

## Making the right connections.

*Hughes Europe helps retail petroleum brands to deliver against their commercial objectives.*



**HughesON**<sup>™</sup>

*HughesON is a suite of innovative, Cloud-ready network and digital media solutions designed for the unique needs of distributed enterprises in industries such as retail, hospitality, and retail petroleum.*



# Making the right connections.

*Hughes Europe helps retail petroleum brands to deliver against their commercial objectives.*

## Preparing for the future

A leading brand in the retail petroleum sector with more than 6500 sites distributed across Europe wanted to ensure consistency across their network to improve cost efficiencies, increase productivity and prepare for a digital transformation project to help deliver an optimised customer experience. To achieve this they faced some significant challenges:

- Their network was disparate with a variety of different technologies and Telco suppliers
- They wanted to be able to manage this from a single point both in terms of monitoring and administration
- They needed to deliver a compliant environment for Health and Safety across different countries, financial regulation and European data protection laws



Hughes Europe, with our strong consultative approach, worked with our customer to identify the best solution to help them meet their objectives. With our focus on the core elements of the wide area network to deliver optimised solutions to deliver business benefits, we recognised that we needed to work with our customer on addressing five specific areas to help them achieve their commercial objectives.

**Delivering a Pan European Universal Service**

## Five Key Areas of Focus

### Connectivity

With sites throughout Europe, our customer was faced with managing multiple contracts with different Network Service providers across different countries. Hughes Europe was able to take over the procurement and management of this diverse connectivity landscape to provision standard DSL connectivity across the entire estate. This meant that our customer would have a single contract for all of their connectivity requirements **creating significant cost efficiencies for their infrastructure management budgets.**

### Network availability

To ensure payment transactions were not disrupted, we needed to focus on making certain the network was always available. Hughes Europe was able to build resilience into the Wide Area Network through 3G and 4G back up complemented by satellite where appropriate. Supported by our 24hour monitoring and management service and dedicated network engineering team, all delivered through our European Network Operations Centre, we could guarantee the highest levels of service availability. **This meant that our customer benefited from an always on network that enabled them to comply with regulatory requirements across all locations.**

### Equipment

Managing an estate of disparate equipment creates challenges for maintenance and cost management. By working with our customer, Hughes Europe was able to identify the right solution to meet the needs of their business and seamlessly manage the design, procurement and installation of equipment across the pan-European estate. **This helped our customer to reduce management costs, drive efficiency through a ubiquitous service offering and have visibility of their entire European estate.**

### Security

In any retail organisation security is a top priority with customer data and PCI compliance at top of mind. Hughes Europe was able to recommend and provide the most appropriate level of security and install and manage this to help **support our customer in meeting their compliance requirements.**

### Universal service

Because Hughes Europe offers offer a single point of contact with a single, aggregated service level agreement for all sites irrespective of size or location, our customer was able to gain significant efficiencies in contract management. Having all the information they needed from a single point of contact meant **they were able to derive high levels of insight into where their focus should be targeted.**

### A springboard for transformation

Hughes has been helping our customer to see increasing value from our delivery of this pan-European managed network solution for a number of years. We are now embarking on a new journey together. Our client is working towards delivering their digital transformation project and Hughes Europe is helping them to achieve this.

Their aim is to deliver a network that is optimised to help the business achieve three core objectives:

- To support the applications their customers expect for a great experience
- Enable the delivery of productivity applications such as learning tools and logistics management tools
- To drive further efficiencies in cost management to drive improved profitability

**SD-WAN is revolutionising the way businesses are managing their networks. It enables them to maximise existing network capacity by intelligently using available bandwidth to prioritise traffic and deliver predictable application availability.**



Hughes Europe's consultative and collaborative approach meant that our customer trusts us to help them make the right decisions for this new project. We are now working together on a project focused on optimising the wide area network to deliver the highest levels of application availability which will further enhance the customer experience.

We have delivered an evaluation project to identify the strengths and weaknesses of a number of platforms to help our customer to make an informed decision on what is right for their business. As one of the very few managed network services providers to have successfully delivered SD-WAN deployments in Europe, our customer knew that we could help them to move forward with this project.

### Extending the proposition

Another leading brand in the retail petroleum sector was facing a different challenge. In addition to their core portfolio in urbanised areas, they have a number of forecourts in smaller, more remote locations. This made it difficult for them to provide consistent connectivity solutions across their entire estate.

As a specialist managed service provider of WAN connectivity solutions, Hughes Europe was able to leverage our relationships with service providers throughout Europe as well as the global satellite capability of our parent company, Hughes Network Systems (Hughes), to deliver the right level of connectivity to those more challenging sites.

Our Universal Service Level Agreement approach means that our customer has one single point of contact and one aggregated contract for the managed network solution we deliver for their 1000 distributed, multi-country estate.

This has enabled our customer to confidently and efficiently extend their digital transformation and Customer Experience excellence goals across all sites, irrespective of size and location.



### Global leadership

Hughes is a leading provider of managed network services to retail enterprises and organizations globally.

### Dealing with under performance

Our customer, a family-owned, Texas-based petroleum retailer was facing the challenge of trying to deliver increasingly sophisticated business applications across a network that did not appear to have the capacity to support this commercial need. Their network comprised a combination of satellite (VSAT) connection for POS transactions and back office operations and a DSL broadband connection for specialist predictive sales applications. The issues they were experiencing were twofold. Firstly there was a significant problem with the broadband connection where speeds delivered were around 76% of the speed expected meaning that achieving predictable performance was a real challenge. The second issue focused on availability. In the petroleum and convenience store market, it is of paramount importance that the network delivers high availability to support payment transactions and business critical applications.

With its new, high volume c-store, our customer needed to do things differently, so when Hughes Network Services offered the opportunity for the customer to use this store as a beta test lab for the HR4700 Branch Gateway and ActiveTechnologies they saw this as real solution to the challenges they faced.

### Making the difference

Using the same DSL broadband circuit, Hughes now supports every store application with one high-performance, fully managed network solution, including a 4G wireless backup.

Employing its unique Hughes ActiveTechnologies—ActiveQoS™, ActiveClassifier™, and ActiveCompression™—the solution dramatically increased throughput speeds and boosted the uplink by 586% against the previously anticipated DSL broadband speed and by 800% against the speeds they had actually been seeing, ensuring high quality of service for their priority applications. ActiveQoS provides intelligent, real-time management and prioritization of mission-critical network traffic, while ActiveCompression delivers powerful compression to increase throughput performance over affordable broadband.

**The HughesON solution transforms the standard DSL broadband into a truly enterprise-grade WAN.**

### Available, protected, managed

With high network availability a key requirement of the solution, Hughes recommended providing reliable, seamless back-up through 4G wireless. The customer has experienced such high levels of resilience using this approach, with the 4G switching over within less than 0.5 seconds, they can't tell when, or if, the network switches to back up.

The built in security features of the HR4700 which includes industry-leading Fortinet security technology, the network also benefits from next generation firewall capabilities such as Intrusion Detection.



And because the HughesON solution is fully managed with a 24/7 monitoring and support service, not only do any potential issues get addressed before they become an issue, but the customer is seeing real cost efficiencies both from the network performance itself and from the reduced resource overhead of managing this complexity internally.

### A platform for the future

Our customer is now able to deliver business critical applications from customer basket analysis, which relies on constantly pulling down poll data from each store, to fast secure and reliable payment transactions with the reassurance that the network will be available to support this. And with an optimised resilient network, they are also able to consider new business enhancing applications in the future, safe in the knowledge that the network can support them.

### About Hughes Europe

Hughes Europe helps retail organisations to maximise productivity and enhance the customer experience by providing optimised managed networks for multi-site, distributed enterprises. We work with our customers to design, implement and manage wide area networking solutions.

Our flexible connectivity solutions combined with our multi-vendor approach means we can take modern technology capabilities and identify the right solution to meet our customers' commercial needs. Our long-standing relationships with our customers, which span many years, are testament to our collaborative and quality focused approach.

We deliver our services throughout Europe with offices in the UK, Germany and Italy and offer a single point of contact with a single, aggregated service level agreement for all sites irrespective of size or location.

We specialise in delivering WAN connectivity, network resilience, security, optimisation and SD-WAN to help our customers deliver the application availability they need to deliver the highest levels of employee productivity and Customer Experience.

We are part of EchoStar Corporation and a division of Hughes.

### About Hughes

Hughes Network Systems, LLC (HUGHES) is the global leader in broadband satellite technology and services for home and office. Its flagship high-speed satellite Internet service is HughesNet®, the world's largest satellite network with over 1.2 million residential and business customers across North America and Brazil. For large enterprises and governments, the company's HughesON™ managed network services provide complete connectivity solutions employing an optimized mix of satellite and terrestrial technologies. The JUPITER™ System is the world's most widely deployed High-Throughput Satellite (HTS) platform, operating on more than 20 satellites by leading service providers, delivering a wide range of broadband enterprise, mobility and cellular backhaul applications. To date, Hughes has shipped over 7 million terminals to customers in over 100 countries, representing approximately 50 percent market share, and its technology is powering broadband services to aircraft around the world.

Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), a premier global provider of satellite operations. For additional information about Hughes, please visit [www.hughes.com](http://www.hughes.com) and follow [@Hughes\\_Corp](https://twitter.com/Hughes_Corp) on Twitter.

**For additional information, please call +44 (0)1908 425 300  
or visit [business.hughes.com](http://business.hughes.com).**

**UK: Hughes Network Systems Ltd**

Hughes House  
Rockingham Drive, Linford Wood  
Milton Keynes, MK14 6PD  
United Kingdom

Tel.: +44 (0)1908 425 300  
Fax: +44 (0)1908 425 301

**Germany: Hughes Network Systems GmbH**

Ottostrasse 9  
64347 Griesheim  
Germany  
Amtsgericht Darmstadt HRB 6514

Tel.: +49 (0)6155 844 0  
Fax: +49 (0)6155 844280

**Italy: Hughes Network Systems S.r.L.**

via Salaria, 222  
00198 Roma  
Italy

Tel.: +39 06 844 0611  
Fax: +39 06 844 061124