

BevMo!

BevMo! Uses HughesON™ to Leverage New Cloud Applications to Better Serve Their Customers

BevMo! has grown from a few stores in San Francisco into one of the nation's largest specialty beverage retailers by continuously enhancing the store experience for its customers. The innovative company has won such prestigious awards as Wine Enthusiast's Retailer of the Year, the Tasting Panel Lifetime Achievement Award, and the American Business Awards' Company of the Year thanks largely to its inviting and entertaining shopping environment.

Recently BevMo! wanted to revolutionize its network from the ground up by leveraging big data and new cloud-based solutions to deliver what the company calls the "BevMo! Experience." To do this, management realized network uptime and performance would be critical. The current network couldn't handle the store growth and increased data demands. BevMo! needed to upgrade to a high-performance network that was reliable, could support their new cloud-based applications, and provide the bandwidth needed to support all the new applications needed to deliver the experience they were going for.

BevMo! chose Hughes to provide a managed network that included both guest and employee WiFi, Voice over IP (VoIP), and a high-availability Virtual Private Network (VPN) with broadband satellite backup to all its stores which are primarily concentrated in the Western US. Hughes calls this suite of managed network solutions HughesON. BevMo! has successfully leveraged the HughesON Managed Network solution to reduce network outages, enhance the customer experience, and reduce voice communications costs.

HughesON—The Next-Generation Broadband WAN

Hughes replaced an aging DSL network with a dual-broadband access solution for increased reliability and performance. Called the Hughes High-Availability



Network™ (HAN) service, HAN utilizes DSL and satellite to each store and leverages Hughes' ActiveQoS™ technology to provide true end-to-end Quality of Service (QoS) over the primary broadband connection.

ActiveQoS helps BevMo! achieve better application performance and reduced credit card transaction response times by applying strong QoS to whatever broadband network is available at each store. Hughes then protects the uptime of each branch location with a fully managed satellite broadband backup connection, managing and prioritizing network traffic.

HughesON™

HughesON is a comprehensive suite of innovative managed network solutions designed for the unique needs of multi-branch organizations—ranging from high-capacity primary and secondary access, managed security, WiFi, and VoIP to digital signage and video-on-demand training.

Historically, a retailer such as BevMo! would have had to deploy an expensive Multiprotocol Label Switching (MPLS) private network to enjoy the reliability and application priority QoS affords. But with HughesON and ActiveQoS, BevMo! is leveraging an affordable, next-generation Wide Area Network (WAN) based upon best-efforts broadband that is faster and more reliable than a typical MPLS/T1 solution.

“We pride ourselves on delivering a great customer experience, and poor network performance and reliability can severely impact that experience,” said Bob Graham, CIO of BevMo!. “Hughes blends the best of broadband terrestrial and wireless technologies, along with WiFi and VoIP, into a fully integrated managed network package. The Hughes solution has allowed us to better leverage the new cloud and SaaS applications we needed to improve our retail business.”

Enhancing the Customer Experience

BevMo! stores are full of choices. The company stocks thousands of wine, beer and spirits and is known for having the best selection in its markets. Product knowledgeable salespeople offer advice as customers explore the stores’ vast inventories, and enjoy numerous in-store specials and tastings.

The network supports this experience by making it easier to cater to a clientele who increasingly rely on mobile devices to get additional shopping information while they are in the store. Hughes provides both managed guest WiFi services to deliver loyalty applications, product information, and in-store specials to its customers, and secure enterprise WiFi services for employee and back-office communications.

Web access is also critical to the customer experience. BevMo.com is the #1 “bricks and clicks” beverage lifestyle Web site, enabling customers to purchase items for home or office delivery or for pickup within an hour from their local stores.



Handling voice inquiries efficiently is also important. The Hughes managed VoIP service is saving BevMo! telecommunications costs by consolidating multiple phone lines onto the IP WAN. The VoIP service gives BevMo! advanced telephony features to improve call processing and gain valuable business intelligence from calls—for example, responses to mobile marketing campaigns.

The network also enhances the reliability of voice communications, because the Hughes satellite network backs up both the VoIP and data services. By leveraging Hughes as their sole VoIP provider, BevMo! can quickly and easily reconcile their single consolidated voice bill rather than dealing with hundreds of bills—a big time saver.

Doing Business in the Cloud

BevMo! needed a network provider that could support their strategic move to the Cloud for many of its back-office applications. In order to deliver “The BevMo! Experience,” BevMo! turned to Hughes to deliver a network with optimal performance, strong security, and high reliability.

For additional information, please call 1-888-440-7126 or visit business.hughes.com/enterprise.

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