notifications, reports, and much more.

## BENEFITS

- Performance - RUTX12 with two LTE CAT 6 cellular modules working simultaneously can provide speeds up to 600 Mbps.
- Functionality – RUTX12 is able to split traffic between two mobile connections with load balancing.
- Remote monitoring – with RMS, you can conveniently monitor all network and make configurations remotely.
- Security – with advanced RutOS features, RUTX12 offers multiple VPN options, embedded firewall, and other security features to comply with high-security standards.

## WHY TELTONIKA?

High performance and advanced security features make the RUTX12 the perfect solution for primary or backup Internet access in locations, where stable, quality internet connectivity is hard to get, or connectivity must be deployed as fast as possible. All our routers, including the RUTX12, are powered by our software – RutOS and follow the same product philosophy – to be reliable, secure, and easy to use.

