



USE CASE

# Space-based connectivity and retail

Transforming the retail industry



Digital transformation makes it easier for retailers and their customers to connect

## Space-based connectivity and retail

### Transforming the retail industry

Modern retail relies on digital technology to deliver next-generation services. It helps enhance customer experience and drive competitive advantage. Digital technologies reach all retail areas, including payments, deliveries, marketing, and staff training. And many business-critical applications, such as merchant services, accounting tools, payroll, HR, and inventory management, are now located in the cloud.

Perhaps the most important digital tool for retailers is the point-of-sale (PoS) system that allows payments to be taken quickly. If a PoS system is down for any length of time, retailers risk losing thousands of dollars in revenues. Digital technology also helps support critical systems such as CCTV security, telephony, and Wi-Fi hotspot services for shoppers.

Retail stores also need to be integrated into the wider corporate network and ecosystem to ensure that customers' needs are met. This includes inventory management, fulfilment and supply chain intelligence. All of these rely on digital solutions like Internet of Things (IoT) and RFID systems.



## Connectivity challenges

As retail transforms and relies on increasingly innovative new concepts to gain an edge over competitors, fast, reliable connectivity becomes more vital than ever. Cloud applications require reliable networks to be effective, and retail stores need to be integrated into the corporate network to have visibility across the entire estate. Often, retailers may need portable broadband to support pop-up stores in new locations.

Connectivity must be continuously available, with sufficient bandwidth to minimize lag, keep systems running smoothly, and ensure seamless operations. If connectivity is lost, downtime means potentially lost money, unhappy customers, and damage to the brand.

As with any industry, some locations benefit from faster, more reliable connectivity and coverage more than others. Retail outlets located far from central HQ can suffer network outages that take time to repair, or latency can mean certain services don't work as well as they should. Network resilience is vital, and retailers should consider fully-redundant infrastructure to ensure uninterrupted coverage.

## Connectivity solutions

OneWeb can help retailers enjoy reliable, always-on connectivity that enables next-generation experiences for customers everywhere.

Low Earth Orbit (LEO) satellite connectivity provides either primary connectivity or back-up to fixed broadband to keep retail stores online, no matter how remote their locations. It ensures retailers can deliver services to customers without worrying that the network dropping will cause lost sales. Furthermore, OneWeb connectivity can be integrated into an SD-WAN infrastructure to provide additional flexibility and resilience.

## Enhanced opportunities

### Rapid deployment

OneWeb is quick to deploy and easy to manage, with high bandwidth and low latency. The global reach of LEO services keeps even remote retail outlets, from gas stations to general stores, always connected. Its fast deployment means it is also ideal for connecting pop-up stores or new retail branches on demand.

### Enabling digital payment

OneWeb connectivity ensures retail outlets can always take payments through PoS systems and online. A high bandwidth, low latency LEO connection can safeguard the smooth exchange of data and information from store-to-store, guarantee delivery of goods and services through logistics connectivity, and keep payments flowing.

### Transforming supply chain

OneWeb LEO connectivity can also support a digital supply chain, which gives retail companies significantly improved visibility into their business. Real-time visibility of supplier performance is possible, and data analytics mean retailers can evaluate and assess that performance on-demand. A digitally-enabled supply chain allows retailers to enhance demand planning, asset management, warehouse management, transportation and logistics management, procurement, and order fulfilment.



Traditional functions, processes and operations are being automated.



Global connectivity brings change that will influence customer experience.

## Enhanced and new applications

### Business continuity

Added resilience to existing networks in case of disruption.

### Supply chain transformation

Support specialist software, including dedicated retail supply chain management solutions.

### Point-of-sale

A modern PoS system is the heartbeat of a retail operation and enables much more than just transactions at the checkout.

### Cloud-based analytics

Support in-store IT tools and tailor new, innovative business models.

### Optimised management of staff

Monitor and analyse staff performance using connected devices.

### Connected CCTV

Ensure safety and security in retail outlets, no matter how remote.

### Digital displays

Enhance the in-store experience for customers via offers shown on connected digital displays.

### Product popularity

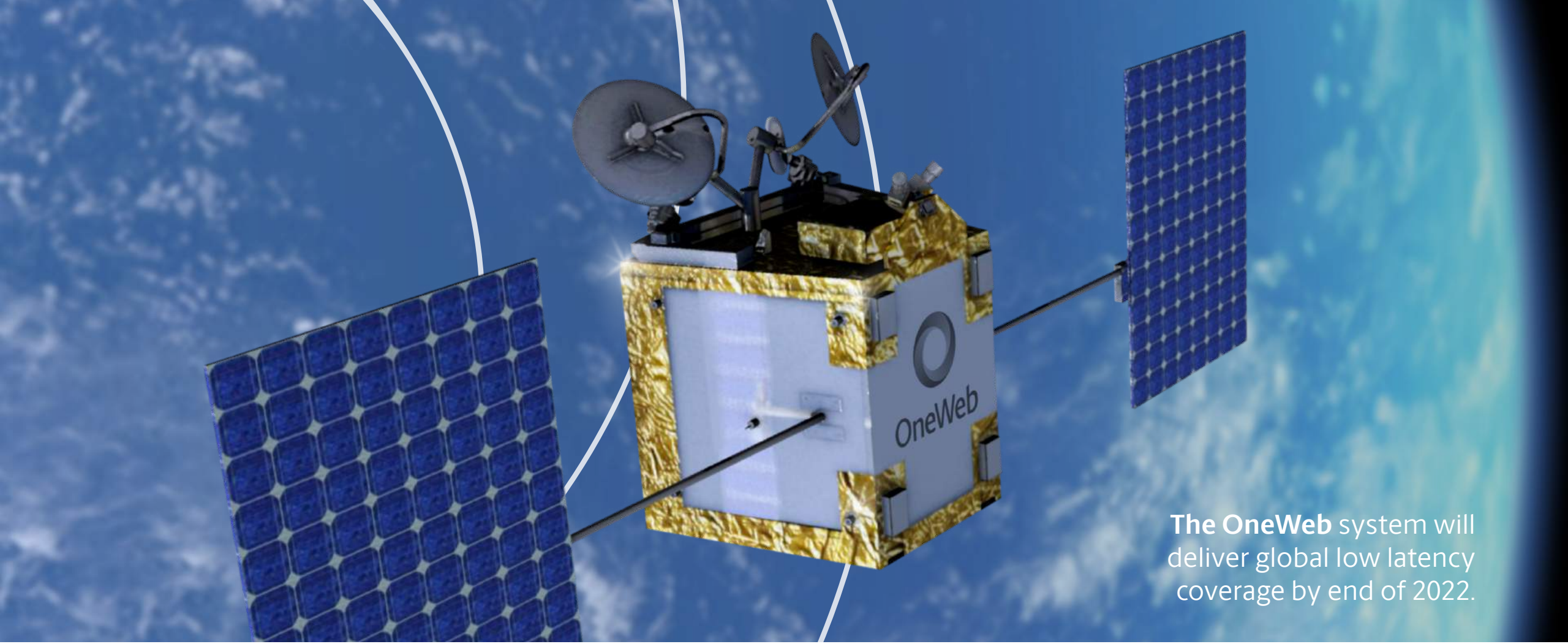
Better manage inventory and supply chain, with footfall analysis in stores to evaluate what products are most popular.

### Enhanced customer experience

Gather and analyse customer data in real time to improve satisfaction.

### Internet of Things

Connect more devices in more stores in more locations to improve inventory and stock management.

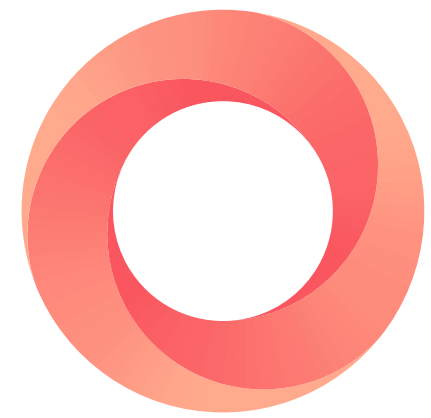


The OneWeb system will deliver global low latency coverage by end of 2022.

## Space-based connectivity made easy

OneWeb is powering the digital transformation of retail operations everywhere with flexible, scalable, and reliable connectivity plans designed to enhance existing communications solutions.

Access OneWeb connectivity with a new class of user terminal that brings function, design, and easy-to-use LEO technology together. Simple to order, deliver, install, and maintain, for primary, backup, and hybrid network solutions that meet the demands of today's **digital retail**.



# OneWeb

Global space-based connectivity

Connection everywhere changes everything

To find out more, connect with a [OneWeb Connectivity Consultant](#).  
Register your interest [oneweb.net/enterprise](https://oneweb.net/enterprise)

**OneWeb** is a global communications network powered from space, headquartered in London, enabling connectivity for governments, businesses, and communities. It is implementing a constellation of low Earth orbit satellites with a network of global gateway stations and a range of user terminals to provide an affordable, fast, high-bandwidth and low-latency communications service, connected to the IoT future and a pathway to 5G for everyone, everywhere.

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