



National Retailer Improves Network Reliability and Controls Cellular Costs



Customer Overview

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

Industries Served

Retail

Locations 1,700+

The Problem

For retailers, network uptime and solid WAN performance are key components of the customer experience. Customers get frustrated when transactions are slow or can't be completed. 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 its own inherent challenges.

The stores are constructed from materials that block signals between cellular radios (racked inside the building) and nearby cell towers. Each retail store is located in a heavily populated area near high-traffic roads, which creates high signal-to-noise ratio (SNR) from competing cellular signals. Each store's infrastructure also consists of Wi-Fi and multiple radios used by personnel for in-store communication, adding additional noise that degrades the performance of the critical backup cellular connectivity.

Our Solution

The home improvement retailer leveraged Atlas Aware to report on cellular performance and notify support personnel when cellular health metrics degraded past a certain threshold, allowing them to pinpoint and overcome the interference issues. The platform integrated directly into the retailer's service desk to enable seamless, real-time notifications into their existing service management software.

Additionally, Atlas Aware identified high cellular data usage, alerting the retailer to misuse of their network resources and enabling them to proactively prevent cellular overage charges.

The Results + Benefits

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

- ▶ Reduced mean time to acknowledge, investigate, and repair
- ▶ Reduce average site downtime
- ▶ Eliminate unnecessary high data plan consumption and charges
- ▶ Integration point for unified alerting and ticketing flows
- ▶ Single source of truth for cellular performance alerting, reporting, and remediation