When Global Operations Challenge a Brand's Ability to Create a Consistent Customer Experience

Modern networks with numerous locations that span a wide geographic area come with inherent challenges. They often struggle with Cloud access and security, as well as ensuring reliability, capacity, performance, and speed. Complicating matters are issues related to aging or obsolescent technologies that may not be compliant with government regulations or which make sustained operations across a wide footprint even more challenging. In addition, delivering IT services in a location on the network owned and operated by another service provider adds to the complexity.

This scenario is common for many enterprises, especially those with global operations and a presence in multiple countries.

The Challenge

One global cosmetics brand found itself in this exact situation. Across 400 locations in Europe, they had invested in a Cisco-Meraki solution, a leader in Cloud-controlled Wi-Fi, routing, and security. But the customer underestimated the challenges of operating the network across different countries with unique environments at each location. Customizing the network to accommodate these variances was not simply an issue of scaling the solution.

For example, they needed to consider how to:

- Set up a geographically dispersed network
- Configure a mix of platforms
- Integrate different point-of-sale devices and cash or payment machines
- Manage multiple profiles and policy configurations
- Comply with a range of regulations, given each country has different requirements
- Deploy many different network types and applications: Country A has five VLANs while Country B has three

With global operation so complex and variable, this customer decided to pursue a Managed Services Provider (MSP) solution by Hughes. And because Cisco-Meraki is a long time Hughes partner, the customer was able to see results from a fast deployment.

The Solution

With HughesON Managed Services, Hughes is meeting the customer's requirements with a custom SD-WAN solution across the network. This supports:

- Connectivity and WAN termination everywhere
- Store-by-store variations in security, switching, and Wi-Fi
- Managed broadband-grade variability for a "store-inside-a-store" architecture across 17 countries
- Responsive network management which includes monitoring and maintenance
- Support for a broad range of Cloud-based applications
- High security, performance, and reliability to support the enterprise's full range of bandwidth-intensive Cloud-based applications

Together, the Hughes and Cisco-Meraki partnership has become a critical part of this retail customer's successful European strategy. Without its network challenges solved, the customer would not have been well-positioned to meet its objectives.
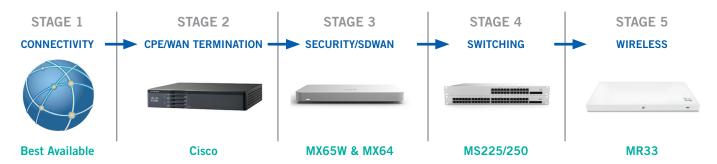
HughesON is a suite of innovative, Cloud-ready network and digital media solutions designed for the unique needs of distributed enterprises in industries such as retail, hospitality, and retail petroleum.

End-to-End Solution for the Customer

The information below details each stage of the solution for a retail store. For all stores, stages one and two are a prerequisite to provide the basic connectivity. Then—depending on the store type—stages three, four, and five will vary on scale, with certain store types even condensing all three stages into a single product.

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
CONNECTIVITY	CPE/WAN TERMINATION	SECURITY/SDWAN	SWITCHING	WIRELESS
Best Available	Cisco	MX65W & MX64	MS225/250	MR33

The Result

As an industry leader in the managed services market, Hughes combines the best of landline and wireless broadband technologies, state-of-the-art management systems, and a dedicated program management team. It's a given at Hughes that technology must be tailored to the customer's needs.

When we begin any new relationship with a customer, we view it as a strategic relationship. Our focus is to complement and augment their internal IT team so they can be free to focus on initiatives that drive their organization forward.

For this customer, the end result has been a smarter, more agile, application-centric network that performs consistently across all 400 locations, no matter how those sites may differ—all designed and managed by a Hughes team. And, they've had the ability to better create and support a next-generation, branded experience for their shoppers.

The Hughes Managed Services Advantage

- Fully managed services from a single provider to meet your total business needs
- Integrated, managed connectivity, security and flexibility
- Superior broadband coverage
- Turnkey implementation

For additional information, please call 1-888-440-7126 or visit business.hughes.com.

About Hughes

Hughes Network Systems, LLC (HUGHES) is the global leader in broadband satellite technology and services for home and office. Its flagship high-speed satellite Internet service is HughesNet®, the world's largest satellite network with over 1.3 million residential and business customers across the Americas. For large enterprises and governments, the company's HughesON™ managed network services provide complete connectivity solutions employing an optimized mix of satellite and terrestrial technologies. The JUPITER™ System is the world's most widely deployed High-Throughput Satellite (HTS) platform, operating on more than 20 satellites by leading service providers, delivering a wide range of broadband enterprise, mobility and cellular backhaul applications. To date, Hughes has shipped over 7 million terminals to customers in over 100 countries, representing approximately 50 percent market share, and its technology is powering broadband services to aircraft around the world.

Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly owned subsidiary of EchoStar® Corporation (NASDAQ: SATS), a premier global provider of satellite operations. For additional information about Hughes, please visit www.hughes.com and follow @Hughes_Corp on Twitter.

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