WINNING THE BATTLE WITH NETWORK COMPLEXITY

A MANAGED SERVICES PARTNER APPROACH

HughesON™

With IDC reporting that 28.9% of organisations struggle with complexity in their Wide Area Networks and 27.5% finding multiple connectivity types a challenge, it's easy to see that investment in networks has not kept pace with the technology and applications that underpin Digital Transformation projects.

As retailers continue to innovate with new applications to enhance the customer experience and focus on international expansion as a key growth strategy – 52% have stated that international expansion has become more important – the underlying network infrastructure will need to flex with these plans and the complexity will escalate.

But complexity doesn't just come with growth. In times of consolidation there is equally a need to carefully consider how you manage your network infrastructure to maintain or enhance efficiencies and drive cost from your overall operation.

Here we explore some of the sources of that complexity and identify ways to not just address the immediate need but to create a foundation that is an enabler of future change – not an inhibitor.

28.9%
of organisations struggle with complexity in their Wide Area Networks

27.5%
find multiple connectivity types a challenge

52%
stated that international expansion has become more important

ASSESSING THE TERRAIN

Many wide area networks have grown organically over time which means there is likely to be a myriad of different technologies – some old but still working – nestling in the overall infrastructure. This often means that managing the estate is difficult and optimising it for the future seems daunting. In today's world of budget constraints, a rip and replace strategy to support Digital Transformation is not always a viable option.

Tackling this can seem like an insurmountable task.

Working with a Managed Services Partner can help you to understand where the weak points are in your overall network infrastructure today and identify solutions to prepare it for tomorrow.

The role of a Managed Services Partner is to work with you to analyse your requirements and identify ways to deliver an optimised network that is right for your current and future needs. The art of a good Managed Services Partner is the ability to work out how to augment what you already have in place to leverage historic investment and ensure current and future investments are focused and strategic. Their skill lies in taking the complex and making it easy to manage and understand.

Understanding that complexity is challenging. There are many different technologies to consider: SDWAN or MPLS, Broadband or cellular, on-premise or in the cloud and many different options for platforms, connectivity and service. The challenge is to find the right technology and optimise it for your business. A good Managed Service Partner will look across a range of technology solutions and match them to your business requirements.

The Managed Services Partner will work in partnership with you to evaluate what is right for your business. They will apply a rigorous process to identify where you currently have issues, assess a range of solutions and recommend the best possible option for your business – they won't just sell you what they happen to have in their portfolio.

This presents a great opportunity to unpick the complexity in your network today.

CREATING THE BATTLE PLAN FOR CHANGE

Moving forward through international expansion will only make the current complexity of supporting change in your network more apparent.

With 28 European Union member states and a further 16 countries designated as Europe by the UN, each with local Telcos, local levels of technology adoption and local language, it is easy to see how challenging it can be to provide consistent service levels across multiple countries.

Taking the decision to expand retail operations into Europe requires specialist skill in providing a manageable, fit for purpose infrastructure that can support future change.

Equally, when the focus of your organisation is on consolidation rather than growth, identifying the right suppliers for cost effective provision, re-contracting to handle adds, moves and changes and working to re-purpose existing technology generates a further set of complexities.

Working with a Managed Services Partner who has the skills and experience to deliver a fully managed service including connectivity provision, hardware provision and ongoing maintenance and support means that your organisation can concentrate on a single relationship. The Managed Service Partner will focus on managing the potential 80+ suppliers needed to deliver services across Europe! And where the site count is contracting, a good Managed Service Partner will know how to leverage cost efficiencies across your estate because they already have strong relationships in place with the relevant Service Providers.

But choosing a Partner is equally not straightforward. It's important to ensure they have the right relationships in place, have history in managing complex, pan European networks and that they have a clear and structured approach to working with local providers. That way you can be confident that quality, knowledge and technical capability are all at the highest standards.

LOCKING ON TO THE TARGET

For many businesses, the customer is the Centre of Everything. To protect your brand, you need to ensure that your customer always has the best experience possible. That experience is impacted by a range of things from the knowledge, consistency and attitude of your in-store employees to the ease of purchase.

Today the customer experience is being driven by technology. From Digital Signage with Virtual Reality to mobile PoS, technology impacts the way your customers interact and transact with your brand.

Theses solutions are starting to become expected in stores and they can have significant positive impact on revenue per square metre – and let's face it, driving the average basket value upwards is a key focus for retailers. But all these innovative technologies need a reliable, optimised network for the Customer Experience you are striving to deliver to be realised. To provide that optimum customer experience you need your network to be consistently available and working efficiently.

But how do you achieve consistency in a complex distributed environment?

Firstly, it's about clear, robust service management. The old adage you can't manage what you can't measure has never been more applicable than in the context of delivering a highly available, optimised network.

We all know and accept that prevention is better than cure.

Working with a Managed Services Partner who is obsessed with understanding what is going on in your network and who uses the information they gather to not only ensure the best possible availability of service but also make recommendations for change means you don't have to worry about complexity anymore. The Managed Services Partner should be in the business of providing simply expressed facts to enable rapid decision making on complex issues that helps your network stay healthy and ready to support your business.

Secondly, it's about how issues get resolved.

Inevitably there will, from time to time be issues to resolve – a network outage, failed hardware, unusual traffic volumes. The important question to answer here is: Can you ensure issues are identified and resolved with no or minimal impact on your business? When we are talking about large, distributed estates that cross multiple country borders this question might be even more difficult to answer.

A Managed Services Partner takes on the accountability for managing multiple local service providers, multiple local Telcos and multiple vendor solutions and delivers fault resolution in a timely and efficient fashion.

They do this by implementing a fully integrated issue management approach that orchestrates communication between all parties in real time to ensure fault resolution is seamless and effective, irrespective of what or where the issue is. They use leading edge Service Management applications and ensure their partners are fully integrated to the application and the underlying processes.

Applying a systemic and rigorous approach to supplier partnerships ensures that all service providers are fully trained, fully equipped, fully supportive of the issue management process and able to deliver the same consistent level of service in every country under contract.

GET YOUR DEFENCES IN PLACE

In the current technology environment, security is a major concern. Protecting your business and your people from threat is a key consideration in any network decision.

Network infrastructure can now be delivered in a variety of ways and any of them can be combined to match your business needs. From public cloud to private cloud to branch level edge-based solutions or a combination of all three, the resulting network infrastructure is becoming increasingly challenging to keep secure.

This, coupled with ever-changing threats that increase in sophistication at the same pace as the solutions designed to protect against them, means that managing security across the network can become a real headache for in-house teams.

Working with a Managed Services Partner who can support multiple vendor technologies and who understands the complexity of security in hybrid environments means you can be certain that their security solution gives your business the best possible protection from threat.

Physical security is equally important. Making sure that installations, moves and changes to equipment are conducted to the highest levels of conformity to Health and Safety standards helps to protect your employees and your business from risk.

BE PREPARED FOR THE UNCERTAINTY OF BATTLE

Managed Network Services is about being there for you, the customer, when needed. It is about identifying the right technology to meet your current and future business needs, creating a flexible design (both technology and services) capable of adaptability as needs arise.

The one constant is change. The rapid rate of technology change and the expectancy from customers to deliver innovation in store means organisations like yours can feel paralysed in the face of investment decisions.

Technology does not stand still; we need to constantly monitor technology developments to help inform your strategic planning. You need to be able to add new capabilities into your business, as you evolve and your network must be able to adapt to support it.

A Managed Services Partner should be adept in crafting networking solutions that can flex when your business needs it.

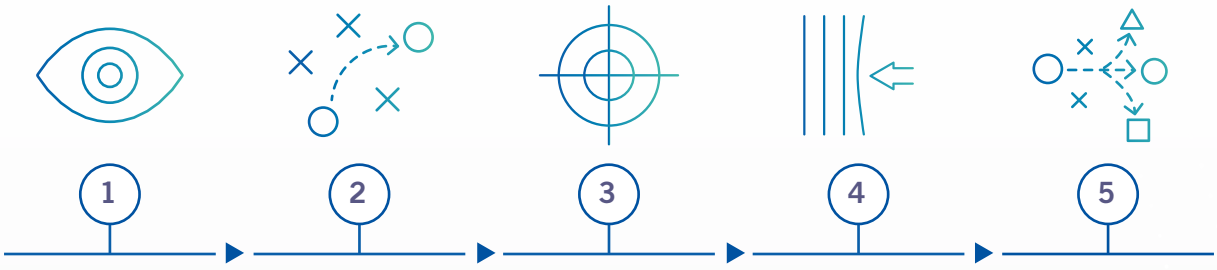
They are there to help you understand what's happening in the technology marketplace and be ready to advise on network enhancements and deliver change when it's needed.

It is about identifying the right solution to meet your current and future business needs, creating a flexible design (both technology and services) capable of adapting when needed. It's about being part of your virtual team and seamlessly providing the services where and when you need them. And it's about proactively managing your network infrastructure to drive cost and resource efficiencies whilst increasing levels of visibility for optimum management and control.

A WINNING STRATEGY

Whether you're looking to expand and grow your retail operations, or you are seeking to consolidate and streamline them, it's clear that you are facing a degree of complexity that can be challenging to manage in-house.

By working with a Managed Service Partner who has the skills, capabilities and experience to manage this complexity on your behalf you can be confident that you have:



Assessed the Terrain

Understanding your network is fundamental to success

Created a Battle Plan for Change

Knowing you have the right solution in place gives reassurance for the future

Locked on to your Target

Having certainty that your network will not undermine your in-store Customer Experience is critical

Got Your Defences in Place

Being confident that your network is secure enables you to focus on strategic initiatives

Prepared for the Uncertainty of Battle

Knowing your network is ready to support the successful deployment of new in-store applications means you are ready for anything

This creates a winning strategy for flexible, agile response when and where it is needed so you are ready to implement your next phase of business change, confident in the knowledge that your network won't let you down.

WANT TO KNOW MORE, GET IN TOUCH?

TELEPHONE
UK: +44 (0) 1908 425 300

E-MAIL
sales@hugheseurope.com

WEBSITE
www.hugheseurope.com

About Hughes Network Systems
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 more than 7 million terminals of all types to customers in over 100 countries, representing approximately 50 percent market share, and its technology is powering broadband services to aircraft around the world. In Europe alone, where we have been helping our customers to achieve optimal value from their network infrastructure for more than 30 years, we manage 55000 sites, across 28 countries supporting more than 5 billion transactions every year. 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 @HughesConnects on Twitter.

About EchoStar
EchoStar Corporation (NASDAQ: SATS) is a premier global provider of satellite communication solutions. Headquartered in Englewood, Colo., and conducting business around the globe, EchoStar is a pioneer in secure communications technologies through its Hughes Network Systems and EchoStar Satellite Services business segments. For more information, visit echostar.com. Follow @EchoStar on Twitter.

HughesON™