

Nationwide Discount Retailer Has MAJOR Bill Shock

CUSTOMER STORY

CUSTOMER OVERVIEW //

An American retailer operating a chain of discount stores offering a wide variety of household products.

INDUSTRY //

Retail

LOCATIONS //

Appx. 1,000

Neglect and No-visibility Result in Massive Cellular Overcharges



A national discount retail chain faced significant financial consequences due to a lack of real-time and actionable proactive performance management on their cellular network. This retailer opted not to leverage fixed wireless performance management services, a decision that would later prove costly. The company had to close several underperforming stores,

leaving behind various pieces of equipment, including fixed wireless devices connected to their cellular network. Unfortunately, they failed to disconnect the wireless plan associated with these devices.

Unbeknownst to the company, the fixed wireless devices left in the closed stores were stolen, and the SIM cards were removed and used in other devices. Over the span of several months, these stolen SIM cards were used to consume a tremendous amount of data, resulting in over





\$100,000 in overage charges. The company was unaware of the excessive data usage until the charges had already accrued, leading to a significant and unexpected financial burden.

This costly mistake would have been avoided with the implementation of service optimization and performance systems for their cellular network. Such systems would have provided real-time insights and notifications about unusual data usage patterns, allowing the company to take immediate action to prevent overages. By monitoring the performance of their network and applying such optimization measures, the retailer would have had the necessary visibility to detect unauthorized use of their network resources and mitigate the risk of exorbitant overage charges, ultimately safeguarding their financial interests.

We'd like to help you prevent this from ever happening to you. Reach out to us at sales@intelitrex.com, and let's talk.



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

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