

## PURPOSE-BUILT FOR RETAIL IOT

To keep your critical point-of-sale and other network devices connected and the data flowing securely, look to Digi for our commercial-grade routers and gateways.

# Never Settle for Less Than Amazing

The Internet of Things (IoT) is opening up new and exhilarating ways to connect with customers—creating more dynamic user experiences through sight, sound and hands-on interactions. It's all good...until the typical communication shortcomings butt in. Slow speed and downtime can quickly ruin an outstanding impression. It's time to turn the page to a better solution: Digi commercial-grade cellular routers, gateways and other communication devices are purpose-built for the rigorous demands of critical retail applications. And their low cost of ownership is empowering. You, and your customers, will never have to settle for anything less than an amazing guest experience.

## BETTER THAN BEING THERE

Accessing routers through the Digi Remote Manager® (DRM) user interface allows you to monitor, diagnose and fix routers remotely, without trekking to the location or physically meddling with the hosting device to update. It presents a single online performance dashboard for configuring and troubleshooting devices across multiple locations—with alarms and reports to keep you online and ahead of network problems.



## SECURITY COMPLIANCE WITH PAYMENT CARD INDUSTRY (PCI DSS) STANDARDS

Digi has taken an industry-leading position around the adoption of standards and other relevant security certifications. We help customers comply with Payment Card Industry Data Security Standards (PCI-DSS). For example, DRM finds and fixes inappropriate or inaccurate configurations before anyone can exploit them. It lets you define a device profile, assign the profile to all devices in a group, and monitor and auto-remediate any variance. It can also restrict incoming traffic to only allow secure connections, eliminating unencrypted or potentially compromised or unwanted client connections.

# Digi Has You Covered

Digi routers help solve diverse retail challenges, with drop-in LTE-A connectivity.



## STABLE AND RELIABLE

Digi SureLink™ technology establishes and maintains persistent connections over cellular networks, so that your devices are “always on.”



## FAILOVER PROTECTED

Dual SIM slots and certification on multiple cellular carriers mean you can maintain dual coverage; if one service goes down the router automatically switches to the other.



## COST EFFECTIVE

Digi products are your best total cost solution. Built-in enterprise software requires no annual licensing fees; plus, Digi provides free technical support and industry-leading 3- to 5-year warranties.



## SECURITY MINDED

Digi TrustFence® device security framework addresses the common transactional security and access control vulnerabilities of remote devices, from authenticated boot and secure device access, to user validation and data encryption.



## GLOBAL READY

Digi devices support carriers across the globe. Devices are pre-certified for the most predominant global carrier networks.

# The Digi Retail Landscape

## Own your LTE connectivity

Eliminate the hassles and letdowns of piggybacking on a third-party Wi-Fi. Digi makes it easy and affordable to bring your own fast and reliable independent LTE network. You'll never have to wait for connectivity, or worry about being left out of the loop by ever-changing security protocols.

### PROVIDE FAST, RELIABLE WI-FI

#### Keep customers and guests happily connected

Slow, unstable Wi-Fi connectivity is maddening enough to cause guest users to flee. It's a bad mark against your brand. A high-speed router that provides rock-solid stability is a must wherever people and devices (especially those requiring high bandwidth) need to stay connected.

### BRING YOUR OWN NETWORK

#### Avoid costly downtime at unattended retail terminals

Lost connectivity means missed revenue if you fail to communicate current information to potential customers. Bringing your own connectivity network gives you greater control. Plus, it allows you to design for the actual conditions, even outdoor extremes.

### MAINTAIN BUSINESS CONTINUITY

#### Establish failover connectivity for branches and other distributed sites

Transactions and business operations shouldn't come to a halt when your primary landline or cell service goes down. By installing a proactive backup connectivity resource, you can prevent lost productivity and revenue.

### MANAGE YOUR DEVICE NETWORK

#### Maintain mission-critical device connectivity

Keep check-out lines moving and build your brand with streaming media by monitoring, diagnosing and fixing routers remotely with a single online performance dashboard to troubleshoot devices across all locations.

### SEGMENT MULTIPLE NETWORKS

#### Enhance security at critical locations

Customer and business data may be compromised if your primary router isn't capable of secure and reliable network segmentation. Reduce risks and maintain PCI compliance with a cellular router that provides advanced VPN, firewall, authentication and network analysis.

### ADD DEVICES EASILY

#### Simplify expansions

Adding more devices to check-out terminals has been notoriously complex. By using Digi console access servers, you can assure network uptime at remote locations with an always-on out-of-band (OOB) gateway for stores even when the primary network is down.



#### HIGH-SPEED CONNECTIVITY

Digi® LR54 LTE-Advanced 802.11ac high-bandwidth routers provide a great guest Wi-Fi experience.

#### DEVICE MANAGEMENT PLATFORM

Digi Remote Manager® (DRM) helps retailers better connect with customers by managing all the devices in your network.

#### PERIPHERAL DEVICE CONNECTIVITY

Digi Connect® IT console servers make short work of peripheral device connectivity and remote equipment monitoring.

#### FAILOVER PROTECTION

Digi® EX15 provides backup connectivity for distributed branch networks, near and far.

#### INDEPENDENT CONNECTIVITY

The Digi® WR11 XT provides a secure, reliable connection to industrial controllers, retail terminals and process automation equipment on third party sites or remote locations.

#### NETWORK SEGMENTATION

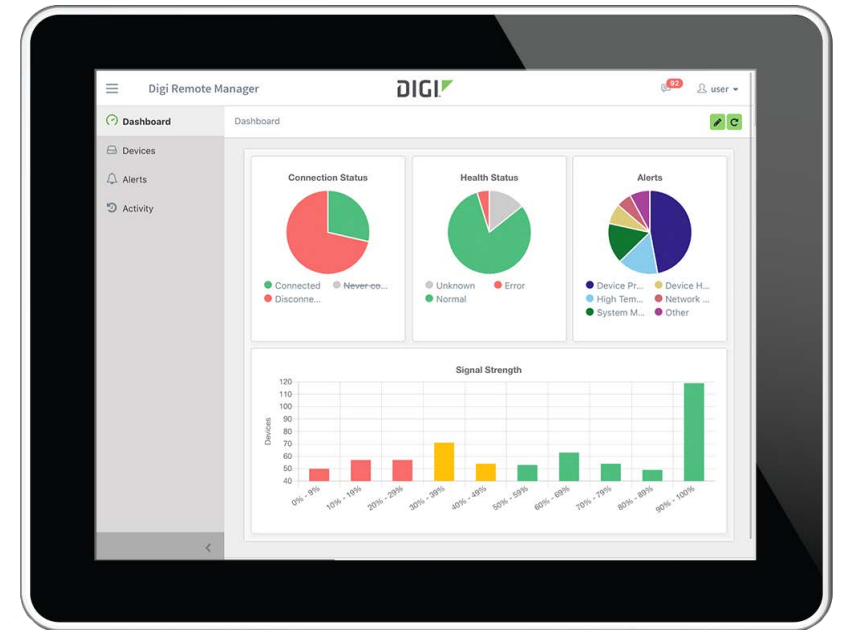
Digi® WR21 cellular routers offer advanced reliability and security for storefronts, cash registers and POS terminals.

## It's Time to Connect with Confidence

The Internet of Things (IoT) connects businesses to customers in thousands of ways every day. In the retail industry there are millions of devices, each with a critical task to perform. Whether it's about keeping lines moving on Black Friday, or building brands through streaming media, there's no tolerance for failure or downtime.

Digi works with you to enable mission-critical machine connectivity that performs with relentless reliability and security under the toughest conditions. Our IoT products—plus cloud software and professional services—are purpose-driven to meet your technical and business goals.

Achieving the potential of the Internet of Things takes determination, inventiveness and deep expertise. When you need unshakable connectivity, connect with confidence—with Digi.



Learn more about Digi for Retail:

[www.digi.com/industries/retail](http://www.digi.com/industries/retail)

## Contact a Digi expert and get started today.

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