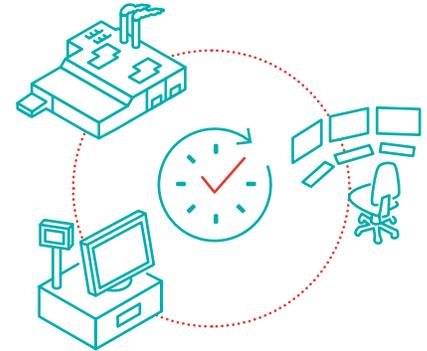


Broadband Access for Resilient Retail Supply Chain Resilient Retail Supply Chain Operations

Meet Scott



Scott is the Director of Store Operations for one of the world's largest furniture makers. His team oversees the entire supply chain, which involves a manufacturing and distribution network that supplies roughly 30 million units to more than 6,000 storefronts in 120 companies. Having round-the-clock access to operations data is what keeps this supply chain humming.

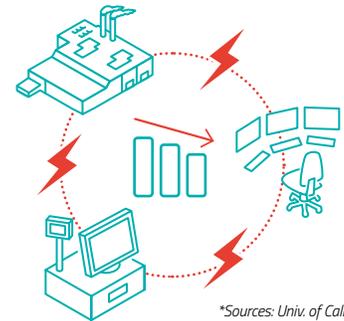


THE CHALLENGE

PERPETUAL PRODUCTIVITY, EVEN DURING OUTAGES

Scott knows that his supply chain's increasing reliance on cloud-based automation makes online connectivity a mission-critical element of operations. Even a temporary network outage in a given location can halt the entire system. Orders aren't scheduled, products aren't delivered, raw materials run out, staff are idle – leading to increased cost and cycle time, lost productivity, and lost revenue.

Did you know? The cost of downtime in a busy distribution center is more than \$100,000 per hour.*



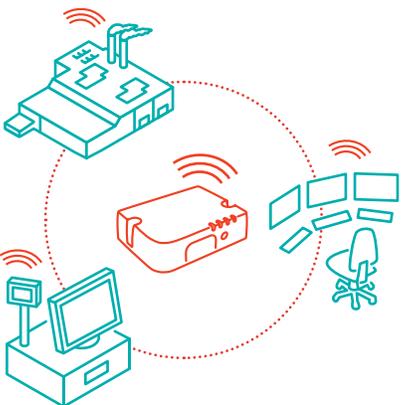
*Sources: Univ. of California, Berkeley

THE SOLUTION

RESILIENT GUARANTEED CONNECTIVITY AT EVERY POINT IN THE RETAIL SUPPLY CHAIN

To create resilient connectivity for the entire supply chain without depleting the capital budget, Scott started with Semtech. Semtech's team of RF engineers selected the best network for each site and skilled technicians installed state-of-the-art equipment using proprietary best practices developed over decades. Semtech's smart edge technology detects and adapts to changes in the local environment and alerts the team to potential trouble.

Scott now enjoys the peace of mind that comes from knowing that the connectivity throughout the entire supply chain is fully redundant, with an 99.9% uptime SLA (Service Level agreement) that is guaranteed by a single global provider of hardware, software, network and support.



*Sources: FierceTechExec IT News