

Home Improvement Retailer Resolves WAN Performance Issues at Scale

CUSTOMER STORY

THE PROBLEM //

Nothing is more important in retail than the customer experience. Network uptime and solid WAN performance are key components of this experience. Customers get frustrated if transactions are halted or even slow. This retailer minimized the risk of transaction processing issues with cellular connectivity as a backup to primary circuits at each store. But cellular comes with inherent challenges in these environments.

Construction Impact on Cellular Performance

Each retail store is large and constructed out of materials unsuitable for solidly performing signals between cellular radios (racked inside the building) and nearby cell towers.

Location Impact on Cellular Performance

Each retail store is located in a heavily populated area near high-traffic roads. This guarantees that competing cellular signals will create a high signal-to-noise ratio (SNR) due to nearby heavy traffic.

Internally Competing Signals

Each store's IT infrastructure also consists of Wi-Fi and multiple radios personnel use for in-store communication. This injects additional radio noise into the environment, hurting the performance of the critical backup cellular connectivity.

CUSTOMER OVERVIEW //

Home improvement retailer serving approximately 17 million customer transactions a week across 1,700 stores throughout North America.

INDUSTRY //

Retail

LOCATIONS //

1,700+

OUR SOLUTION //

The home improvement retailer leveraged Intelitrex, a unified WAN optimization engine. Intelitrex reported on cellular performance, notified support personnel when cellular health metrics degraded to a certain point, and provided a great deal of intel that technicians used to quickly remediate issues. As a result, they were able to overcome the issues of construction interference and location challenges and achieved the most reliable and optimal WAN cellular connectivity available.

Intelitrex also notified of high cellular data usage, enabling the retailer to be aware of and act on abuse of their network resources, as well as to proactively prevent cellular overage charges.

Finally, serving as an integration engine, Intelitrex was integrated into the retailer's service desk to enable seamless, real-time notifications of issues directly into their service management software.



THE RESULTS + BENEFITS //

Intelitrex was implemented across all retail stores within a three-week period providing the retailer:

- Reduction in mean time to acknowledge, investigate, and repair
- Reduction in average site downtime
- Elimination of unnecessary high data plan consumption and charges
- Integration point for unifying alerting and ticketing flows
- Single source of truth for cellular performance alerting, reporting, and remediation



Ready to take the next step? Let's connect.

General inquiries

info@intelitrex.com

Sales inquiries

sales@intelitrex.com