

Moving Retail to the Cloud

With Kandy Unified Communications and Ribbon Intelligent Edge Solutions

Common Retailer Challenges

Large retailers face similar challenges:

- Thousands of legacy PBXs in poor condition that negatively impact customer experience
- Legacy MPLS networks that are expensive and slow down transactions
- Service contracts with multiple vendors to support voice and data networking
- Dozens of vendors for local phone lines that offer no economies of scale

SD-WAN Migration – The Right Time and ROI to Refresh Communications

Retailers across the globe are migrating stores from dedicated MPLS to SD-WAN services. They can achieve up to 40% cost savings and a 30% increase in bandwidth, along with an exponential increase in agility, bringing up sites in hours instead of weeks or months.

Retailers are aggressively seeking out value and performance for their data connectivity but have frequently placed a lower priority on voice communications. Aging phone systems are greeting callers with confusing auto attendants menus, voice mailboxes go unchecked, and trouble tickets stack up when parts or service are unavailable. Local managers aren't trained as administrators and central IT staff don't have remote access to help solve problems.

Changing the Customer Experience

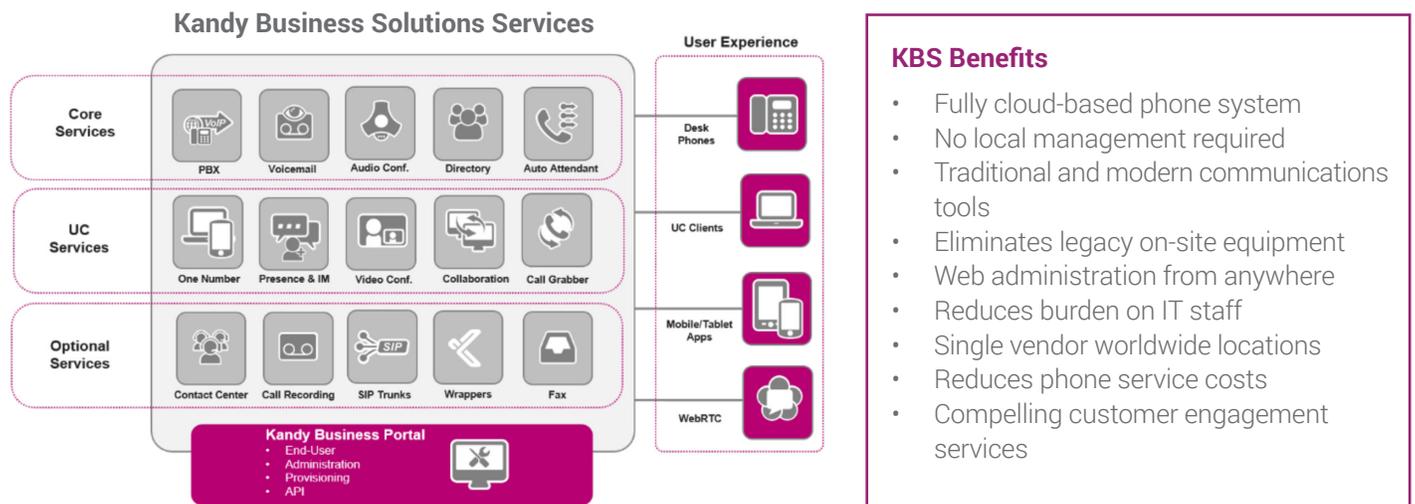
- Provide consistent greetings across all sites that can be updated instantly (time of day, promotions, etc.)
- Automatically re-route calls to a call center or another location after hours or if a site relocates
- Leverage the latest AI technology to use natural language to route callers instead of touch tone menu trees
- Make employees more productive — easily embed calling into POS or business apps — deploy on smart devices
- Enable customers to click-to-connect to a local store from your website
- Provide employees and managers with modern collaboration tools like Instant Messaging, presence, video and screen sharing

SD-WAN migrations offer a unique window of opportunity to modernize stores' voice infrastructure. Cloud-based phone service is a natural extension of an SD-WAN migration. Better yet, it improves the ROI of a migration program by consolidating voice providers and eliminating legacy hardware. Retailers can save thousands or tens of thousands each month. In addition, migrating to a modern, cloud-based, unified communications solution can change the customer experience, adding revenue, not just cutting costs.

Moving Phone System Services to the Cloud – Kandy

Kandy Business Solutions (KBS), provides all of the traditional services of a local phone system, without having to manage or upgrade on-site hardware. KBS can use traditional business phones, cordless phones or the latest software-based phones on computers, smartphones, and tablets. Every store will have an identical experience for customers and employees. Updating greetings or music on-hold for promotions or holidays is done centrally and can be deployed in minutes to any or all locations.

The Kandy Portal administers EVERY location meaning there is no burden on local staff. The web interface is easy to use and offers the ability to assign privileges (or restrict access) to regional staff or store managers for common tasks. Adding users or new devices takes just a few minutes, changing employee profiles takes seconds, and support staff at headquarters always have an end-to-end view to troubleshoot issues.



Cost Effective and Feature Rich

Kandy lets you choose the right options and value point for every employee, role or store. Some retail environments just need basic phone services at a cost effective price. That's why we offer basic packages that focus on common services and features. Other locations or team members may need robust services for collaboration (screen sharing & video conferencing, instant messaging & presence) and powerful mobile features. KBS provides all of this. Kandy can also provide advanced features like chatbots and artificial intelligence tools that can be easily deployed on your website.

- 1 KBS is a true SaaS service, meaning that licenses elastically scale up or down as your business changes. You can easily move phones to a new site and be ready to open in minutes.
- 2 In addition to turnkey UC services, Kandy offers APIs that customers can use to embed UC services into their own apps or websites to improve their customers' experience.
- 3 Move beyond your walls with web-based tools that can connect shoppers to your stores or a central call center or both.
- 4 Support for legacy services such as fax machines, analog credit card readers, paging, etc.

Centralized Management of Voice Services in SD-WAN Deployments

Part of the challenge of managing hundreds or thousands of locations is having tools to diagnose and troubleshoot issues remotely or, ideally, proactively make changes before employees or customer see the issue.

Ribbon's EdgeMarc Intelligent Edge™ solutions are a combination of a lightweight device that is deployed at each site (EdgeMarc) and a set of cloud-based management tools (EdgeView). The EdgeMarc device serves as point of entry for the SD-WAN connection, offering support teams a clear demarcation point to monitor and test connectivity and voice quality. The EdgeMarc inspects and prioritizes voice packets and can even manipulate the contents of the entire SIP session to eliminate interoperability issues. It also enforces communication security policies, including voice and signaling encryption.

The EdgeView Service Control Center provides retailers a centralized interface to view and manage service quality. It collects granular data on SIP sessions and aggregates quality data from all the EdgeMarc devices at each site. This data can be easily digested to help support teams resolve connectivity issues resolution.

 **EdgeView**

-  Provision and Manage
-  Monitor and Alert
-  Troubleshoot and Remediate
-  Report and Analyze

 **EdgeMarc**

-  Zero Touch Provisioning
-  Service Configuration
-  Status Streaming and Event Triggers
-  Interoperability

Value Proposition

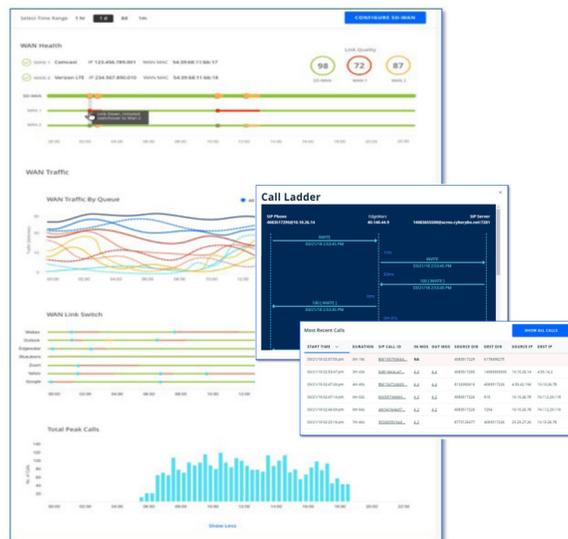
- Deploy Cloud UC with no technical skills on site
- Use a standard configuration at each site – speed deployments and ease troubleshooting
- Full visibility into WAN and LAN call legs for every call at every site
- WAN and LAN MOS scores, network statistics, and call ladders for every call at every site
- Configuration, management and support from a common portal
- Supports analog endpoints
- Supports Fax

EdgeMarc Device Capabilities

- Multifunction Device - WAN Router, SIP Firewall, NAT/DHCP, ALG, B2BUA, Voice Quality Monitoring, and Traffic Shaping
- Multiple form factors - T1/E1, FXS, Dual WAN
- Zero Touch Provisioning – 5 minute install, no technical skill required
- Monitoring – measures over 40 WAN/LAN network parameters related to call quality every 10s of every call
- Troubleshooting – automated actions and notifications

EdgeView Management Services

- Systemwide Management –update any collection of EdgeMarc instantly or via scheduled jobs
- Inventories –stores data on every IP phone connected to every EdgeMarc
- Full Visibility –WAN and LAN legs of every call with detailed network data and SIP call ladder
- API –easy connection to business or analytics systems



EdgeView provides graphical tools to monitor and manage your network

The Right Time to Act

Migrating to SD-WAN delivers compelling ROI but why stop there? Deploying Kandy Business and EdgeMarc Intelligent Edge Solutions reduce costs further and improve customer engagement. Get rid of legacy hardware that is in poor condition and challenging to maintain or repair. Save thousands by moving dial tone services to a common provider.

Ribbon gives IT staff a common platform that can be deployed at every site, regardless of size or location. Zero touch provisioning tools make initial deployments and add-ons plug-and-play. Web-based administration with multiple levels of administration offers both local and centralized control of system services and user administration.

Ribbon Delivers an End to End Solution

By combining Kandy cloud UC services with our EdgeMarc Intelligent Edge solutions, IT staff have an end-to-end view at every store location. The EdgeMarc acts as a demarcation point for the site, provides security and interoperability tools and can alert staff to issues before they become customer impacting. If a store has a concern about service availability or quality, the IT team can instantly see if the SD-WAN links are up and if there are quality of service issues on the link or in the store. IT teams immediately know where to escalate issues, eliminating truck rolls and expensive hardware swaps as a troubleshooting process.

Proven Experience – We Can Help

Ribbon has helped migrate thousands of retail sites to the cloud and understands that the logistics of touching hundreds or thousands of sites requires planning and coordination. Together with our partners, Ribbon has the tested blueprint for success.

Ribbon also understands that business needs may require that some sites retain existing PBXs for some time. No problem, Ribbon has ways to integrate the old sites and the new sites so employees don't feel the impact of a technology change. With Ribbon, it's easy to move at your own pace.

About Ribbon Communications

Ribbon Communications delivers market-leading software solutions that secure and power many of the world's leading service provider and enterprise communications environments. Built on world-class technology and intellectual property, the company's cloud-native solutions deliver intelligent and secure real-time communications solutions for the cloud, network and enterprise edge. Ribbon's Kandy Cloud real-time communications software platform delivers advanced and embedded CPaaS and UCaaS capabilities enabling service providers to rapidly create and deploy high-value communications services. To learn more, visit ribbon-communications.com.

