



Managed Connectivity for Retail

Powered By: **SMOAD**
NETWORKS



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Current Scenario



Retailing has been one of the fastest growing sectors of the last decade. It is only in the recent past that the organized retail industry has witnessed so much vitality. The reason for retailing's surge in India is because of the increased purchasing power of buyers fueled by a steady high growth in GDP, increase in product varieties and increase in economies of scale with the aid of modern supply and distribution solutions.

Today, the retail industry is at an interesting intersection. The prospects for retail are looking up and new technologies are improving productivity. Although there are many opportunities, retailers are facing numerous challenges too.

According to IBEF, Indian retail industry, estimated at nearly Rs.76 lac crore, is one of the fastest growing in the world. India's retail sector is experiencing high growth with retail development taking place not just in major cities and metros, but also in tier II and III cities. Healthy economic growth, changing demographic profile, increasing disposable income, urbanization, changing consumer tastes and preferences are some of the factors driving growth in the organized retail market in India.

Changing Retail Industry

The retail industry has significantly evolved in the past few years and it will continue to evolve further. The market behavior is changing faster than ever before and retailers need to adapt to all these changes or stay behind.

The retail sector evolution is marked by growing awareness among consumers, rise in disposable incomes, changing behavior and growing integration of online and offline retail formats. As shoppers become more demanding, retailers have had to innovate by transforming merchandise, marketing techniques, presence and appeal in order to remain relevant for its customers.

In this context of seismic change, successful retailers will be able to improve operational performance and boost sales by a customer centric approach, focusing on technology and innovation and leveraging insights for new product development.



With pandemic changing the consumer purchasing behavior and sentiments, it has accelerated the adoption of new technology in this industry. Many retailers are adopting digital transformation at a much faster rate and are investing in technology in order to provide quality of services. From check-out free to touch-free shopping, merchandising to transactions, technology is set to accelerate the industry reducing physical interactions. This adoption of digital transformation will open new opportunities and drive change in the retail industry.

Transformative Role of Technology

Technology will drive revolution going forward and the retail industry should look at enduring technological innovation in the form of software, Augmented Reality And Virtual Reality, contactless payments, integration and communication, digitization of complete stores.

Regulating Inventory Management Software

With increase in the number of stores and inventory, collecting information, staying connected and managing becomes tough. With the help of integration and communication it is now possible to control all your business operations from a single dedicated system or even from multiple systems across locations.



AR & VR for Virtual Experience



The consumer behavior has changed significantly from the past few years. Consumers are excited about the use of AR tools to enhance in-store shopping experience. The objective is to build captivating user experiences that take shopping to another level. AR and VR could change the way people shop.

Considering the recent pandemic situation, many consumers rely on online shopping. Retailers are leveraging AR and VR to bridge the gap between digital and physical stores.

Omni Channel Retailing



Omni channel retailing is an integrated approach to commerce that provides shoppers with a unified experience across all touch points. It goes beyond brick and mortar stores to online marketplaces, mobile browsing, social media and everywhere your users travel in the online ecosystem.

With this, the integration between offline and online retail is likely to grow further. Businesses are exploring integration strategies to enrich the customer value proposition and/or reduce costs.

Contactless Payments /Cashierless Stores

Digital transformation in payments has offered a ray of hope in the form of cashier less stores. Modern brick and mortar settings are set to fast track checkout lines that initially looked like a big task.

These stores are designed with advanced technology where the customer walks in, grabs the items and simply walks out. It is designed in such a way that it tracks customer movements and charges their purchase to their credit or debit card.

When one takes into accounts the present dynamics and that of the foreseeable future, there is every certainty that contactless interactions/ automated checkouts are here to stay.



Overall Digitization of Stores

The collection of data and analytics that transform e-commerce sites will also find values across physical stores by keeping track of consumers' shopping activities. This transformation means that Internet of Things (IoT) will be a workhorse technology for the in-store shopping experience, with broad applications encompassing store aisles as well as operations. The information added to the existing data lakes will help retailers predict and anticipate new consumer trends and demands with greater accuracy, thereby serving customers better.

Shelves embedded with sensors for more accurate inventory management. Sensors embedded in shelves can send automatic, real-time reports to buyers so they can re-stock before merchandise runs out.

In-store micro moments can be created by sending recommendations or experiences to the consumers' mobile devices depending on their location in the store.



End-To-End Managed Network

We partner with Viva Communications' SMOAD (Software Defined Mobile Access Device) to connect all stores in a retail chain using a combination of local broadband and dual 4G LTE connections bonded together. The SMOAD device is a SD-WAN based router with in-built modems and firewall functionality. It is a 5G ready device thereby preventing any future obsolescence costs. Our service includes procurement and management of 3 levels of connectivity – one wired broadband from our network of local ISPs and 2 mobile 4G SIMs from two different telcos. These connections can be bonded together to allow high bandwidth availability and load balancing or work in a failover mode with active-active configuration. High-performance SMOAD edge devices significantly improve WAN utilization.



SMOAD HYBRID CONNECTIVITY

Robust, reliable, secure and high speed bandwidth is an essential condition for the next round of digital innovation in retail. This is true as much for small format single brand retail as it is for large super markets. Our fully managed network service provides centralized management and accountability while taking over the pain of dealing with network providers as each store locality.

Why SMOAD for Retail Network Connectivity

- *Best-Of-Breed Network Security consisting of firewall, dedicated IP, encryption and more*
- *Instant roll-out of IT policies, application updates and POS changes across all stores*
- *Bring your store network into your Corporate WAN*
- *Up to 99.5% network uptime Guarantee*
- *Local internet break-out with white-listing saves bandwidth costs*
- *Performance, bandwidth, security and quality*
- *Existing Internet connectivity or VPN can be a part of this infrastructure with added redundancy*
- *Great for hybrid application architecture on Cloud and on-premise*
- *Compliance with PCI DSS and Local Regulations*

ABOUT AXON NETWORKS

At Axon Networks, our purpose is to aid business and government organisations to succeed in using technology to power their growth and profitability.

Digital initiatives require robust connectivity for remote workforce whether in branch offices or at homes. Adoption of automated workflows in sales, customer service and other functions tailored to specific business needs is essential. We take care of these basics while building more complex solutions such as SD WAN, IoT analytics and AI powered tools.

We understand enterprises' business needs and help find good fit technical solutions delivering desired outcomes through our partner network.

Incorporated as a limited liability partnership, Axon Networks is co-founded by 2 senior business leaders from the automation and telecommunication industries with over 5 decades of experience between them leading large businesses at reputed organisations such as Vodafone, Ericsson and Airtel among others.

Currently, we offer the following services to enterprise customers:

- *Managed Connectivity on SD WAN technology*
- *IP Telephony*
- *Unified Communication*
- *Contact Centre Solutions*
- *Work From Home Infrastructure Solutions*
- *Business Applications Suite*
- *Industry 4.0 products and services*

We will be happy to present our robust solution for your End-to-end Managed ATM Connectivity with up to 99.5% Uptime SLAs.

Please write to us at contact@axonnetworks.in or Call +91 7718869686