

# Major Retailer Overcomes Highly Complex WAN Cellular and Wireline Challenges

CUSTOMER STORY

## THE PROBLEM //

With all store data communications being conducted entirely over a complex combination of fixed wireline and dual fixed cellular WAN connections, the retailer had to overcome several challenges.

### Carrier Management

Carrier support organizations often assess circuit issues too quickly and point to other things as being the source of problems. This is difficult to manage with a single carrier and is compounded when more are involved.

### Best-effort Cellular Circuits

Cellular circuits are highly susceptible to interference from other radio noise and are degraded by a number of other complicated factors. With no performance guarantees available or possible, managing the performance of cellular connectivity is difficult, to say the least, especially when that is the sole means for data communication.

### Multiple Technologies

Two carriers and two different device technologies are enough of a challenge. Adding to that the need to integrate the flow of notifications and reporting across multiple ticketing platforms means the management of diverse carriers, diverse manufacturers, and diverse software platforms. That requires a lot of specialized expertise.

### Scalability

Solving the first three challenges is irrelevant if it's not scalable, and with a multi-thousand site company with continued growth plans, any solution to these problems must be demonstrably, highly scalable.

## CUSTOMER OVERVIEW //

A leading operator of quality high-value retail stores across the United States and Canada.

## INDUSTRY //

Retail

## LOCATIONS //

16,000+

## OUR SOLUTION //

The retailer partnered with Trestel to solve these challenges. Trestel's platform provides primary and backup alerting and ticketing, network and carrier performance visibility, tailored integrations, and cellular performance intelligence.

The platform's cellular grading algorithm monitors device state, cellular health, and performance, notifies stakeholders of need-to-know events, and reduces the noise common in cellular environments.

## THE RESULTS + BENEFITS //

As a result of working with Trestel, the retailer gained:

- 10x reduction in trouble tickets
- improved site uptime reliability
- reduction in IT footprint
- improved connectivity performance
- significant reduction in operational costs

After an initial onboarding of 7,000 stores and 14,000 cellular devices, Trestel's customer was so pleased with the financial, employee satisfaction and customer satisfaction outcomes, they expanded adoption to optimize WAN connectivity across all of their retail stores.



Ready to take the next step? Let's connect.

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