



23 COUNTRIES. 3 KEY OBJECTIVES. 1 SOLUTION.

What customers want from their skincare, make-up, fragrance and haircare purchases are broadly similar in most countries. What manufacturers want – whether they're producing beauty products or ball bearings – is also broadly similar: efficiency, enhanced customer service, and reduced costs. Hughes Europe helped one multinational prestige beauty products business to achieve them.

The business operates a retail estate across 23 countries in the EMEA. But while the product offering is relatively standardised, their network wasn't. As an innovator in their market, the customer also had plans for initiatives to enhance the in-store customer experience, but they were aware that the success of these plans was heavily reliant on having a resilient, highly available network.

The focus on the network enabled them to:

- drive efficiency through standardisation and simplified management
- enhance service availability to support in-store applications
- reduce costs to ensure competitiveness.

Complex question, simple answer

It was the extensive experience in designing, delivering and managing optimised network solutions that led the customer to choose Hughes to provide a solution for their European operations.

After considering the customer's challenges and commercial objectives, Hughes proposed a managed SD-WAN as the best option, for a number of reasons.

Hughes' comprehensive service – including procurement of connectivity and equipment, deployment of onsite services and ongoing management of the estate – allowed the customer to outsource the whole process and ongoing management. Having previously dealt with multiple service providers for in-country support, this immediately reduced the complexity and increased the efficiency of operating the network.

The fact that Hughes delivers services under a pan-European SLA also provided the customer with predictability of service across their entire retail estate.

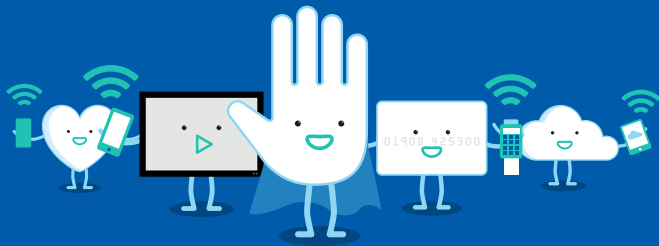
Lower costs, clearer visibility

The SD-WAN solution designed by Hughes has helped the customer to reduce costs, by enabling secure local internet break-out at a branch level. This eliminates the need for backhaul across the corporate network to a central location, which in turn means a reduction in network traffic, with all the associated cost benefits.

The Hughes SD-WAN solution also provides clear visibility of their network for the customer, right through to branch level.

Delivering their own first-line network support service, the customer can quickly and easily identify any potential network issues. But then they can hand over investigation and resolution to Hughes. This helps drive efficiency, efficacy and seamless service management across their entire network.

In addition, when policy changes are required, SD-WAN makes that quicker and easier too. Because the network is based on a standardised design, the changes can be deployed across the entire network from a central management point – reducing cost and engineering time.



100% vital, 100% SLAs

The customer's network is of vital strategic importance to their business, and Hughes designed the solution with this in mind.

Dual-line service at branch level ensures high availability for critical applications. Both network monitoring and the management service are proactive and – together with the dual-line service – are provided by Hughes with 100% SLA achievement across the network.

This reliability, visibility, simplicity and efficiency is enabling the customer to continue to implement significant innovations.

These include:

- augmented reality applications and in-store customer Wi-Fi: creating a richer in-store experience for their customers
- improved Point-of-Sale capabilities that are shortening queuing times
- business applications such as footfall counters, which are helping to inform future strategy.

With more new applications in the pipeline, the in-store customer can expect an even more enhanced experience, while Hughes' customer can expect even greater brand loyalty and customer retention.

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About Hughes

Hughes Network Systems, LLC (Hughes) is the global leader in broadband satellite technology and services for home and office, including HughesNet®, the world's largest satellite network with over 1 million residential and business customers across North America and Brazil. Hughes also provides HughesON™ managed network solutions to enterprise and government through innovative wireline and wireless network technologies. To date, Hughes has shipped more than 5 million systems to customers in over 100 countries, representing approximately 50% market share. 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 communication solutions.

For additional information about Hughes, please visit <https://europe.hughes.com/why-sdwan>

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