Shop in Shop in A Bag

THE BEST CUSTOMER SELLING EXPERIENCE IN STORES, ONLINE AND ON-THE-GO

Shop in a Bag includes everything retailers need in one solution: an ecosystem of services that cooperate with each other to make your stores operational on time.

As with a shopping bag, take only the items you need and leave the rest on the shelf.

Retail is a constantly evolving sector, which leverages IT and network services to ensure business growth. This, while trying to provide the best customer selling experience in stores, online and on-the-go.

Network Connectivity Services are essential for retail outlets, where a lack of connectivity always results in a serious loss of revenue and a significant impact on store operations.

Punctuality is therefore essential: retail companies cannot afford, for any reason, to skip the opening date of a store.

The advantages of using Shop In A Bag

- **Quick Activation**: we provide connectivity services even with short notice
- **High resilience**: no more off-line systems with our backup service
- **High Bandwidth**: broadband or high speed fiber
- **Security**: together with the encryption solution (IPSEC), Shop in a Bag provides data integrity
- **Wi-Fi service**: multiple Wi-Fi networks (eg users, guests) with customized splash page for data analysis
- **Flexibility**: with our fast delivery, you will have a wide geographic coverage and the ability to select the required service items

No matter where your stores are located, Shop In A Bag is a unified solution, adaptable to the needs of every store, anywhere in the world.

Don't waste time looking for support in each country, just focus on your business, we'll take care of the rest.

Shop In A Bag

The best customer selling experience in stores, online and on-the-go

Retailers' challenges

The CIO and industry IT managers are under constant pressure to ensure that network services are available in time for new openings and 100% available during day-to-day operations.

The most common challenges in the retail industry are:

- Lack of IT resources
- **Geography:** you have to deal with numerous partners and carriers around the world, not to mention the need to select foreign suppliers and manage the different regulations of buyers and individual locations
- **Short notice:** It is often necessary to build the entire IT infrastructure from scratch a few weeks before the store opens
- **Complexity:** to function, stores rely heavily on network infrastructure, which operates efficiently only if every element of the puzzle fits perfectly into the others

The dowels of Shop In A Bag

Quick activation

Quick rollout is Professional Link's answer to store activations. Our system, in fact, reduces the time-to-market with:

4G SIM Card SIM
- single-network or multi-network
- Independent data basket or shared data pool

4G devices
- 4G support can be plugged into the CPE WAN or through an external 4G modem
- External 4G antennas can be used as an option

4G coverage on-site survey
We can carry out an on-site inspection in advance to confirm 4G coverage and signal quality. The inspection will facilitate the definition of the positioning of 4G devices within the store and will highlight any critical conditions before the actual installation date.
After the site is activated, 4G services will continue to act as a backup circuit in the event of a primary circuit failover.

WAN provisioning and management

WAN provisioning and management extends the store's data services to the outside world, connecting it to customers' HQ / DCs, public Internet and cloud service providers.
As part of Shop in a Bag, PLINK includes::

Internet connectivity services
- Global coverage through local and regional partners, covering over 180 countries around the world
- Highly scalable solution, offering 512 Kbps to 1 Gbps bandwidth.
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WAN CPE
- Main components of the Shop in a Bag solution selected from a list of certified suppliers
- Management of data routing from the store to the WAN
- Secure tunnels to the rest of the corporate network, with secure transport through Internet media

Provisioning e management
Circuits, ordering, procurement, delivery, installation, management and maintenance of the CPE will be supervised by Professional Link. Our engineers will take care of the correct design of the system to meet the customer's needs and, once the service is activated, PLINK's network operation center will guarantee proactive monitoring of the service and the resolution of problems in case of failure.

Security management

In addition to WAN management, we provide, as options, various solutions to implement advanced security services:
- Advanced malware protection
- Content filtering
- IPS/IDS
- DLP
- Sandbox

PLINK will provide the most effective solution according to the customer's needs.
Security services can be activated through
- Additional licenses on CPE WAN
- Installation of dedicated security devices for secure centralized access to the corporate Internet network
- Advanced cloud security gateways and servicesi

LAN/WLAN management

The advantages of Shop In A Bag can also be extended to LAN / WLAN. In addition to WAN CPEs, we can supply LAN switches and Wi-Fi access points. The service includes configuration, management and monitoring.
Having good Wi-Fi is important for stores, to enable customer engagement "in the field" via mobile devices managed by clerks, ensuring the best sales and payment experience.
The Wi-Fi connection for customers enables behavioral analysis and loyalty programs via personalized splash pages.
Everything goes through Professional Link services, based on:
- Wi-Fi survey
- Supply, installation, monitoring and maintenance of access points
- Configuration of multiple SSIDs/VLANs
- Configuration and customization of Slash access

VoIP service

With our VoIP service, in Professional Link we cover over eighty countries in one contract so that there is no problem finding local voice carriers in each country.

Features of our VoIP service:
- Local geographic numbering, new or migrated, with voice emergency service
- Built on 99.99% available redundant cloud PBX architecture.
- Wide choice for phones: hardphone, RTC web softphone, mobile app
- Web meeting service included
- Broad governance and visibility of statistics
- Fully managed solution: design, implementation and insurance
- On-site support
- Flexible billing
- Low-cost solution: free on-net calls and very competitive off-net rate

Cloud IaaS (Infrastructure as a Service)

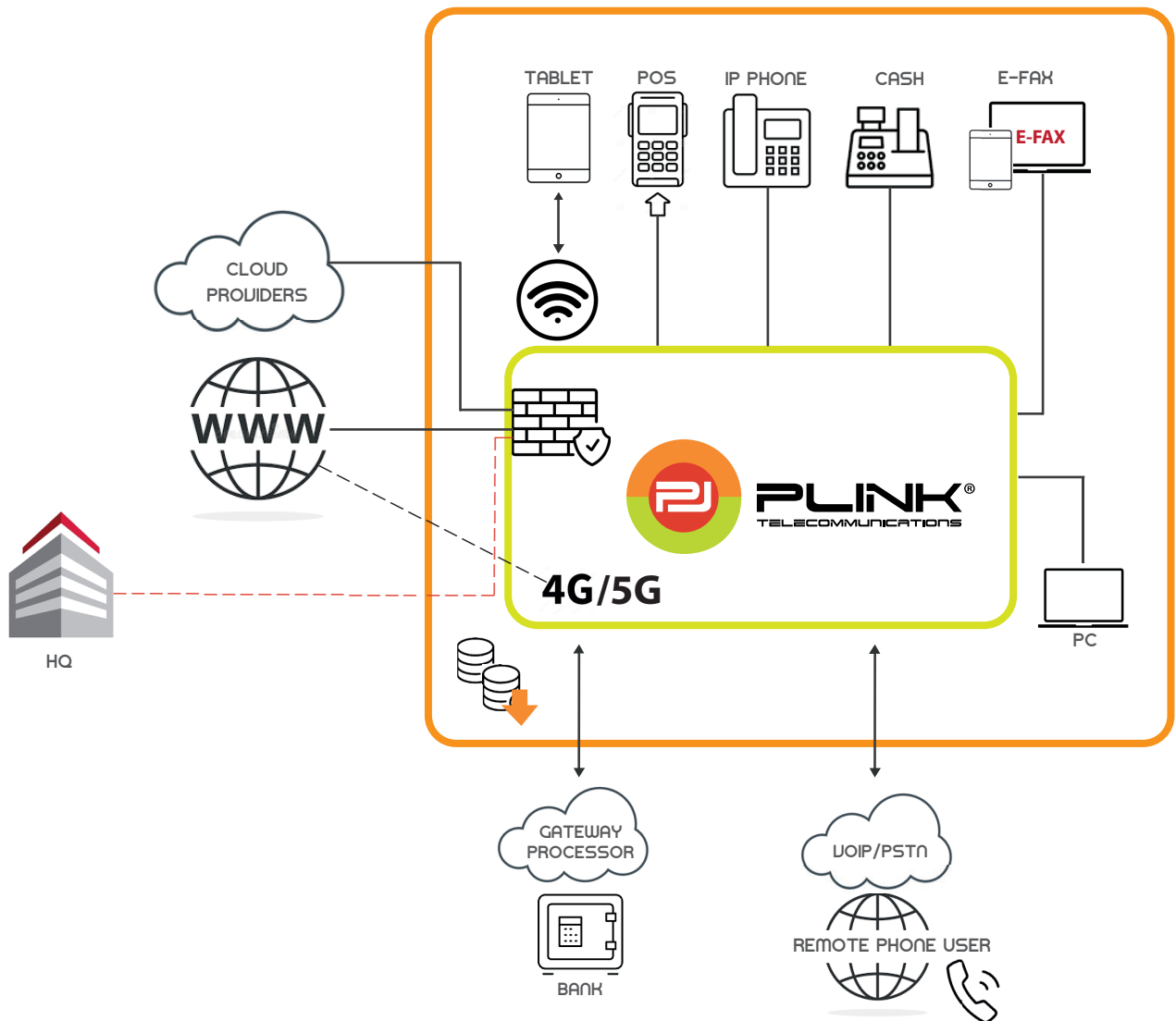Access to PLINK Ambra private cloud with the possibility of using
- Data Backup
- Storage
- File storage
- Disaster Recovery

Service features

FEATURE	DETAILS
Security	• Support for IPSEC VPN to establish LAN to LAN connectivity with HQ, DC • On board protected engine or via an external cloud security service • Cloud managed security service (optional)
WAN	• Ethernet support • SD-WAN Ready
VoIP	• Two POE ports for physical phones • DDI with emergency services in 80 countries • E-FAX (fax to email service) • Softphone, physical telephone (DECT, standard)
4G/5G	• 4G /LTE service for automatic failover • Provisioing of DATA SIM as standalone or pool mode
Wi-Fi	• Multiple SSID support • Custom analytics and splash pages
Service	• Logistic service: delivery on site • On site installation • Up to 24/7 support • Web portal: performance, statistics, ticket

The structure of Shop In A Bag

TABLET POS IP PHONE CASH E-FAX

E-FAX

CLOUD PROVIDERS

WWW

HQ

PLINK®
TELECOMMUNICATIONS

4G/5G

PC

GATEWAY PROCESSOR

BANK

VOIP/PSTN

REMOTE PHONE USER

Shop in A Bag

Connections beyond Connectivity

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