Reading sample

Intelligent, digital retail networking

Including foreword of the

EHI Retail Institute®

LANCOM
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Introduction

In recent years, shopping has become faster, contactless and, above all, is increasingly digital. Customers appreciate the advantages of online shopping as it makes the market highly transparent and they can shop anywhere, anytime. This change in shopping behavior has further fueled competition between e-commerce and brick-and-mortar retail for repeat customers, which is why the traditional store must also reposition itself technically. At the same time, it is clear that the classic retail store is still the most important touchpoint for a personal, high-quality shopping experience. To manage the balancing act between stationary and digital sales channels, or even in-store and online trade, what we need more than ever is a profitable symbiosis of networking solutions that are specifically tailored to the diverse requirements across the retail sector. From chain stores and franchisers to shop-in-shop operators, it is important to cost-effectively plan individual retail networks and roll them out as widely and as quickly as possible.

This white paper informs you how customized networking scenarios could look and the challenges you need to master for your "Smart Retail" network infrastructure.

Would you like professional support with your store connectivity?

Do you need assistance in choosing the right product for your branch network, or are you interested in an "all-round retail package" with help from our Sales team? Don't hesitate to contact us personally. Most questions are best clarified in direct conversation. We would like to get to know you and your project.

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About LANCOM Systems

LANCOM Systems is a leading European manufacturer of network and security solutions (WAN, LAN, Wi-Fi & firewalls) for business and the public sector with a special focus on digital sovereignty, security, and future viability. The development of the software and hardware as well as the manufacturing are predominantly based in Germany under the highest standards of quality and security, so guaranteeing 100% freedom from backdoors for all LANCOM products. With servers hosted in Germany, the LANCOM Management Cloud also stands for European law and the highest level of data sovereignty. The LANCOM portfolio includes all required virtual and hardware network components, network management tools, accessories, software upgrades, and in-house technical manufacturer support for small to large-scale site connectivity via software-defined networking (SDN).

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