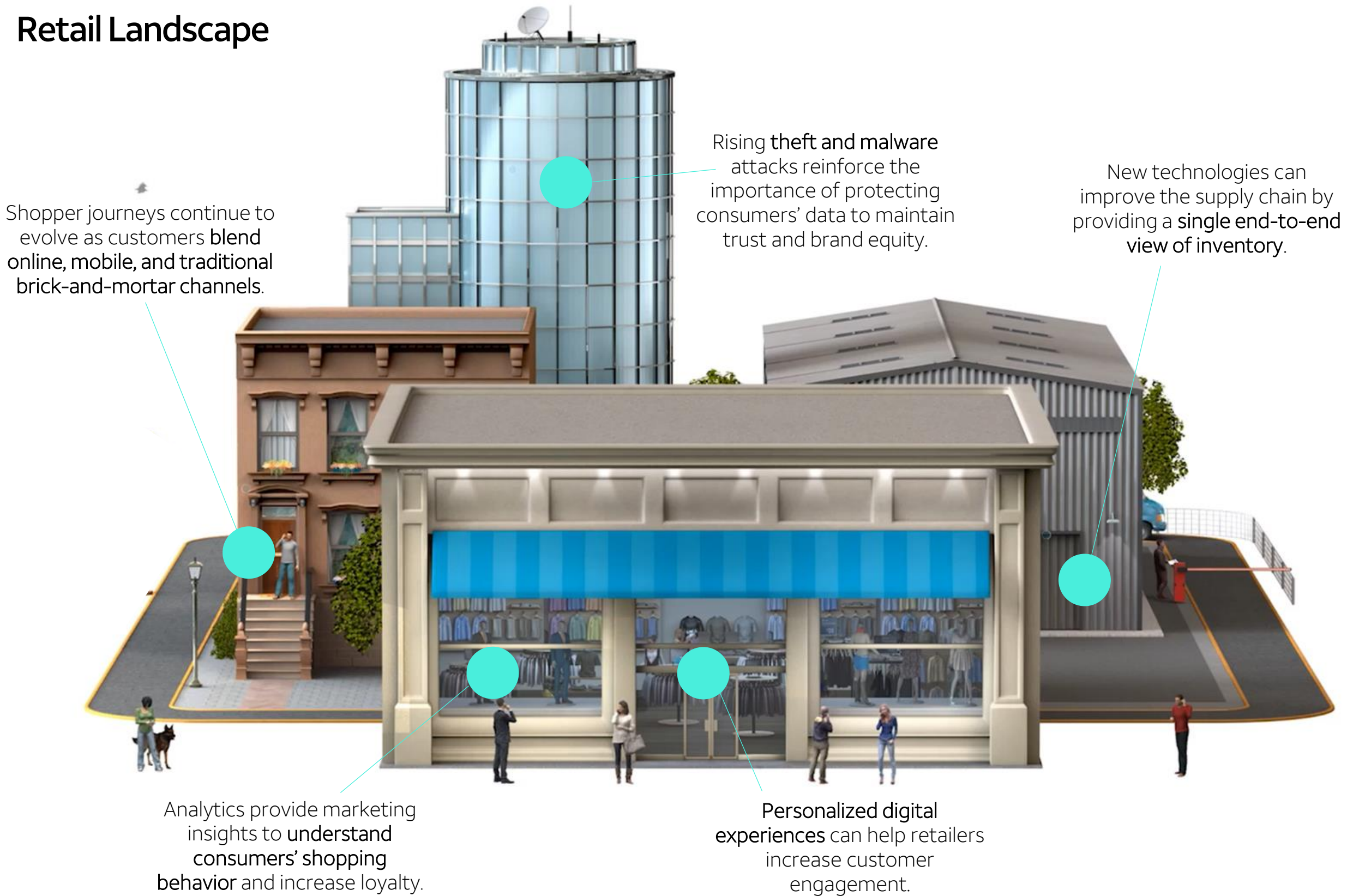


AT&T Solutions: Retail Industry

AT&T solutions can help retailers increase operational efficiency while enhancing the customer experience inside stores.

Retail Landscape



Industry Trends

Retailers are increasingly leveraging technology to drive distinctive in-store experiences that meet consumer demands for a more personalized, digital shopping experience.



39% of consumers think in-store experience needs improvement and Wi-Fi is a key enabler to improve the experience.
Source: Accenture

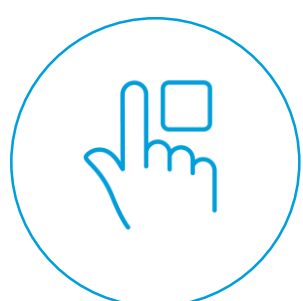


25-50% is the annual sales increase when knowledgeable store associates assist shoppers.
Source: Payments.com

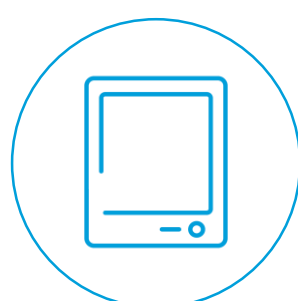


75% of store shoppers use their mobile devices while shopping in stores
Source: eMarketer

Industry Challenges



Increasing consumer engagement and personalization



Streamlining operations for greater efficiency



Managing cybersecurity threats

Streamline Retail Operations

AT&T helps retailers increase operational efficiency by transporting data where and when it's needed — the sales floor, stock room, break room, executive offices, and more. Our solutions provide flexibility to support popup stores and remote locations.

Provide voice and collaboration tools to help employees be more effective

Deploy mobile tools that help you improve engagement with customers

Provide customers with free Wi-Fi, without impacting your business connectivity

Provide employees with Wi-Fi that eliminates speed bumps in their workdays



Use IoT solutions to manage inventory and help reduce maintenance costs

Quickly set up and scale popup stores by leveraging mobile solutions

Show employees they matter by installing DirecTV entertainment in the break room

Backup your network with tools to help ensure continuity in case something goes wrong

Make data accessible to those who need it, but out of reach of those who don't

Solutions



Asset Management Operations Center (AMOC)
Gain visibility of multiple asset-types for multiple use cases on a single dashboard.



AT&T Wi-Fi
Provides a managed Wi-Fi service that connects and protects business and consumers.



IoT Security Consulting
Helps enterprises establish a comprehensive approach to IoT with a review of organizational objectives, current processes, and compliance requirements.



IoT Services
Cloud-based platform to develop and deploy new IoT applications, including data storage and management of connected device integration



Enterprise Mobility
Provides a reliable network to stay connected and streamline operations through hosted applications.



Asset Management
Allows you to view the location, status and condition of your assets no matter where they are.



Wireless Broadband from AT&T
Can give your company's connectivity the boost it needs to handle today's digital business



AT&T NetBond® for Cloud
An integrated network that offers dynamic connectivity to an ecosystem of cloud service providers through a single management portal.



Enterprise Mobility Management
End-to-end mobile security across devices, apps, and content.



Flexware
Consolidates traditional appliances like firewalls and routers into a single device that can run multiple virtual functions.



Cybersecurity Consulting
Provide you tactical and strategic security expertise and a full suite of services, assisting your business to enhance its security posture.

Use Case: Increase Productivity & Streamline Operations



Goal

Implement a cost-effective & highly secure solution that meets business requirements for primary & failover connectivity that helps reduce or prevent lost revenue.



Challenge

Customer has an existing point-of-sale network and are concerned with security and redundancy.



Solution

WWAN w/Private Mobile Connection & Business Fast Track to provide on-demand connectivity over the cellular data network for both primary and failover connectivity.



Benefits

Mission-critical applications will continue to perform regardless of network congestion in a highly secure environment.

Transform the Retail Experience

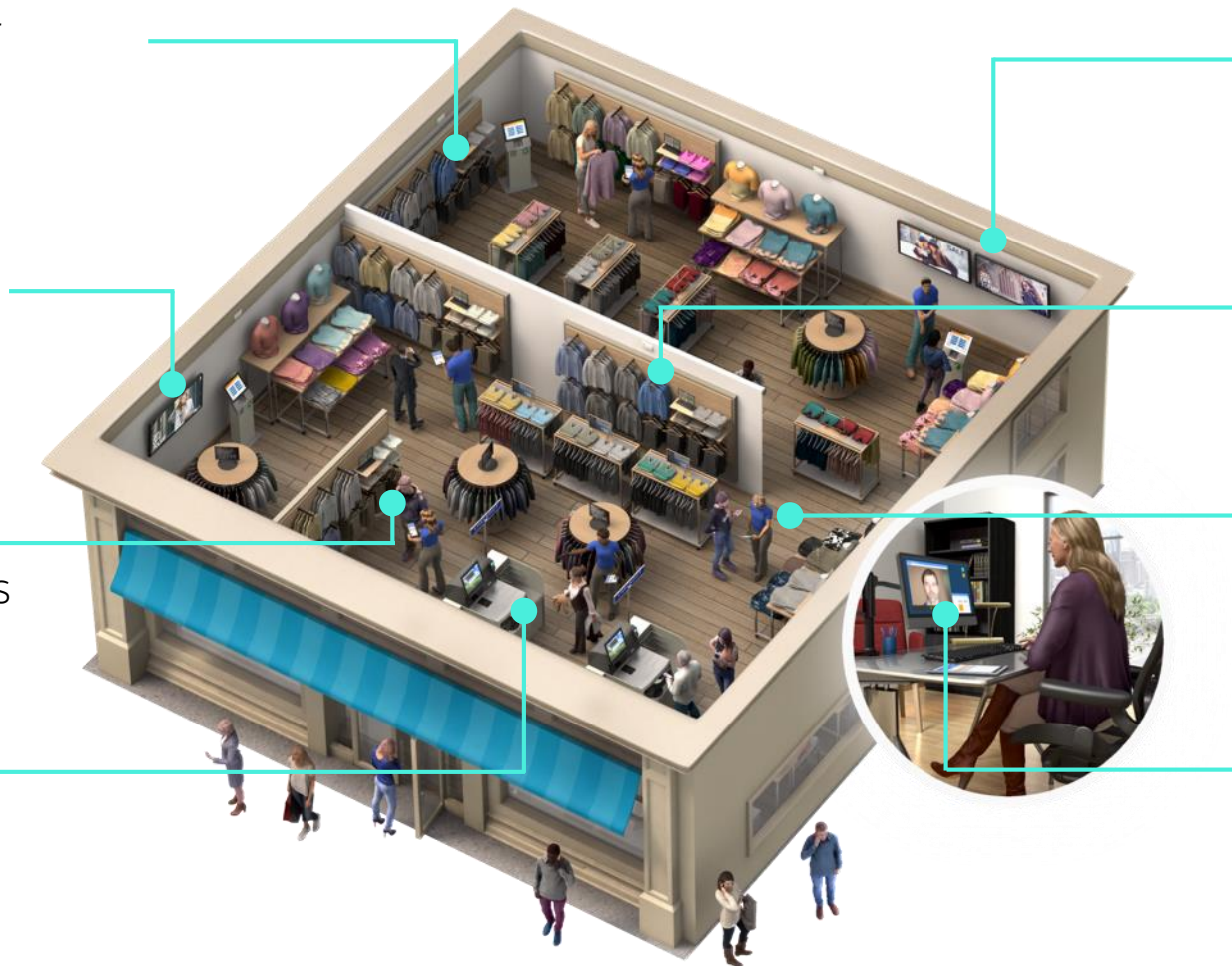
AT&T solutions enhance the customer experience inside retail stores, helping them transform the way consumers browse, select products and check out. By engaging more deeply with the customer, retailers can achieve increased loyalty, higher order size and greater conversion.

Provide customers with free Wi-Fi, without impacting your business connectivity

Use digital signage to increase customer engagement efforts and help drive revenue

Present next-generation marketing that speaks directly to your customers

Turn transactions into interactions with mobile point-of-sale solutions



Entertain your customers with DirecTV to keep them engaged while shopping

Use data to determine the optimal positioning for your merchandise

Deliver targeted marketing to specific audiences based on consumer data

Manage and monitor your in-store applications using an easy-to-use portal

Solutions



AT&T Content Delivery Network
A cost-efficient network service to quickly distribute content and increase customer satisfaction.



AT&T Wi-Fi
Provides a managed Wi-Fi service that connects and protects business and consumers.



FlexWare
Provides a reliable network to stay connected and streamline operations through hosted applications.



Ethernet VPN (Layer 2) & AT&T VPN (Layer 3)
Provides a highly-secure network connectivity for all your business locations.



DirecTV
World-class programming that keeps customers & employees informed and entertained.

Use Case: Large Home Improvement Retailer



Goal

Increase consumer satisfaction efforts & dwell time in store by delivering a consistent, personalized, nationwide experience.



Challenge

Emerging technologies are driving the need to deploy a standardized and consistent Wi-Fi platform across a dispersed geography.



Solution

AT&T Wi-Fi, Ethernet/Broadband Aggregation supplemented with wireless WAN



Benefits

In-store Wi-Fi can be a differentiator by delivering a personalized, consistent and connected in-store shopping experience.

Why AT&T

AT&T is the world's largest integrated communications provider, with superior capabilities in highly secure networking, mobility, and IoT



Global Expertise
Global networks and operations



Control
On-demand tools to manage device and networks



Visibility
Highly reliable and highly secure, from the device through the network to the cloud