



CELLULAR ROUTER FOR RETAIL BUSINESS SERVICES

HIGHLIGHTS

- ✓ Connectivity plays a critical role in the success of retail businesses, allowing payments and transactions to come through without disrupting the flow of services.
- ✓ No service provider is able to guarantee 100% stable Internet service without disruptions. Even a few minutes of connectivity downtime can cause huge losses for a retail business.
- ✓ Our RUT951 industrial cellular router ensures the best connectivity by sensing when wired WAN is lost or disrupted, automatically switching to 4G mobile connectivity as an alternative source of Internet and providing continuous Internet service to connected devices.

THE CHALLENGE – STABLE INTERNET SERVICE

The retail industry has successfully leveraged technology across numerous domains, including store and warehouse operations, customer experience, and in more recent years, consumer analytics. Today, further deployment of technology is a top priority for retail executives worldwide.

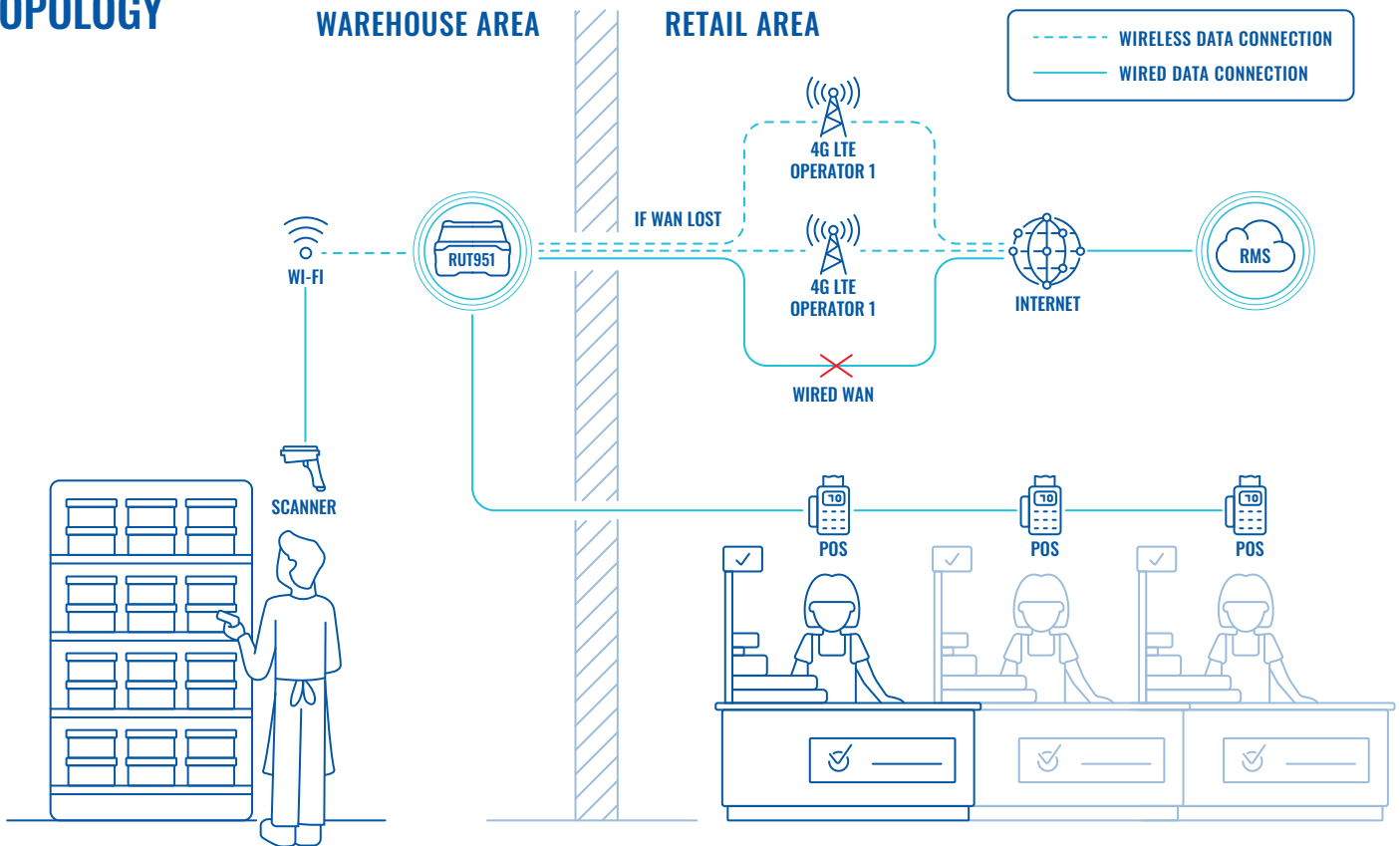
Most retail businesses offer multiple means of payment. With cash payments becoming obsolete, a card payment option in physical retail environments is a must.

In essence, all card payments require an active Internet connection to be processed and validated with the central systems of financial institutions. General point of sale (POS) systems consist of payment terminals which can be connected via wired or wireless interfaces. Naturally, the more communication technologies a single POS device has, the more expensive it is to the retail business.

In addition to that, nowadays barcode scanners are an inseparable part of efficient warehousing and stock level control. Such scanners need an active wireless Internet to reach stock management platforms. Moreover, businesses around the world invest more and more in automated systems for stock control to have more operational authority and transparency.

Frequently, retail establishments rely on wired Internet access managed by a local ISP, over which they have little control. Unfortunately, even today, no service providers can guarantee a 100% stable Internet service without disruptions. Even a few minutes of connectivity downtime can cause huge losses for a retail business in terms of lost sales due to clients and stock management interruptions, as well as unsuccessful credit card payment processing.

TOPOLOGY



THE SOLUTION – ADDING THE RUT951 CELLULAR ROUTER

Connectivity downtime can be easily resolved by adding a cellular 4G LTE router between the existing wired WAN and retail infrastructure that needs Internet access. This way, it's possible to use the wired Internet option and provide a connection to POS systems via Ethernet and to barcode scanners via Wi-Fi, using a single compact cellular router, such as the RUT951 by Teltonika Networks.

A key feature of this 4G LTE router is scalability. With a single RUT951 cellular router, you can provide concurrent Wi-Fi service for up to 100 end devices, such as barcode scanners or POS devices.

The safer – the better, right? This industrial cellular router is packed with an embedded firewall and multiple VPN services, such as IPsec, [ZeroTier](#), PPTP, L2TP, Stunnel, DMVPN, and SSTP. It allows for establishing a safe, encrypted connection to central banking systems or stock management platforms.

Undoubtedly, reliability is one of the most important aspects of this 4G LTE router. The RUT951 has dual SIM [failover functionality](#), which means it can switch automatically to a secondary GSM operator if mobile data connectivity is lost. So, once this 4G LTE router senses that the wired WAN is lost or disrupted, it automatically switches to 4G as an Internet source to provide continuous Internet service to connected devices.

Lastly, the RUT951 cellular router is also compatible with the Teltonika Networks ([RMS](#)). This platform allows for remote management and monitoring capabilities, granting easy and simple control of all your Teltonika Networks routers.

