

# AIRPORT WIRELESS

“With broadband, we’ve been able to implement several applications that improve operational efficiency and reduce expenditures.”

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DIRECTOR OF IT AIRPORT WIRELESS

Airport Wireless, a combined concept retailer with Palm, Inc., sells mobile electronic devices in 25 stores in major airports across the country. The retailer needed to migrate from their slow, dial-up connection to a private broadband solution in order to serve customers faster, support business-critical, low-latency applications and achieve PCI/CISP certification for secure credit card processing.



## Why a Broadband Network?

**Layer 2 network security for POS applications**

**Bandwidth for enterprise management applications**

**Support for real-time inventory monitoring**

### What were the challenges with dial up?

Airport Wireless had a dial-up connection supporting their Point of Sale (POS) applications, which was slow—and more importantly, not private. They needed a network provider who could reach all locations in their nationwide chain and provide a responsive, knowledgeable account team. Airport Wireless had a working relationship with pcAmerica, provider of POS hardware and software. Airport Wireless currently utilizes pcAmerica’s Cash Register Express software in their stores, which allows them to receive real-time sales and inventory figures. pcAmerica introduced the company to New Edge Networks, and New Edge soon implemented a private network solution to meet Airport Wireless’s business needs.

### What is the New Edge Networks solution?

New Edge installed an ATM over DSL network for 20 Airport Wireless locations. Their new broadband network enables critical POS management and enterprise applications, and provides additional bandwidth to power fast, secure credit card processing, e-mail and Internet functionality. As they plan for PCI/CISP compliance, Airport Wireless also requires a compliant network provider with a secure infrastructure.

### What are the results?

Today, Airport Wireless is running several key business applications on their broadband network, including file sharing among remote sites and corporate headquarters, and monitoring of employee Internet activity. The company is also able to process credit and debit card payments in as little as six seconds, down from 30 seconds. They’ve also implemented a remote inventory management system, which allowed them to reduce their product orders by 35 percent in the first month, resulting in an immediate savings of \$60,000.

### What are Airport Wireless’s plans for the future?

The company plans to add new applications to their private broadband network, such as video surveillance and Voice over IP. They’re also considering implementing a company Web portal in the future.

[www.newedgenetworks.com/solutions/retail](http://www.newedgenetworks.com/solutions/retail)



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## CURRENT AND FUTURE APPLICATIONS



Voice over IP



E-mail/Internet Access



Credit/Debit Payment Processing



File Sharing



Inventory Management



Video Surveillance



Web Portal

## Benefits

**Cost savings due to more efficient inventory control**

**Bandwidth and scalability to add future low-latency applications**

**Improved communication between headquarters and remote locations**

**Faster payment processing**

**Positioned for PCI/CISP compliance**

