

# Keeping up with changing customer demands isn't easy.

Better connectivity is where better shopping experiences begin.



Every retail touchpoint is an opportunity — to make an impression, to enhance customer loyalty, to deliver an experience customers can't get online. Delivering a great customer experience, whether you're a corner store, a regional chain or national retailer starts with great connectivity.

### When was the last time your internet provider visited with you?

Cable and wireless technology have not kept up with the demands of modern retail. Only end-to-end fiber solutions offer the speed and reliability to deliver a great customer experience every time. And only a local provider like Ziply Fiber can give you the superior service levels your business deserves.

#### Legacy internet services won't cut it.

It's time to expect more from your connectivity. You've been underserved for too long with limited bandwidth, spotty service and unreliable connections. We're here to change that.



**End-to-End Fiber** 



Local Sales, Operations and Support



**Built for Business** 

### Keeping retail connected

#### **Capacity management**

Our network usage is managed to ensure you'll never miss out on a sale because of upgrades or individual component failures that may occur. With 60% of network capacity held in reserve, each route has enough overhead to handle the unexpected.

#### **Built for business**

Ziply Fiber is investing more than ever in our advanced, 100% fiber network to historically underserved communities across the Northwest, supporting economic growth in our region with the bandwidth and reliability modern business demands — and the service retailers deserve.

#### **Redundant core**

With a core backbone capable of 20+ terabytes per second and fully redundant local aggregation networks down to the hub site level, Ziply Fiber can handle your business-critical traffic, no matter what mother nature throws your way.

#### Regionally focused

We're local, with headquarters in Kirkland, Washington, and offices in Everett; Yakima; Beaverton, Oregon; and Hayden Lake, Idaho. We know customer experiences are better when they are better connected, which is why we're growing the Northwest's only built-forbusiness fiber network.



# The power to run modern retail

- Reliable and fast fiber internet keeps up with in-store streaming, guest users and critical traffic.
- POS and critical application prioritization to ensure smooth store operation.
- Symmetrical up/down speeds support seamless communication and checkout experiences.
- Intuitive performance and security dashboard lets you track alerts, policy adherence and performance.
- Integrated firewall, content-filtering antivirus, and intrusion detection and defense help keep you and your guests safe from bad actors and prying eyes.
- Encrypted and secure connectivity helps keep you PCI compliant.
- Fiber-powered Hosted Voice for crystal-clear customer calls.

## Fiber vs. Cable Not all internet connections are created equal.

	Ziply Fiber	Cable*
Download speed	100 Mbps to 10 Gig	10 Mbps to 1.25 Gig
Upload speed	100 Mbps to 10 Gig	15 Mbps to 35 Mbps
Fiber reaches	Your site	Your block
Connectivity to your locations	Dedicated to you	Shared with 32-64 customers
Always get the bandwidth you purchased	Yes	No
Reliability	99% end-to- end SLA	?
POS prioritization	Yes	?
Proactive monitoring	Yes	?
Network performance visibility	Yes	?
Local support team	Yes	?
Configuration management	Automated	?
DDoS protection included	Yes	?

 $<sup>^{*}</sup>$  Reference Cable DOCSIS 3.1 HFC deployment used for comparison.

#### The services retail needs



**Ziply® SmartConnect Fiber Internet** 



Managed WiFi



**Hosted Voice** 



**Streaming Services** 



Wide Area Networking

**Dedicated Ethernet** 

ziplyfiber.com/retail 1.844.507.0925