

Allied Telesis for Retail



Industry Trends

- **Modernization of Legacy Systems:** IT systems, including wired and wireless networking, need to be brought up to date to support AI initiatives aimed at revenue growth and cost reduction.
- **Smart Displays:** Retailers increasingly use digital signage and interactive media to engage customers. This increases device density and drives network upgrades.
- **Economic Pressures:** Tariffs and competition put pressure on profit margins. Networking purchases must increase operational efficiency and provide maximum uptime.
- **IoT Expansion:** As in many industries, retail has seen strong adoption of IoT sensors. This creates the need to support high-performance wireless, high device densities, and PoE.
- **AI Initiatives:** Store associates supported with AI; AI used to personalize the customer experience; loss prevention, physical security, and inventory management powered by computer vision; AI-powered cybersecurity.

Networking Challenges

- **Poor In Store Connectivity:** Lapses in connectivity lead to lost revenue and poor customer experience. Point-of-sale systems need network connectivity to function. Any lapses lead to lost sales as stores increasingly are cashless. Unreliable Wi-Fi means shoppers may be less engaged.
- **Legacy Networks:** Applications like digital signage and AI initiatives require a modern network to support more data traffic, higher device counts, and higher densities.
- **High-TCO Networks and Vendor Lock-In:** Profit margins are often small in the retail industry, and the sector is very competitive. High-TCO vendors place a drag on profitability. Some vendors may try to use market power to lock in customers.
- **Multivendor Management:** Modern IT environments require teams to manage products from multiple vendors, adding to complexity.

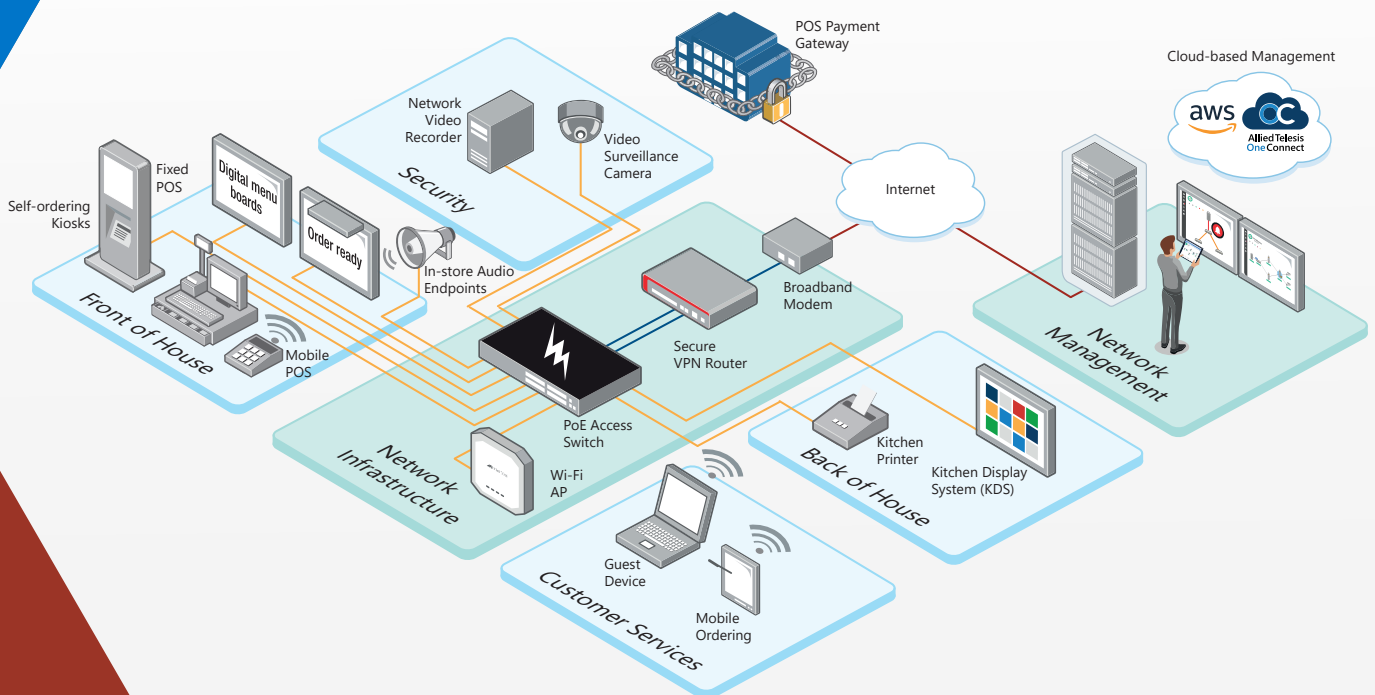


Allied Telesis Solutions for Retail

Allied Telesis provides high-performance, AI-ready, scalable network solutions to support business-critical applications, improve operational continuity, avoid truck rolls, and simplify distributed store management. Retailers get highly reliable connectivity for fixed and mobile point-of-sale systems, self-service kiosks, security cameras, digital signage, in-store audio, inventory management tools, guest Wi-Fi, and more.

Allied Telesis delivers comprehensive retail networking solutions comprised of a variety of products:

- Cloud-based centralized management
- PoE access switches
- Aggregation, core, and/or data center switching as required
- Industrial switching as required
- Wireless access points (indoor and outdoor)
- Secure branch routers



Note:

This network diagram is for a quick-service restaurant—one of the diverse establishments that Allied Telesis solutions support.

Why Allied Telesis for Retail?

Allied Telesis is a great choice for retailers based on three main attributes: flexibility, reliability, and security.



FLEXIBILITY

The products that make up our solutions are designed for openness. We interoperate seamlessly with offerings from a variety of third parties, including our competitors in the wired and wireless networking space. Retail organizations like yours are free to select the combination of hardware and software that works for them, with the confidence that Allied Telesis will interoperate with their selections. Customers also find that we are much more willing to work with them to design custom solutions than larger industry players.



RELIABILITY

We manufacture our own products, unlike our competitors. This allows us to deliver an extremely high level of quality backed by a limited lifetime warranty. Reliability also includes very high performance to support high densities and the most demanding applications, such as those seen in modern retail environments.



SECURITY

Allied Telesis manufactures the products that comprise its networking solutions, which avoids supply chain risk. We offer network access control, which includes isolating and quarantining any devices detected by the firewall to be infected with malware to protect other devices and the network from compromise. Since security breaches can disrupt store operations, this functionality appeals to security-minded retailers. We are known for supporting security cameras for video surveillance and integrate with popular video management systems (VMS).





What Customers Are Saying About Allied Telesis

“We are really impressed with the new Allied Telesis switches, as well as with the pre-and post-sales support we have received.”

Mr. Sudrak Ngodngam
Assistant Vice President, MIS Technology
Big C Supercenter PLC
Bangkok, Thailand



“Allied Telesis products are highly reliable, offer excellent cost performance, and come highly recommended from a large number of global companies, including other high-end malls. We made our evaluation based on the superior network design and excellent technical support.”

IT Team
Aeon Mall
Indonesia, Vietnam, and Cambodia



“I am impressed by the powerful features of the Allied Telesis switches. Credit goes to the Allied Telesis team, who have in-depth knowledge and technical expertise, as well as understanding the requirements of the retail industry.”

Mr. Malik Murad Ali
IT Manager
Mydin Mohamed Holdings Berhad
Malaysia



About Allied Telesis

Allied Telesis is a global provider of networking infrastructure for public and private organizations. Founded in Japan in 1987, the company brings together decades of engineering expertise with a long-term focus on quality, reliability, and operational stability. Headquartered in Tokyo and listed on the Tokyo Stock Exchange, Allied Telesis supports customers worldwide with networks designed for high-performance, dependable, secure operation over time.



25,000+
Enterprise
Customers



100+
Countries



2,000+
Channel
Partners



2,000+
Employees

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