globalgig

Boosting Business: Globalgig's Role in Driving Efficiency

Business Challenges

A global retail chain specializing in licensed hats and sports apparel encountered significant connectivity challenges across its US and European stores. These limitations included frequent network outages, slow data transfer rates, and inconsistent signal strength, especially within shopping and strip malls. The outdated DSL network infrastructure impeded reliable connectivity for point of sale (POS) systems and security video uploads. With new stores opening and the need to upgrade existing ones, the retailer required improved network infrastructure.

The Globalgig Solution

Globalgig implemented a tailored strategy to address the unique connectivity needs of each store. Globalgig navigated complex mall management dynamics to create the design and conduct detailed site surveys. This information was pivotal in determining the optimal locations for signal boosters and antennas, enhancing the quality of wireless service for retail operations. Globalgig evaluated connectivity options for each location and selected the optimal solution—broadband, wireless, or a hybrid system—depending on the specific needs of each store location.

Globalgig significantly enhanced operational resilience for their client by enabling instant activation and failover solutions, which are crucial for maintaining the continuous internet access required for processing credit card transactions. This proactive approach supported active network management with the implementation of a wireless monitoring platform, Orchestra, allowing for real-time oversight and uninterrupted connectivity.

In regions with multiple broadband options, Globalgig chose a primary and secondary provider to coordinate last-mile connectivity, ensuring quick and seamless service activation. To maximize efficiency, Globalgig always prepared both providers for activation, contracting the one with immediate last-mile access or, if both were equally accessible, the provider offering the best terms or preferred services.

CUSTOMER PROFILE

GLOBAL RETAIL CHAIN

A prominent global retailer specializing in athletic headwear. The company offers fan and fashion-oriented headwear and apparel. With locations across the US and Europe, its retail stores provide officially licensed headwear from collegiate and major professional sports teams, among other speciality fashion categories. Its extensive presence spans malls, street-level sites, and factory outlets.

The solution also included installing dual SIM cards and using a wireless device for intelligent SIM switching based on data usage and carrier availability. Globalgig effectively addressed connectivity challenges in over 100 locations by optimizing cost and network performance by enhancing cell signal strength with signal booster kits.

Overall, Globalgig's strategy enhanced operational resilience by addressing the connectivity needs at each store, ensuring the ideal, tailored solution for maintaining uninterrupted retail operations.

Results

Globalgig's implementation significantly enhanced the retail chain's operational efficiency and customer service quality, delivering substantial improvements across various features:

- **Upgraded Connectivity:** Globalgig upgraded from outdated DSL to a combination of broadband and wireless solutions, significantly improving connection speed and reliability to support all critical applications.

- **Operational Continuity:** The initiative ensured uninterrupted store operations by integrating wireless failover systems and signal boosters, even in the face of frequent infrastructure challenges typical of mall settings. Notably, enhancements from wireless antennas improved signal quality by as much as 40%.

- **Cost Efficiency and Predictability:** Flat rate plans provided predictable monthly costs, aiding budget management and financial planning.

Simplifying SIM management

As a pivotal element of the retailer's solution, Orchestra played a key role in effective network management by providing real-time oversight and management of SIM cards:

- **Comprehensive SIM Management:** Orchestra managed and provided intelligence for each SIM card across the retail stores, enabling responsive adjustments to meet location-specific needs without physical site visits.

- **Robust Reporting Features:** Orchestra delivered detailed analytics on data plan subscriptions and daily and country-specific usage, along with billing and location details, enabling users to monitor and optimize network performance.

- **Customizable Insights:** Orchestra facilitated better data-driven insights with advanced filtering options and interactive graphical data analysis tools.