SMARTSTORE

# TRANSFORM YOUR ONLINE SHOPPERS INTO IN-STORE BUYERS

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# THE CUSTOMER TRANSFORMATION EXPERIENCE

Today's customers are looking for a blended and seamless online and in-store experience. When they enter physical stores they want the same convenience and enjoyment that they get shopping online. And of course, they also want the pleasures that hit the senses in a live setting. Clicks versus bricks is a thing of the past, they are now part of an integrated whole!

## Are you ready for this new era in retail?

SmartStore solutions from Hughes Network Systems Europe now make it easy for you to engage with customers, increase footfall, reinforce your brand and most of all, give a boost to your in-store sales. Customer Wi-Fi and Wi-Fi Analytics, Digital Signage, Smart Cameras and Smart Lockers help you create a welcoming environment, a fantastic retail experience and an awesome buying journey.

**Customer WiFi**

**WiFi Analytics**

**Digital Signage**

**Smart Cameras with Movement Analytics**

**Smart Lockers**



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# WI-FI AND WI-FI ANALYTICS

## Get to know your customers – and drive up average basket values with personalised marketing

### CONNECT WITH CUSTOMERS

People now want and expect free Wi-Fi access, always, everywhere, on any device. And they expect it to be free. This presents you with a huge opportunity to engage with your customers. Welcome them into the store, provide useful information, offers and vouchers, games, competitions, personalised messages, birthday greetings … the possibilities are endless.

Create your own branded Wi-Fi portal with content optimised for mobile devices, and direct it to targeted customer segments based on demographics and preferences. With a Hughes SD-WAN or Wired/Wireless LAN, you can control it all centrally. Saving you time and effort while maintaining your brand identity and ensuring GDPR compliance.

### ANALYTICS

With Wi-Fi Analytics you then get a wealth of information about your customers and their behaviours. The kind of information you get via cookies and logins with your online presence.

Find out, for example, which offers drive most sales uplift with particular market segments, in which stores and at which times. You can then feed this data into CRM and marketing automation for highly targeted promotional campaigns.

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# DIGITAL SIGNAGE

## Engage proactively with your customers

SmartStore digital signage from Hughes enables you to offer powerful, dynamic communication and targeted messages that resonate with and influence a particular audience.

- **People notice and remember visual messages more than text**
- **It is proven to give a sales uplift**
- **By improving customer service with useful information, you increase satisfaction and loyalty**

Implementing digital signage with SmartStore has a number of clear advantages:

- **It is managed centrally – so no IT expertise needed in your store, and minimum hardware**
- **It gives you and your HQ marketers and/or creative agency an intuitive, easy-to-use web-based content management system (CMS)**
- **Provide live or on-demand HD video and live data feeds to any number of screens**
- **Easily refreshed or updated in an instant**
- **You can easily pre-program different messages according to time of day, day of the week etc.**
- **Multiple languages**

SmartStore digital signage is a great way to reinforce your brand identity, provide useful information, promote services and offers, and guide shoppers through their buying journey.

# SMART CAMERAS WITH MOVEMENT ANALYTICS

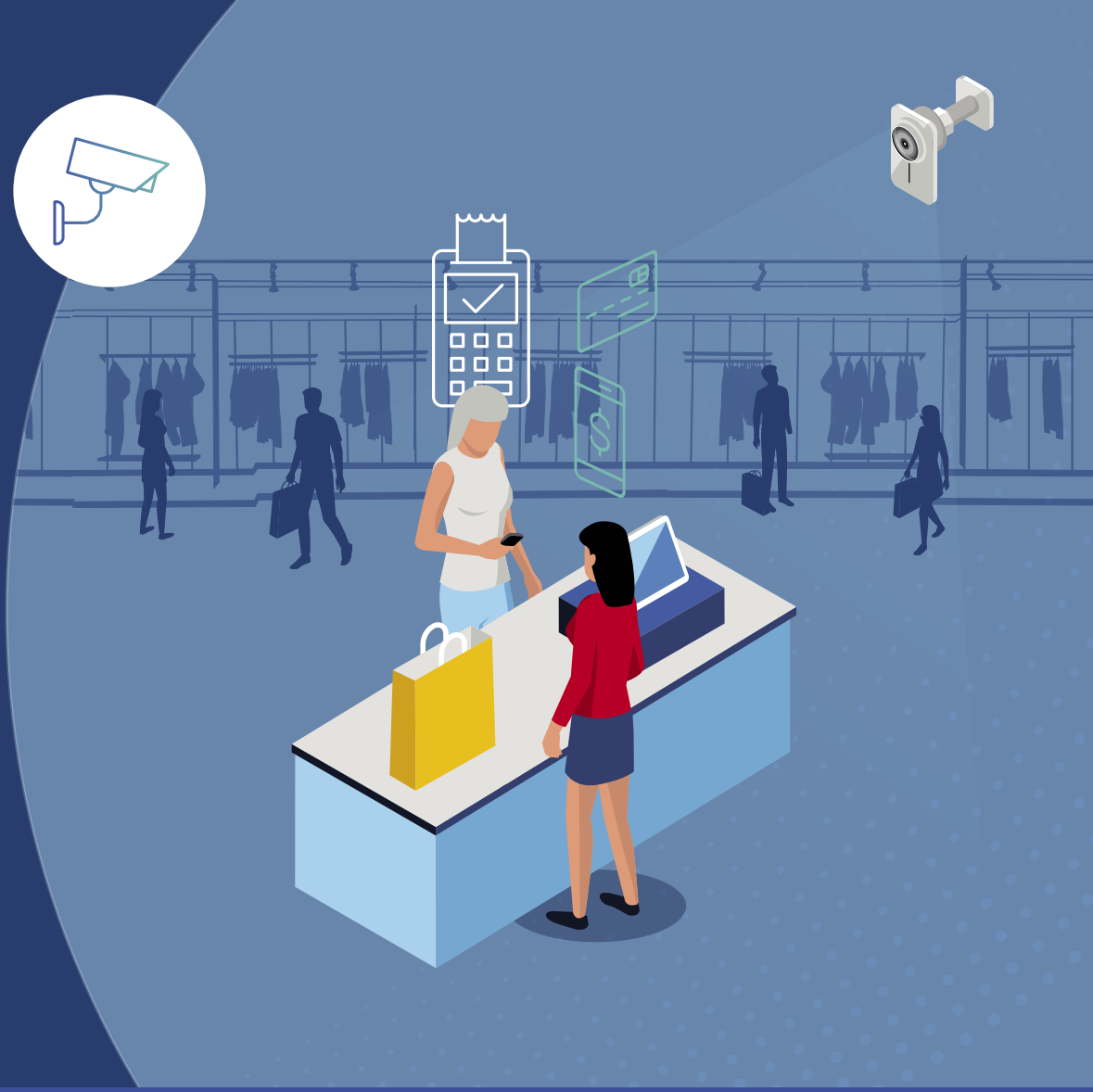
## Understand customer behaviours and optimise floorspace

In-store cameras have become the norm to protect customer safety and provide security. They also bring operational benefits, such as the ability to identify imminent back-ups at checkouts and alert sales assistants.

But with Movement Analytics technology, SmartStore brings a whole new level of sophistication. These Smart Cameras give you insights into customers' in-store behaviour and preferences – intelligence that you can use to create an even better experience. Data captured by the cameras can be analysed to answer questions such as:

- **How do shoppers move in the store?**
- **What areas do they spend the most time in?**
- **How long do they stay?**
- **What are the busiest operating hours?**
- **How long are the queues?**
- **Are you well staffed at all times?**

In short, you get plenty of actionable insights into customer experience. All in a simple, intuitive package that can be centrally managed. Analytics tools such as motion search, motion recap and motion heatmaps, and object detection with people counting, are performed in the cloud without requiring additional hardware.



# SMART LOCKERS

## Customers who pick up in-store also buy in-store!

Click-and-collect lockers now play a central role in the blended customer experience. They entice customers into stores, increasing footfall. Customers who pick up in the store are likely to buy extra items. Plus, they eliminate shipping costs and the risk of missed deliveries. They also reduce the cost of returns.

SmartStore from Hughes now takes the click-and-collect experience to a new level. People avoid queues and collect their orders in seconds, at a time that is convenient to them. Intelligent pick up enables you to maximise the profitability of buy online, pick up in store (BOPIS) whilst providing a contactless and fast service that will delight customers.

We provide all the necessary hardware, software, installation, management and support for the service. All you need is network connectivity to be able to track, manage and report on the locker usage and integrate it into a wide range of existing business systems such as your, CRM, mobile apps, loyalty programmes and third-party delivery systems.

Each click-and-collect solution consists of a stand-alone locker, which has the control unit in it, and up to three additional satellite lockers.

**If you would like to find out more about how to transform the in-store customer experience and align it seamlessly with your online presence, get in touch with your Hughes Europe representative.**

# A NAME YOU CAN TRUST

Our flexible networking solutions combined with our multi-vendor approach means we 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. As the European business unit for Hughes, we work in collaboration with our sister business units in North America, South America, India and International to deliver fully integrated solutions on a global scale.

**For further details about our products and services contact us today.**

**$1.85 BILLION** Dollars in revenue

Supporting **425,000** business and government sites worldwide

**2,100** employees globally

**7+ million** terminals of all types delivered in **more than 100 countries**

Deployed **35,000** SD-WAN sites to date

Customers on **6 continents**

**5** decades of networking expertise

## WANT TO KNOW MORE? GET IN TOUCH

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**About Hughes Network Systems**

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 1.3 million residential and business customers across the Americas. 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 more than 7 million terminals of all types to customers in over 100 countries, representing approximately 50 percent market share, and its technology is powering broadband services to aircraft around the world. In Europe alone, where we have been helping our customers to achieve optimal value from their network infrastructure for more than 30 years, we manage 55000 sites, across 28 countries supporting more than 5 billion transactions every year. 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 and follow @HughesConnects on Twitter.

**About EchoStar**

EchoStar Corporation (NASDAQ: SATS) is a premier global provider of satellite communication solutions. Headquartered in Englewood, Colo., and conducting business around the globe, EchoStar is a pioneer in secure communications technologies through its Hughes Network Systems and EchoStar Satellite Services business segments. For more information, visit echostar.com. Follow @EchoStar on Twitter.

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