

## A SMARTER IT INFRASTRUCTURE FOR RETAIL



»»» Solutions for Retail



ZEROOUTAGES RETAIL SOLUTIONS ARE BUILT ON OUR ZXG PLATFORM WHICH IS UNIQUE IN ITS UNIFIED BANDWIDTH MANAGEMENT (UBM) APPROACH. THE ZXG PROVIDES OUR CUSTOMERS WITH A LOW COST HIGH ROI NETWORK APPLIANCE WHICH ENSURES GREATER RELIABILITY, FASTER CONNECTIVITY, AND SIMPLE MANAGEMENT.

The ZXG platforms are designed as a long-term investment in a stores information infrastructure. As such, these appliances have a long life span (with a MTBF of over five years) and build-in high availability features which ensure 24/7 uptime, even in the event of a significant power or hardware failure.

With its modular design, the ZXG platform can easily be upgraded as future needs dictate new innovations in the functionality of the platform. ZeroOutages' offers firmware upgrades, advanced hardware replacement and extended warranty service to maximize your return on investment.

### DELIVERING FAST AND RELIABLE ACCESS FOR CUSTOMERS AND CRITICAL TRANSACTION APPLICATIONS

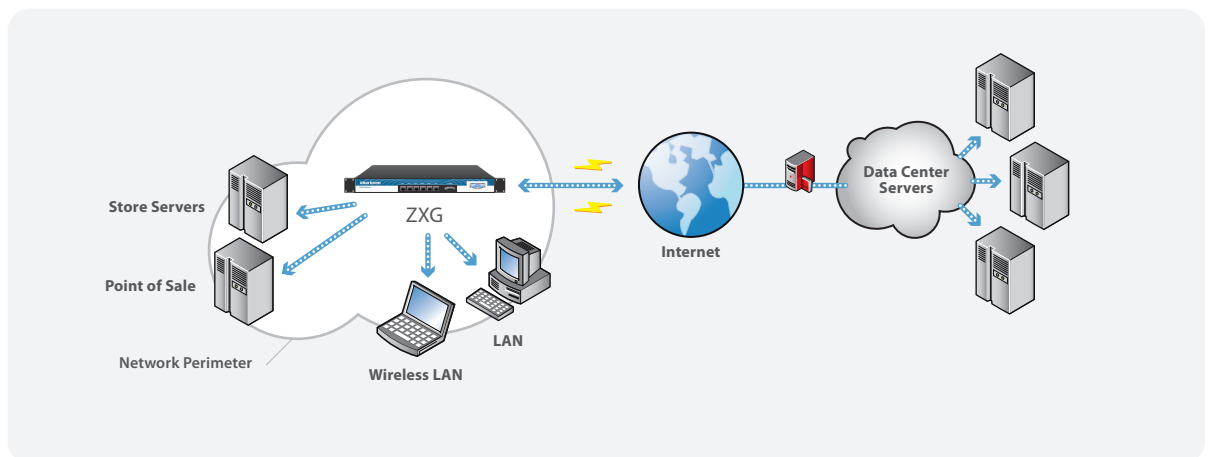
The ZXG platform speeds up Internet connectivity for customers and critical business transaction applications. It improves connectivity between headquarters and/or the data center and retail outlets while reducing overall monthly costs.

The ZXG retail solutions include:

- Faster connectivity for in-store customers which may allow them to utilize free wifi as part of the retail experience.
- Reliable connectivity to inventory and transaction applications which require immediate and responsive communications. Customers waiting for a sale to be completed are typically not repeat customers.
- Complete interoperability with enterprise class applications from vendors like Microsoft, Oracle, SAP and POS (point of sale) systems.

### SECURE DATA TRANSACTIONS AND CREDIT CARD TRANSMISSION

The ZXG platform is fully PCI compliant and incorporates a built-in firewall. Using the ZXG appliance customers can establish fully secure and redundant VPN connectivity with automated failover between retail locations and the data center. Additionally, the ZXG platform has unique security features which can divide data requests across two or more VPN tunnels in order to prevent transmission interception attacks.



## ZEROOUTAGES IS FULLY COMPLIANT WITH THE PAYMENT CARD INDUSTRY STANDARDS WHICH ASSISTS RETAILERS IN MEETING STRINGENT PCI DATA SECURITY REQUIREMENTS.

### ACCELERATING INTERNET CONNECTIVITY

The ZXG platform is unique in its ability to bond and accelerate multiple Internet connections. This capability provides our retail customers with the ability to combine two or more inexpensive broadband Internet connections to ensure faster, and more reliable Internet connectivity. The ZXG platform is also scalable, so as the needs of a particular store increase, simply connect additional broadband connections.

The bonding and acceleration capability is unique in that you can take a 3Mbps DSL connection and combine it with a 5Mbps cable connection in order to obtain 8Mbps download throughput. No other solution on the market has the ability to combine broadband links in this manner.

### ENSURING 24/7 ACCESS TO CRITICAL RESOURCES

The ZXG platform enables retailers to achieve full Internet redundancy through the use of two or more Internet connections. If one connection fails, the ZXG platform will automatically re-route all traffic across the remaining active connections. Once the failed connection becomes available traffic will automatically be added back in to the available paths for routing traffic.

Beyond simple failover and redundancy, the ZXG also incorporate several unique capabilities in order to ensure that heavy network utilization does not cause what a customer might also interrupt as a network outage, even though the actual Internet connectivity may still be working fine.

A common problem for many retailers offering wifi services is an event where a small group of users ends up consuming a large amount of the available Internet bandwidth. In these cases other users connectivity slows dramatically. In order to prevent this from occurring the ZXG platform implements safeguards in the form of our Dynamic Bandwidth Management (DBM) function which actually throttles network users which are taking up more than their fair share of the bandwidth. This service guarantees an even distribution of bandwidth across all network users, thus preventing perceived outages by end-users who would otherwise have poor connectivity due to a few heavy users.

### REMOTE ACCESS SERVICES

The ZXG platform incorporates the ability to offer remote connectivity to local retail outlets via our custom Site2Site client application. Managers, executives, and technical support personnel often need remote access to local store servers and/or point of sale systems. The ZXG appliances incorporate full remote access services and unlike other solutions on the market, provide automated failover in the event of an Internet outage.

### FULLY COMPATIBLE WITH EXISTING INFRASTRUCTURE / CRADLEPOINT PARTNER

The ZXG platform can be inserted in to any network environment and is highly flexible in terms of its deployment options. In most retail establishments the ZXG appliance is deployed in NAT mode in which it is directly connected to one or more Internet connections. Additionally, the ZXG platforms work very well with existing wireless access points, like Cradlepoint and others.

### CONTENT MANAGEMENT

The ZXG platform enables store operators to reduce liability and ensure a family friendly environment by blocking content which does not meet such qualifications.

### LOWER OPERATING COSTS

The ZXG platform lowers the total cost of Internet connectivity by enabling store operators to utilize inexpensive broadband connections over high cost T1, DS3 and MetroEthernet connections. Along with the additional redundancy provided by bonding multiple broadband connections, the ZXG appliance significantly improves performance for end-users while at the same time lowers monthly Internet access charges by leveraging several low cost broadband links. Each ZXG appliance is scalable which means that it can easily expand as the end-users needs grow.