



Ensuring Seamless Connectivity for a Leading Shopping Destination



Case Study



Client Overview

A leading shopping destination, home to multiple national and international retail brands, was facing persistent network issues that disrupted daily operations. The retailers inside the mall relied on cloud-based billing systems, security networks, and real-time data processing, making uninterrupted internet access non-negotiable.

The Challenge

Despite being a premier retail hub, the shopping destination faced critical connectivity issues that impacted business performance:

- ▶ **Frequent downtime** due to reliance on a single broadband provider, disrupting everyday operations, cloud-based billing and inventory management.
- ▶ **Lost revenue for retailers**, as network downtime can disrupt billing, leading to transaction failures, long checkout queues, and frustrated customers.
- ▶ **Retailers incur additional operational costs** of up to ₹2 lakhs per year to manage multiple connections from different service providers.



- ▶ **Lack of on-site technical support**, leaving non-technical staff struggling with troubleshooting.
- ▶ **Security concerns**, as CCTV surveillance required uninterrupted connectivity.
- ▶ **The need for free Wi-Fi** for shoppers without additional infrastructure investments.

These challenges led to lost sales, operational inefficiencies, and customer dissatisfaction, making a high-availability connectivity solution essential.



The iBUS Solution

Implementation & Overcoming Challenges

iBUS introduced a multi-provider network designed for 99.9% uptime, automatic failover, and end-to-end support:

Execution Strategy

▶ Multi-Service Provider Backbone

A **redundant network setup** that seamlessly switches between providers in case of downtime, ensuring continuous operations.

▶ 99.9% Uptime for Uninterrupted Operations

A **higher uptime guarantee** than industry standards, preventing disruptions in billing and security systems.

▶ Dedicated On-Site Support

An iBUS engineer was stationed at the mall during working hours, providing **immediate technical assistance** to retailers.

▶ Eliminating Extra Costs for Retailers

Retailers no longer needed firewalls or secondary providers, saving **₹2 lakhs per year per store**.

▶ Free Wi-Fi for Visitors—Without CAPEX

iBUS **absorbed infrastructure costs**, allowing the mall to provide seamless **guest Wi-Fi** at no additional investment.

▶ Real-Time Network Monitoring

iBUS implemented a **real-time monitoring system** to proactively detect and resolve issues before they escalated.

▶ On-Site Engineer for Fast Troubleshooting

A dedicated iBUS engineer was placed on-site to **quickly diagnose and fix connectivity issues**, reducing downtime significantly.

▶ Optimized Bandwidth Management

Bandwidth was **strategically managed** to ensure **retailers and visitors** had the necessary speeds without congestion or slowdowns.



Overcoming Cost Concerns

iBUS's premium solution was priced **50%** higher than traditional broadband providers and this posed as a challenge. However, retailers quickly saw the **ROI** in **preventing revenue losses, improving customer experience, and reducing operational headaches.**



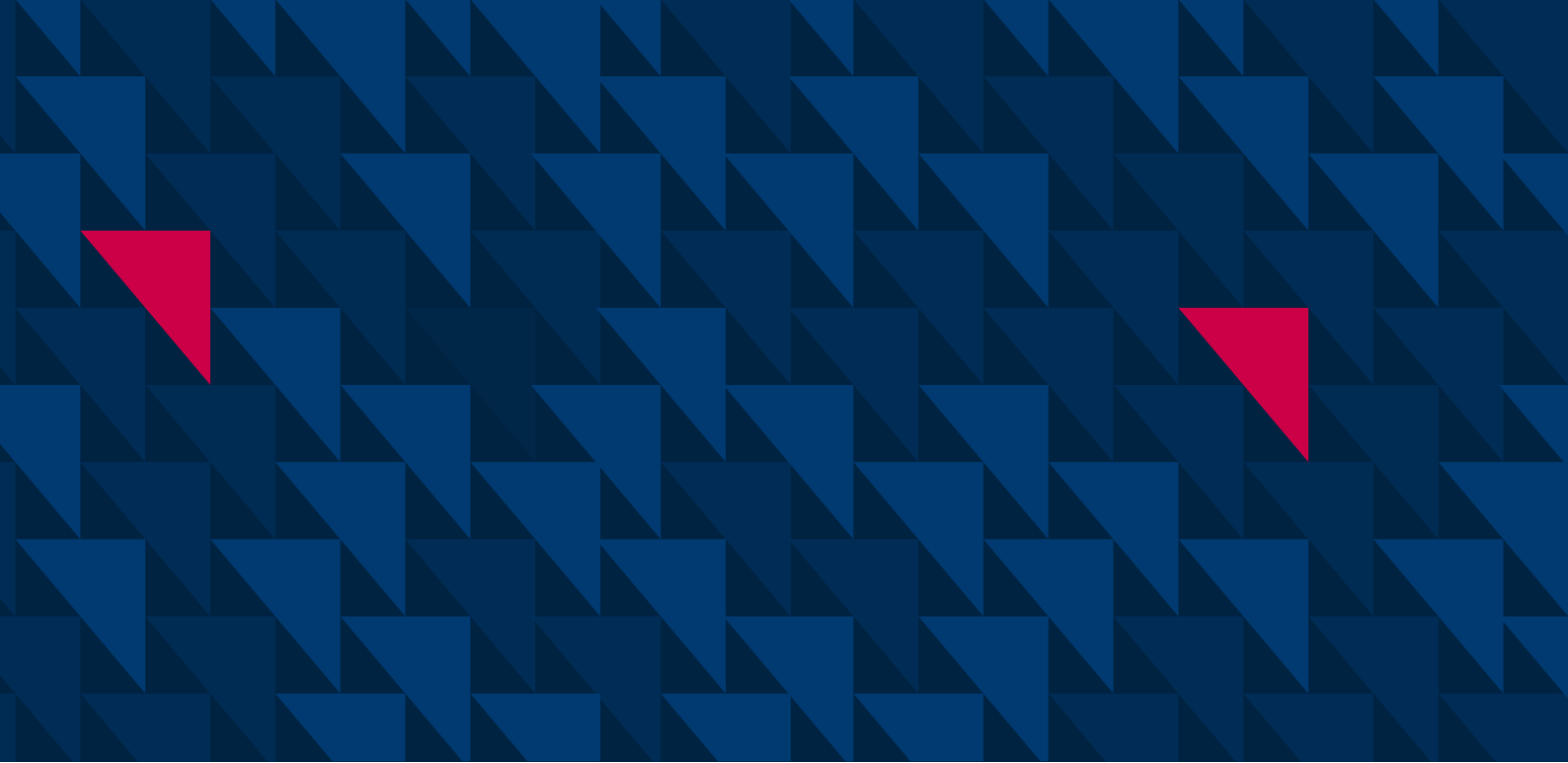
The Results

- ▶ **Zero downtime:** Retailers experienced seamless billing and inventory management.
- ▶ **Higher revenue stability:** No more lost transactions due to network failures.
- ▶ **Faster checkouts:** Improved customer satisfaction with shorter queues.
- ▶ **Lower operational costs:** Retailers eliminated backup ISP and firewall expenses.
- ▶ **Reliable security systems:** CCTV monitoring remained uninterrupted.
- ▶ **Stronger customer engagement:** Free Wi-Fi increased dwell time and store visits.

Key Takeaways

- ▶ A multi-service provider network eliminates single-point failures.
- ▶ On-site technical support dramatically improves network reliability.
- ▶ Reducing downtime directly impacts revenue and customer satisfaction.
- ▶ Providing guest Wi-Fi adds value to the shopping experience.





Conclusion

By implementing a high-availability, fail-proof network, iBUS transformed the mall's connectivity, ensuring seamless operations, cost savings for retailers, and an improved customer experience. Today, this leading shopping destination serves as a benchmark for modern retail connectivity, proving that reliable infrastructure is key to a thriving shopping environment.