

PRESS RELEASE 2017-497

**Groundbreaking networks for digitalization in retail**

## **EuroShop: LANCOM Systems presents “Digital PoS Marketing” and network management by mouse click**

**Aachen, January 10, 2017—LANCOM Systems, the leading German manufacturer of network-infrastructure solutions for business customers, presents at the EuroShop 2017 their unique all-round solution for digitalization in retail, including VPN site connectivity, Wi-Fi hotspots, Electronic Shelf Labels, and highly automated, cloud-based network design and management. The top exhibit on the LANCOM booth (hall 6, booth B52) is an innovative concept for “Digital PoS Marketing” that combines Wi-Fi hotspots, digital signage, and ESL into an integrated campaign platform.**

Highly secure store connectivity, wireless picking, and electronic payment transactions are standards in brick-and-mortar retail today. At the same time, retail networks are increasingly having to handle Wi-Fi hotspots for customers, ESL, and the integration of external service providers. The number of devices is also on the increase with new challenges being posed by trends like bring-your-own-device, location-based services, and multi-channel models. Retailers of every size are finding that meeting these new requirements is pushing their networks to the limit.

### **The answer: The LANCOM Management Cloud**

The LANCOM Management Cloud is based on the latest software-defined networking technology (SDN) and allows the centralized installation,

management and monitoring of networks of any size and complexity—and what's more, it does this fully automatically. Processes that were formerly very time-consuming, often taking up days at a time, have now been significantly simplified. Where new services are to be offered or additional stores opened up, all it takes is a mouse click to add these to the network. LANCOM Systems is the only manufacturer that can cater for every aspect of the network infrastructure; from routers, VPN gateways and switches to access points for WLAN and ESL.

The benefits are clear: Along with the enormous simplification and increased flexibility of IT operations, smaller retailers and multinational chains benefit from significant cost savings in their digitalization.

#### **Highlight exhibit: Integrated digital campaign control**

At the EuroShop, LANCOM Systems in cooperation with m3connect present their innovative concept for “Digital PoS Marketing”; the combination of Wi-Fi hotspots, digital signage and ESL into an integrated campaign platform. Marketing campaigns by brick-and-mortar retailers are now centrally controlled and fully digital. In the store, big screens display the special offers, and these are simultaneously transmitted to customer smartphones and the electronic shelf labels.

#### **Compelling overall package: Wi-Fi solutions, and colored ESLs**

At the fair, LANCOM Systems is also exhibiting a range of innovations in the digitalization of brick-and-mortar retail. On show are cloud-ready access points of the Wave-2 generation and VPN routers for future-proof VPN site connectivity, along with the latest electronic shelf labels (ESL) with red and black fonts and integrated NFC chip. All of these components can be automatically controlled from the LANCOM Management Cloud and merged into a powerful and flexible digital infrastructure for customers in retail.

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Note: The management board and spokespersons from LANCOM Systems will be happy to receive you for individual press interviews on the LANCOM booth (Hall 06, B52). For an appointment, please contact our International PR Manager (e-mail: [Kristian.delfs@lancom.eu](mailto:Kristian.delfs@lancom.eu) or by phone under: +49 (0)174 3469 170).

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**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 and future-proof infrastructure solutions for local-area and multi-site networks (LAN, WLAN, VPN), and also for central, Cloud-based network design and management (SDN/SD-WAN). 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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