![encore networks™]

# BUSINESS CONTINUITY

## Business Continuity for Retail and Restaurants: 'Network Down' Doesn't Mean 'Business Stopped'

Encore Networks routers on a 4G LTE cellular network ensure your business continues during loss of the regular data connection. Automatic recovery keeps communications, services, and credit card revenue flowing.
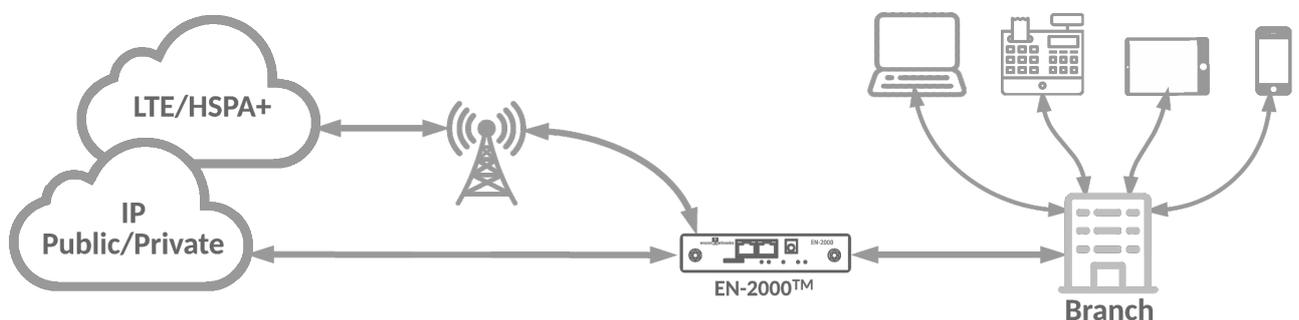
Credit and debit card sales make up a majority of customer transactions for retail, convenience stores and restaurants. Credit and debit card transactions require a secure connection to a card processor to validate the card in real time. If the network is not available, stores can't accept cards. If a customer can't pay, stores lose sales.

The largest convenience store chain in Latin America understands how important it is to have reliable network connectivity to power their point-of-sale systems. This ensures that the ability to receive funds is never restricted. In many parts of Latin America reliable terrestrial connectivity can be difficult not only in remote areas but in some parts of the city as well. They turned to Encore's EN™ Series of cellular routers for business continuity to ensure maximum uptime for point-of-sale payment processing and business services of their stores.

At first, their operations team made use of EN™ series routers to back-up existing terrestrial connections with 3G/4G cellular technology. These initial deployments proved to be very effective. In one instance a local fiber connection was damaged during road repairs, knocking out the local store's internet connection for three days. The store employees never noticed! The cellular connection provided by the Encore router kept their business up and running the entire time.

### Business Continuity - Always On, Always Up

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"The ability to fail over from cellular to our wireline and back again, seamlessly is critical," said the Head of IT operations, Store Division.

This instance and several others gave the operations team the confidence to experiment with cellular as a primary connection in certain situations. The cellular connectivity was used as a primary connection to open new locations that had long lead times for terrestrial connections.

The Head of IT operations went on to say, "The cellular connection provided by Encore routers allowed us to get stores open and running payments immediately when lead times for terrestrial connections were weeks away."

By making use of cellular as a primary connection until the terrestrial connection became available, stores were able to begin business operations immediately instead of missing out on revenue.

The operations team also found value in the EN™ Series router's ability to support VRRP (Virtual Router Redundancy Protocol) and SNMP (Simple Network Management Protocol) monitoring. VRRP allows for connection switching based on which routing device has the best connectivity. SNMP allowed the EN™ routers to check in with the existing monitoring system already in place for their corporate network. These two features made the administration of the remote stores fit into existing management practices and provided the critical uptime required to keep their business running.

Losing your primary broadband connection is not just an inconvenience, it can cost your business real money in lost sales, and lost reputation. In many cases, the cost of a cellular business continuity system is less than a day's worth of lost sales. Encore EN™ Series routers are an excellent choice for reliable cellular 3G/4G connectivity and have the advanced features required to integrate into your existing corporate networks.

## Business Continuity - Cellular Back-Up For Existing Infrastructure

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