Wireless connectivity at the heart of business challenges.

RETAIL & WHOLESALE

wifirst

INTRODUCTION

These days, connectivity and network infrastructures are **key drivers of productivity and innovation** for businesses. They are also at the heart of employee productivity. A poorly functioning network is a source of considerable frustration, particularly in a context where the use of cloud applications and mobile services have become standard practice.

If you find yourself in any of these situations, this guide will certainly be of interest to you.

- You're looking to **streamline telecoms** and benefit from a **consistent solution** across your points of sale.
- You want to facilitate **in-store mobility** to improve customer support and encourage the development of **sales skills.**
- You want a WiFi infrastructure that **really works everywhere, all the time.**
- You want to **control costs** by deploying a multiservice infrastructure.
- You want to benefit from the expertise of an experienced operator capable of managing **large-scale industrial projects.**

1.1

Connectivity at the heart of retail challenges

Responding to new expectations

Responding to your customers' new expectations

- **A customer in a hurry:** 89% of costumers give up on a purchase because of long queues at checkouts.
- **Customers looking for advice:** 49% of customers have bought products they hadn't planned to buy thanks to the advice of in-store staff.
- **A techno-friendly customer:** 60% of customers want to be able to check availability or locate products on the shelves via their smartphone.

Confronting new competitors

The Amazon example: Their points of sale allow customers to do their shopping and leave without going through the checkout, thanks to «Just Walk Out» technology. This solution makes it possible to monitor the physical customer journey, just like on a website: products picked up and put back on the shelf, time spent in front of a shelf, etc. The role of the network: Amazon deploys a sufficient density of terminals to ensure geolocation within 1m of its shopping trolleys.

Adapting to new logistics requirements

- **New distribution channels:** New distribution channels (Click & Collect, Drive, Delivery, Quick commerce) have seen a further acceleration with the recent health crisis.
- **Unprecedented pressure on the supply chain:** The arrival of new players in which the supply chain is a central and differentiating element has increased customer expectations. Failure to meet a delivery deadline or the impossibility of finding a reference are major concerns.

Connectivity at the heart of retail challenges

Coping with a patchwork of networks

Coping with a patchwork of networks

You probably need to connect a host of digital services at your points of sale: checkouts, payment terminals, cameras, electronic labels, tablets/PDAs for your staff, and so on. Very often, each supplier deploys the network infrastructure corresponding to the solution provided. As a result, your IT installations become saturated with cables and network equipment (the famous «network patchwork»), making maintenance operations complex and risky.

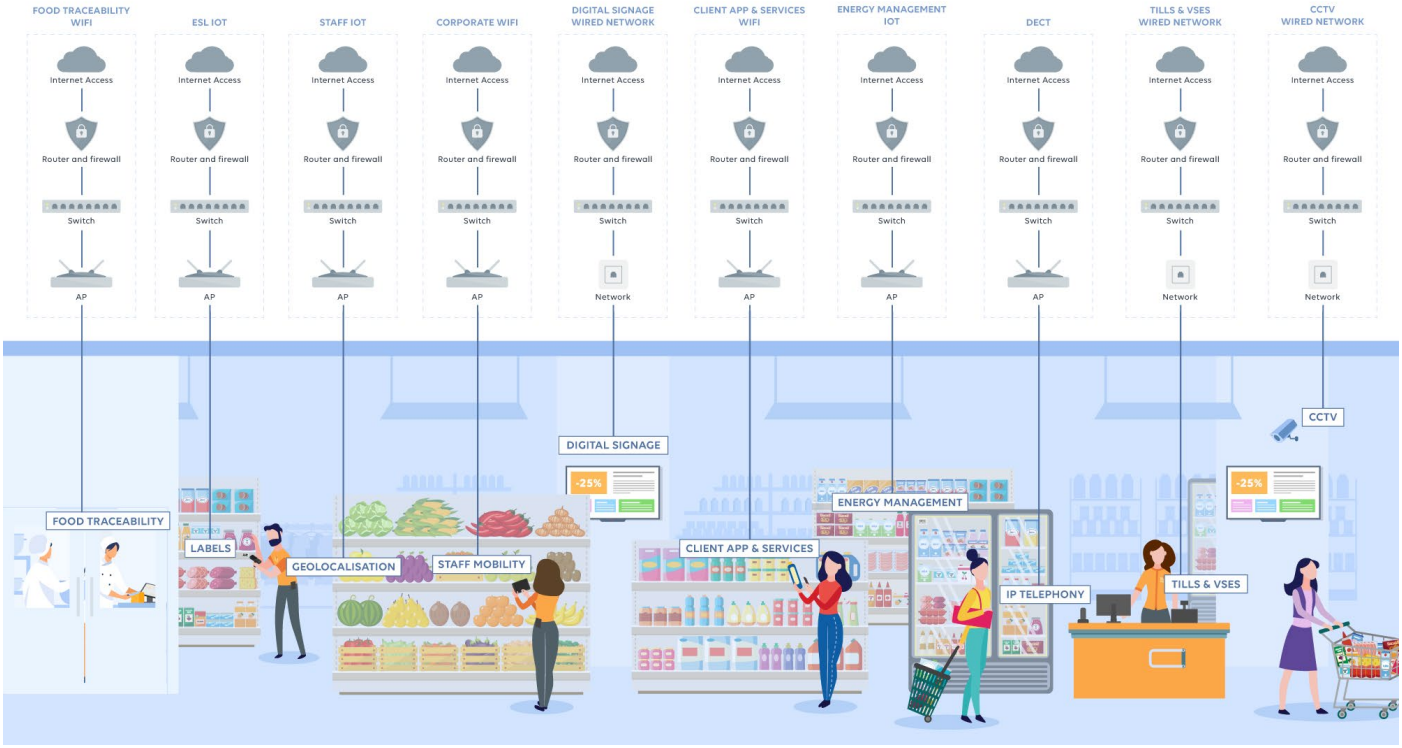


Illustration of a patchwork of network infrastructures

Switch to a unified network and get rid of all your separate network infrastructures! Boost the performance of your points of sale while reducing your telecoms costs (energy costs, deployment and maintenance costs).

2.1

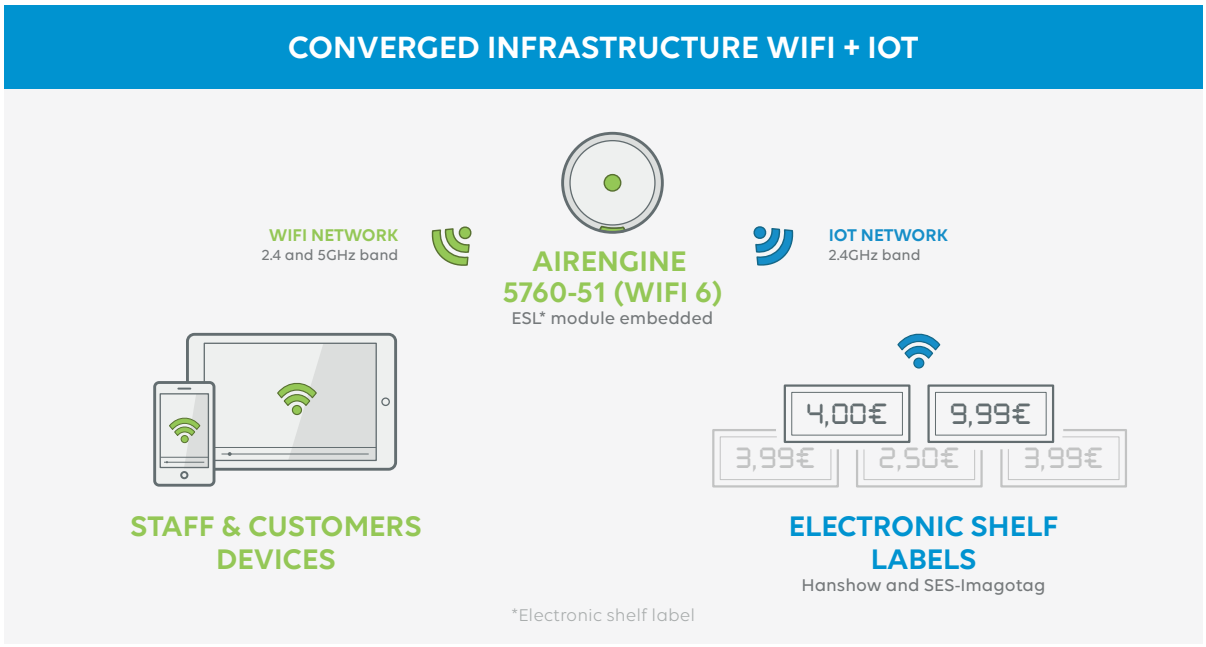
The challenges of retail connectivity

Controlling radio interferences

THE PROBLEM **A LOW-QUALITY WIRELESS SIGNAL**	THE WIFIRST SOLUTION **A SINGLE "BRAIN" FOR WIRELESS NETWORKS**
Multiple networks and point-of-sale terminals are not synchronised and mutually degrade each other	The unified network consists of combining the various services on a unified, shared network
WiFi and IoT inter-technology interference	• A single "brain" to manage the entire radio
WiFi interference between channels	• Integrated WiFi + IoT terminals
Intra-channel WiFi interference	• Centralised configuration to avoid interference
Impact: degraded service, loss of productivity and dissatisfied customers	**Results: perfect service, everywhere, all the time. Efficient teams and happy customers**

Example: Electronic Shelf Labels (ESL)

In all Le Groupement des Mousquetaires' points of sale, we are deploying WiFi terminals that integrate IoT modules for electronic shelf labels (ESL) from manufacturers Hanshow and SES Imagotag. This makes it possible to manage 2.4GHz frequencies effectively.



2.2

The challenges of retail connectivity

Reducing costs

THE PROBLEM **MORE NETWORKS = MORE COSTS**	THE WIFIRST SOLUTION **UNIFIED NETWORK= RATIONALISED COSTS**
Different service providers connect via different networks	The unified network consists of combining the various services on a unified, shared network
Multiple deployment sites	• A single project
Dedicated LAN/WLAN infrastructures	• A single infrastructure
Numerous on-site interventions	• Fewer on-site interventions
Segmented internet access	• Shared Internet access
Impact: costs multiplied unnecessarily	**Impact: network costs divided by 3, 4 or more!**

Shared wired and wireless infrastructures (WiFi + IoT)

Switch to a unified network to boost the performance of your points of sale while reducing your telecoms costs.

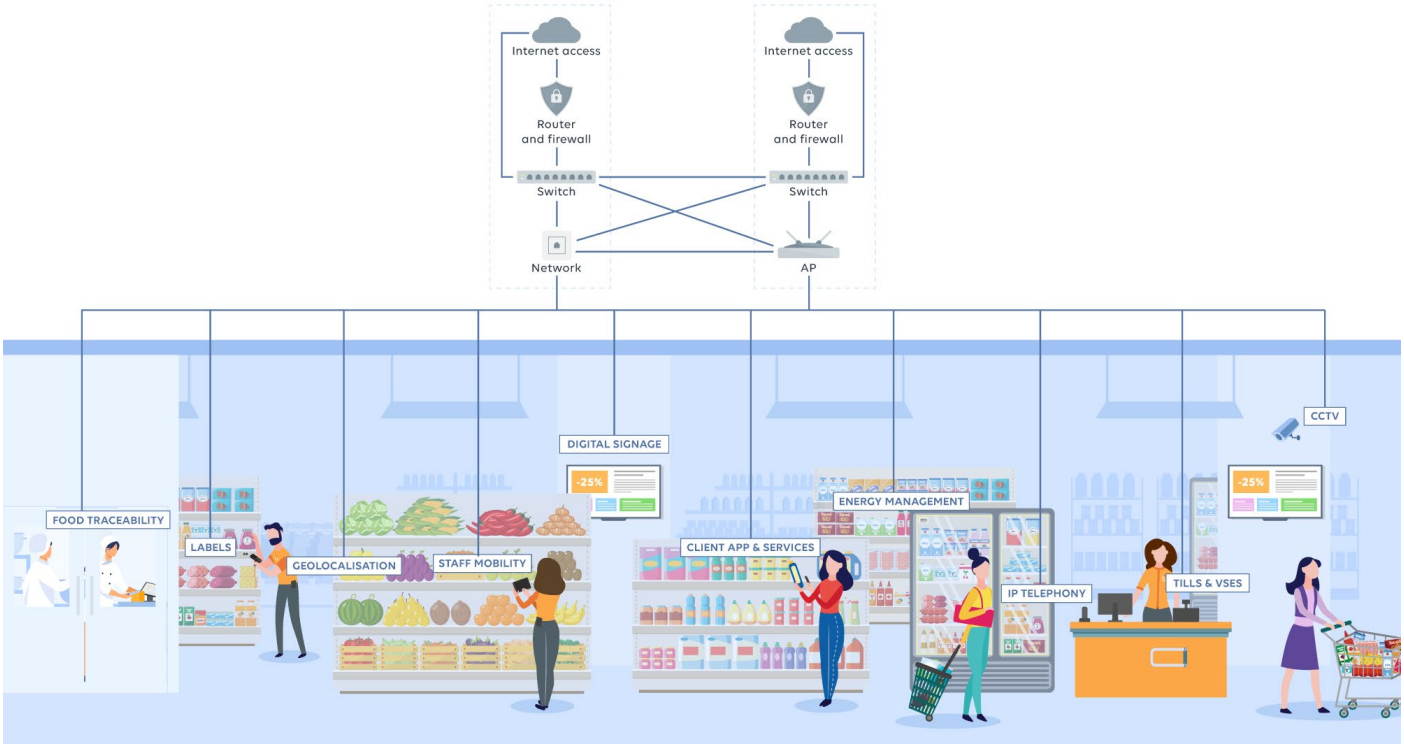


Illustration of the Wifirst unified network in retail

2.3

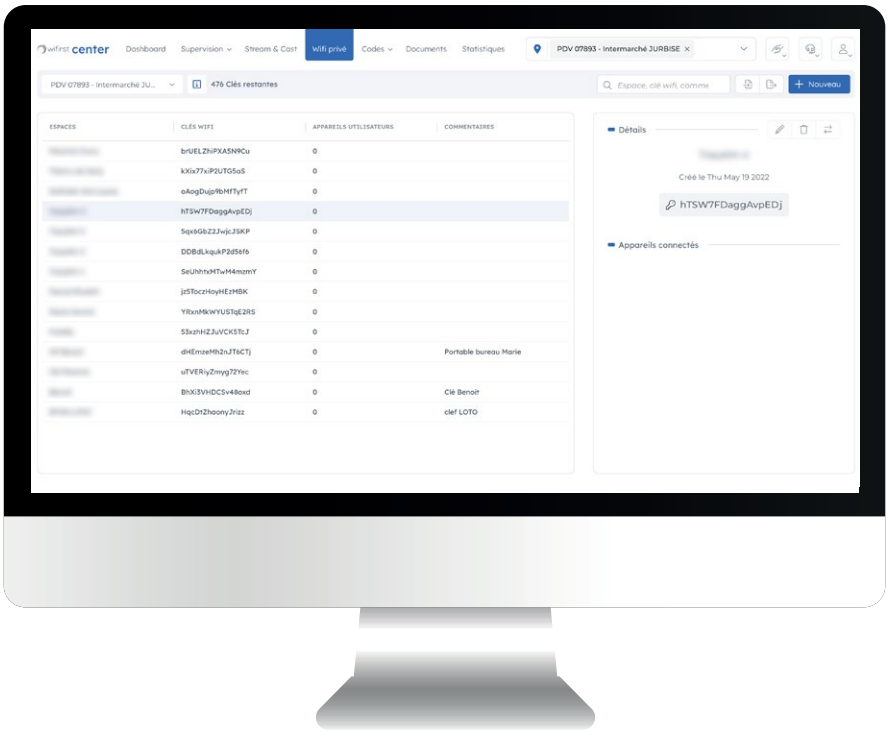
The challenges of retail connectivity

Balancing safety and flexibility

THE PROBLEM **DEPARTMENTS CANNOT INTERACT**	THE WIFIRST SOLUTION **PRE-CONFIGURED TO CONNECT SERVICES**
The various service providers connect using separate networks	The unified network consists of combining the various services on a unified, shared network
Terminals and services (telephony, checkouts, ESL, business applications, etc.) cannot communicate because they are not connected to the same network	Communication between services is filtered by a firewall that authorises only essential traffic
The point of sale has to invest in several separate sets of terminals (such as PDAs)	A single terminal can manage a multitude of services in complete safety
Impact: complex integration for new services and a non-rationalised terminal fleet	**Results: Points of sale can integrate new services independently and completely securely**

Offering autonomy at the point of sale, completely securely

The Wifirst Center enables site managers to create WiFi access keys independently for uses defined by the IT department: pre-packaged «bubbles» (automated FW / LAN / WLAN configuration).



2.4

The challenges of retail connectivity

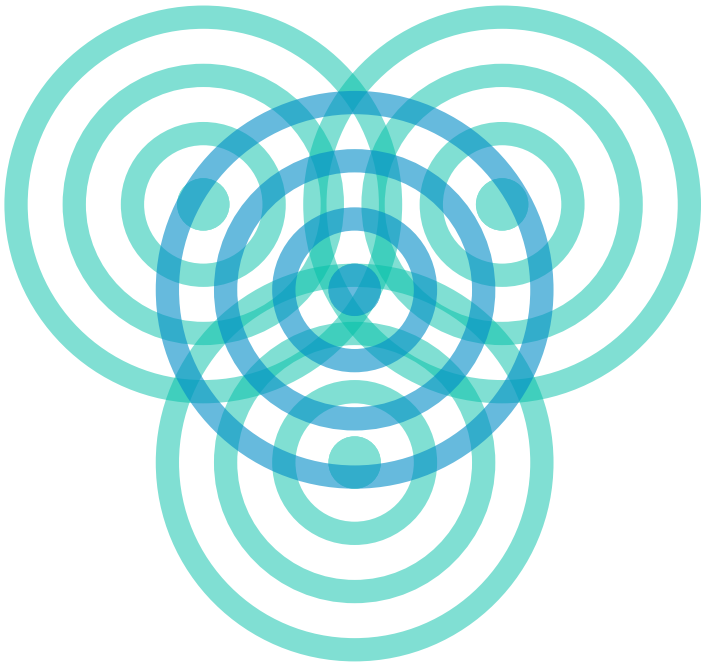
Guaranteeing service availability

THE PROBLEM **NETWORK BREAKDOWNS ARE DISRUPTING BUSINESS**	THE WIFIRST SOLUTION **A BULLETPROOF, REDUNDANT NETWORK FROM A TO Z**
With segmented networks, redundancy becomes too expensive because the networks are already multiplied	Thanks to network mutualisation, network redundancy is economically feasible and profitable
Impact: lower revenues and productivity, poorer customer experience	**Results: an infallible network. Your customers and your teams benefit from a fail-safe network**

Focus on WLAN availability

The aim of WLAN redundancy is to tolerate the loss of a terminal without degrading service. It is strongly recommended for retail outlets, as the time required to replace a terminal can range from 1 to 3 days (transport of a lifting platform, etc.). The specifications must determine the level of acceptance for the loss of a terminal, zone by zone.

Please note: Radio redundancy is necessary for the proper operation of real-time mobile applications, which are essential for applications such as BLE geolocation.



Nearby terminal coverage

Redundant terminal coverage

Annexes

CASE STUDY
Les Mousquetaires

01. REQUIREMENTS

STIME, the IT subsidiary of Groupement des Mousquetaires, had published a call for tenders in 2019 to reference a single provider of "Connectivity as a Service". STIME's requirements can be summarised as follows:

- Full WiFi coverage to connect business and visitor/customer terminals
- Identity management and business authentication
- IoT coverage to connect electronic tags in the shop
- BLE coverage to enable indoor geolocation of customers
- Rationalise telecoms and benefit from a homogeneous solution for the whole range of points of sale

02. CHALLENGES

- Complex environment with very large and very high surfaces
- Strict vigilance on radio interference (a lot of electronic equipment in the establishments)
- Remote areas to be deployed such as service stations associated with points of sale
- Deployment at night so as not to interfere with the commercial activity of establishments
- Adaptation to certain network equipment already in place in the points of sale

03. SOLUTION IN PLACE

Wifirst won this tender which includes all the Group's brands: Intermarché, Bricorama, Bricomarché, Bricocash, Roady and Netto.

- Deployment and management of a converged wireless infrastructure: WiFi, ESL and Bluetooth (WiFi terminals are IoT compatible)
- A 100% integrated service: audit, deployment, operation and support
- A dedicated and experienced project team
- Smooth project management with an online ordering platform and a digital deployment path

4,000
potential point of sales

35,000
potential WiFi terminals

CASE STUDY
Norauto

« In order to offer an ever more optimal and seamless customer experience, we have decided to improve the accessibility of the services we offer to our customers and employees. Thanks to its cutting-edge technical expertise, Wifirst has established itself as an obvious partner in the digital transformation of our car centres to meet this need. »

Vincent Leriche IT
Operations Leader - Norauto

01. REQUIREMENTS

The Norauto chain has prioritised the digitalisation of all its car centres. And as is often the case in these situations, WiFi is at the heart of the system as it is essential to operate the employees' work tools: telephones, payment terminals, printers and PDAs.

This is why Norauto needs a highly reliable service: if WiFi malfunctions, the impact on productivity, and therefore on the bottom line, is immediate.

02. SOLUTION IN PLACE

Wifirst has signed a framework agreement with Mobivia, which groups together all the mobility brands. To date, our partnership covers 650 Norauto shops in Western Europe.

Highlights are as follows:

- Deployment and management of a multi-service WiFi network (business+guest)
- Redundancy of all our equipment
- Redundancy of the radio coverage (each zone of the centre is covered by at least two terminals)
- 100% of indoor and outdoor spaces are covered
- Very sustained deployment rate: approximately 80 centres per month
- Deployment constraints: we work mainly at night and use platforms to reach the ceiling of the centres.

650
auto centres
in Europe

80
sites a month
(speed of deployment)

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wifirst.co.uk