

# EuroCIS: LANCOM Exhibits Agile Networks as a Key Technology for Digital Transformation in Retail

12/20/2017

**Cloud-based SDN and high-bandwidth, high-availability routers**

Press Release 2017-529

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Aachen, December 20, 2017—LANCOM Systems, the leading German manufacturer of network infrastructure solutions for business customers, presents forward-looking solutions for the digital transformation in brick-and-mortar retail at EuroCIS 2018. The top exhibit is the LANCOM Management Cloud (LMC) for the installation of agile networks based on state-of-the-art cloud and software-defined networking technologies (SDN). This technology allows new services to be mapped to the network at the click of a mouse, and additional stores can be networked in the minimum of time and at the lowest possible cost. Also, LANCOM will for the first time be exhibiting its new high-end family of routers for high-performance, high-availability VPN store connectivity via VDSL and LTE.

Brick-and-mortar retail is going through profound change. To achieve a long-term increase in profitability and customer loyalty in the face of the online competition, processes are increasingly being digitalized, new business models are being established (keyword: omnichannel), data is being analyzed, and new, digital services are being created. Even today, highly secure store connectivity, wireless picking, and electronic payments are standard in retailer networks. Wi-Fi for customers, electronic price labels (ESL), location-based services, and business analytics add to the load.

Key Technology, the LANCOM Management Cloud

With their top exhibit, LANCOM provides the answer to this increasing complexity. The LMC manages all of the components required in the network—VPN routers, gateways, switches, Wi-Fi, ESL—by means of a single, cloud-based and hyper-integrated network management system for SD-WAN, SD-LAN and SD-WLAN. It helps with the construction of highly agile end-to-end networks, where new services can be mapped at the click of a mouse and new stores can be completely networked in an instant. The necessary device configurations are calculated and rolled out automatically. What used to be complex and extremely time-consuming configurations for mapping services such as customer Wi-Fi or location-based services, or for rolling out new security architectures, has now become a matter of hours or even just minutes. Along with the massive flexibilization of their IT operations, retail companies benefit from significant cost savings.

### High Availability and High Bandwidths

Another important building block for efficient, high-availability store connectivity along with intelligent load balancing is presented by LANCOM in the shape of its new 1900-series of routers in a modern metal housing. Due for launch in February, these VPN routers are unique in bundling two VDSL connections and backup capabilities via LTE. This makes them the ideal solution for retailers who want to use their DSL connections simultaneously for a variety of bandwidth-intensive services—such as VPN, electronic cash, and Wi-Fi guest access. The family is crowned by a high-performance multi-WAN VPN gateway that connects to high-speed fiber-optic networks and also external modems, including cable modems (“cable Internet”).

### LANCOM Systems background:

LANCOM Systems GmbH is the leading German manufacturer of networking solutions for business customers and the public sector. LANCOM offers professional users secure, reliable and future-proof infrastructure solutions for local-area and multi-site networks (WAN, LAN, WLAN), as well as centralized network management based on software-defined networking technologies (SD-WAN, SD-LAN, SD-WLAN). The LANCOM routers, gateways and WLAN solutions are developed and manufactured in Germany, and a selection of the VPN portfolio is certified by the German Federal Office for Information Security (BSI) for the protection of particularly sensitive networks and critical infrastructures (EPCIP). LANCOM Systems has its headquarters in Würselen near Aachen, Germany. Customers include small and medium-sized enterprises, government agencies, institutions, and major corporations from Germany, Europe and, increasingly, worldwide.



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