

3 WAYS WE'VE SUPPORTED OUR RETAIL CUSTOMERS' SUCCESS

At Hughes we support our customers to right-size their networks as they manage shifting business priorities. We wanted to share some of the things we have done to help our customers be successful as they deliver on their business strategies.

To protect our customers' privacy we won't be telling you who they are. But they are all retail organisations, and we'll share details of the challenges they've faced and how we have helped solve them.

CUSTOMER	 A	 B	 C
Number of sites	1400	139	525
Number of countries	23	2	10
Customer for...	4 years	5 years	7 years



HughesONTM



1 Managing Expansion

One of our customers has a complex distributed retail environment comprising different store types including large, medium and small formats as well as concessions. Initially we supported their 540 strong UK network but this soon developed into support for stores across 23 countries in Europe. As our customer expanded internationally they needed to work with a Managed Service Partner capable of delivering service in multiple countries to the same level of quality across the entire store estate. Hughes stepped up and not only rolled out our Managed Service across all countries according to a variety of store templates and under a single, universal SLA but we also implemented this across multiple technologies including SD-WAN. We continue to support this customer as they introduce new customer experience enhancing technologies across their pan European store network.



2 Entering New Markets

Our customer wanted to enter the European market. Clearly this started with just a handful of stores as they looked to test their proposition in a small, structured way in the UK. Finding good, reliable partners in unfamiliar markets can be difficult. Hughes has the flexibility to support our customers at every stage of growth which is why we were able to not only turn around the delivery of service for the initial stores in rapid timescales but we have continued to support our customer through their growth strategy so that we now deliver a managed service across 139 stores and two countries. As our customer shifts their growth plans to focus on concessions rather than bespoke stores, we continue to work with them to identify the right solutions for their changing business needs.



3 Delivering New Technology

We've been supporting one of our customers for over 7 years as they've grown their business to 525 stores across 10 countries in Europe. Now they need to optimise that estate to deliver against their objectives for customer experience enhancement, productivity improvement and cost management. So we are helping them to pilot the latest SD-WAN technology to identify how best they can benefit from modernising their network infrastructure to help deliver their next strategic phase. In the retail world there is never a good time to implement new projects but our customer asked us to run the pilot during one of their busiest periods so they could complete the evaluation ready for the next financial year. At Hughes we understand this. That's why we designed the implementation schedule to be delivered outside of store opening hours so there was no impact on trading times even during our customer's peak period.



3 different needs – 1 common approach

All of our customers are unique but they have one thing in common. They have all chosen to work with a Managed Services Partner who understands their industry, takes the time to understand their business needs and delivers solutions that help them to succeed.

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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