



Retail Application Brief

iDirect — Advancing Commerce

A network outage can bring retail transactions to a standstill, disrupting business, interrupting point of sale, and creating unhappy shoppers.

Not only do iDirect satellite networks assure business continuity by providing critical back up to retail operations. Multipurpose satellite networks provide a highly efficient means for multimedia distribution and VoIP traffic, providing fast, reliable connectivity under just about any circumstance.

iDirect's satellite-based IP communication technology provides competitive advantages:

- **Assuring Business Continuity.** In the competitive retail world, a network failure means angry customers and lost revenue. iDirect enables the reliable and secure satellite failover that keeps stores in business through inevitable terrestrial network outages.
- **More Efficient Training.** High employee turnover raises already high training costs. iDirect enables interactive distance learning and video conferencing that improve productivity and training quality while significantly lowering conventional training expenses. Distribute a variety of data and information such as training materials, including video, to branch locations around the country or around the world easily.

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- **Digital Signage and In-Store Video Promotions.** Using iDirect, retailers can simultaneously broadcast content to digital signage displays to stores spanning hundreds of locations, with instant updates of the latest promotions available on the spot.
- **Protecting against Fraud.** Surveillance video plays a key role in guarding against fraud. With iDirect, retailers can centrally manage the entire process for hundreds or thousands of store locations, reducing resource drain while streamlining operations.
- **Reducing PCI Compliance Risk.** iDirect AES encryption helps retailers address complex data encryption compliance requirements by encrypting the transmission of cardholder data and sensitive information across public networks.
- **Opening the Doors Faster.** While some retail locations wait for high-speed terrestrial circuits to arrive before opening their doors, others don't waste any time. More and more retailers are using iDirect technology for all voice, data, and video applications from day one, opening for business faster than before.
- **Speedy Credit Card Authorizations.** iDirect helps get more customers through the register with faster point of sale credit card authorizations. A dedicated satellite link eliminates dial-up delays that slow sales. What's more, the iDirect network management system iVantage™ actually prioritizes point of sale traffic over other traffic types, ensuring it gets through first every time.

Key Benefits

- ◆ Ensure immediate connectivity
- ◆ Protect against lost revenue from terrestrial outages
- ◆ Provide training on demand from one central location while reducing costs
- ◆ Better manage pricing, promotions, and inventory from one central location
- ◆ More effectively protect assets and inventory



iDirect, Inc.

13865 Sunrise Valley Drive
Herndon, VA 20171
+1 703.648.8000
+1 866.345.0983
www.idirect.net

Advancing a Connected World