

HUGHES SmartStore

ENHANCE THE SHOPPING EXPERIENCE AND GAIN
INSIGHTS TO DRIVE BRAND LOYALTY

HughesON™

TRANSFORM YOUR ONLINE SHOPPERS INTO INSTORE BUYERS

To optimise customer engagement and satisfaction while maximising spend, retailers know they must give visitors to their stores an amazing experience. They know they must combine the best of both online and in-store worlds.

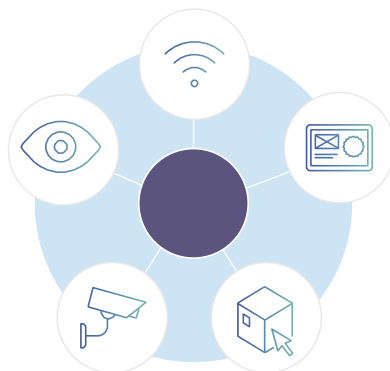
Retailers are now focused on delivering this blended experience seamlessly and reliably – projecting the brand consistently and cleanly across all channels and in all stores, while flexibly addressing the specific needs of different customer segments.

So welcome to the new retail ecosystem that will help you leverage the full potential of retail space: SmartStore solutions from Hughes Network Systems Europe.

A complete retail solutions portfolio

The Hughes SmartStore portfolio comprises several technologies that can be deployed individually or in any combination to enthrall and delight customers while giving you insights to inform your marketing activity and drive brand loyalty.

Ultimately, this means increased revenues and profitability.





SmartStore: WI-FI & WI-FI ANALYTICS

Online retailers know lots about their customers' behaviours thanks to their digital footprints. By contrast, physical stores have been missing out on this valuable information and insight... until now.

People not only want, but increasingly expect Wi-Fi access, always, everywhere, on any device. And they expect it to be free. This presents leaders of retail operations with a huge business opportunity to get the same kind of information that is available to online retailers and to use it to engage with customers more effectively.

You can easily turn “unknown” visitors into “known” visitors by providing free Wi-Fi in store and encouraging them to use it.

Once they have connected to your Wi-Fi, your direct relationship with the customer begins and the opportunities for digital marketing are endless. Keep them engaged with promotional and personalised information that positively impacts buying behaviours.

You can create your own branded Wi-Fi portal and bespoke content optimised for mobile devices, and direct it to targeted customer segments based on demographics and preferences.

Because everything is run via the cloud, it's all very quick and easy to manage in-house. This means you can benefit from the flexibility of real-time updates combined with cost efficiencies, even at peak times.

Acquiring and using insight

Your opted-in, GDPR-compliant customer data is stored in the central Control Tower. This provides you with a wealth of information about your customers and their behaviours, by individual store and across the entire customer base. You can: see how many sessions are opened by how many unique visitors at what times; find out which of your offers attract most interest and lead to the biggest uplift to your revenue; filter the data to find out when various customer segments are responsive to your communications.

It is also easy to sync the data captured with your customer relationship management and marketing automation systems to develop meaningful and highly targeted campaigns.

Sample Insights from Wi-Fi Analytics

- > How many Wi-Fi sessions do your customers start?
- > How popular are your offers, and with which customer segments?
- > When do customers respond best to offers?
- > Which stores are engaging customers most effectively?

SmartStore: DIGITAL MEDIA

Digital media offers far more than simply replacing static billboards and posters with LCD screens!

Hughes SmartStore Digital Media enables you to offer powerful, dynamic communication and targeted messages that resonate with and influence different customer segments. You can also take advantage of digital signage to incentivise customers to connect to your in-store Wi-Fi.

The advantages are clear. First, people tend to notice and remember visual information more clearly than text-only marketing. Second, retailers typically see a three per cent uplift in same-store sales when they deploy digital signage. And third, customers feel better informed and experience an improved service, which in turn drives customer satisfaction and customer loyalty.

The great advantage of using SmartStore Digital Media from Hughes Europe as your communications platform is that you can think global, act local. You manage everything centrally, maintaining your standard brand identity, while flexibly creating content for individual stores. This drives efficiencies from a skills perspective and effectiveness from a tactical perspective.

SmartStore Digital Media provides a modern, intuitive, web-based content management system (CMS) that enables your sales and marketing team to provide live or on-demand HD video, static images and live data feeds to any number of screens and in multiple languages.



Sample Digital Media Applications

- > **Digital promo boards**
Engage customers with compelling visual content
- > **Digital menus boards**
Drive incremental revenue through upsell and cross-sell
- > **Information points**
Enhance your brand with helpful tips and advice



SmartStore: CLICK-AND-COLLECT LOCKERS

Click-and-collect lockers have been in use as a place to pick up items for some time, but they now play a central role in the blended omnichannel customer experience. They entice online customers into stores, increasing footfall. Customers who pick up in the store are likely to buy extra items.

SmartStore Click-and-Collect Lockers allow you to optimise the click-and-collect experience for your customers. People avoid queues and collect their orders in seconds, at a time that is convenient to them. Intelligent pickup enables you to maximise the profitability of buy online, pick up in store (BOPIS) and food order takeout, whilst providing a contactless and fast service that will delight customers.

Moreover, because customers receive the goods in your store rather than at home, you reduce shipping costs, the cost of returns and the risk of missed deliveries.

SmartStore Click-and-Collect Lockers provide all the necessary hardware, software, installation, management, and support for the service. Supported by Hughes Managed Network Services to ensure an “always on” experience you can 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.

All lockers are centrally managed via the cloud with easy-to-use QR technology for a hassle-free pick-up experience.

Sample Smart Locker Applications:

- > **Click-and-collect**
 - Versatile modular design to map to your needs
 - Your own branding and livery
 - Models for both indoor and outdoor use
- > **Food service**
 - Ambient temperature controlled units to ensure optimum quality on collection
 - Versatile pass-through and front-loaded models
 - Robust units for busy environments



SmartStore: SMART CAMERAS WITH MOVEMENT ANALYTICS

Smart Cameras with Movement Analytics applications enable you to gain insights on trends in customer behaviour while physically present in your stores. This gives you invaluable information to help with store layout, merchandising and queue-busting – to name a few advantages.

At an operational level, data from the cameras can be used to alert sales assistants of imminent back-ups at check-out counters to trigger the opening of additional registers.

All of the intelligence that is gathered is also available in a refreshingly simple package that can be centrally controlled.

Smart Cameras from Hughes Europe are easily and flexibly installed around distributed sites and fully controlled via the cloud, enabling you to observe activity locally or in multiple sites simultaneously from a central location.

The intuitive, browser-based dashboard, along with access roles, empowers your users to get up to speed quickly and benefit from the business intelligence features without the need for hours of training.

The Smart Camera family brings simplicity and intelligence to the security camera world. Every model comes with a powerful processor — the same kind found in many of today's smartphones — and an innovative architecture that minimises physical infrastructure as well as software requirements.

Enhanced vision for greater insight

Analytics tools such as motion search, motion recap and motion heatmaps, and object detection with people counting, are performed in the cloud without requiring any additional hardware. These features provide powerful support in streamlining your business operations by better understanding customer and employee behaviour patterns.

You can quickly drill down into anomalous or unusual events for even better understanding of specific causes.

You will be amazed at the rich information these Smart Cameras with Movement Analytics provide about your customers: age distribution, gender distribution, dwell time, and even the emotions they are feeling as they move about your store! Artificial intelligence software monitors facial expressions and applies sentiment analysis to assess emotional responses to displays – were the customers intrigued? Amused? Excited? And all of this information is captured anonymously, making it fully GDPR compliant.

Used in conjunction with Hughes Managed Wi-Fi and Wi-Fi Analytics, you will gain even more useful insights.

Sample Insights from Smart Camera Technology

- > How do shoppers move in the store?
- > In what areas do they spend most time?
- > What are the busiest hours?
- > When are the queues longest?
- > What delights customers?
- > What are they less happy with?



SUMMARY

SmartStore technology from Hughes enables you to analyse and reimagine how physical space can be fine-tuned to create an atmosphere that is highly conducive to sales and will stimulate and incentivise return visits.

Hughes SmartStore solutions are available individually or as an integrated and centrally managed whole, customised to the needs of your business.

For further information about how to transform retail space to enhance customer experience with Hughes SmartStore solutions, get in touch with your nearest Hughes Network Systems 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.



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BILLION

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in revenue



Supporting **425,000**
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sites worldwide



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employees globally



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types delivered in **more than**
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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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