



## **CASE STUDY** (Retail POS)

### **COMPANY**

Francesca's

### **INDUSTRY**

Retail

### **SERVICES**

Viasat high-speed business internet

A decorative background graphic consisting of a series of thin, light gray lines that curve upwards from left to right, creating a sense of depth and movement. Below this graphic is a solid light gray shape that tapers to the right, resembling a hill or a ground plane.

francesca's®

## Nationwide retail store fills connectivity coverage gaps with high-speed satellite internet

Francesca's is a women's apparel retailer with more than 700 sites across 48 states. As Francesca's expands, so does its need for reliable broadband services with enough speed and bandwidth to keep its digital point-of-sale (POS) systems connected.

## The challenge

Like most retail businesses, Francesca's processes hundreds of digital POS transactions per day, per site. Their stores are typically located in shopping areas where other retail shops are located, creating high competition for every dollar spent by potential customers. If Francesca's POS systems run slow or go offline, they can quickly lose customers and sales.

Francesca's needed a reliable, fast broadband solution to fill coverage gaps in locations where the only other options were slow T1 and DSL services. These locations included emerging communities lacking the infrastructure to support high-speed connectivity and well established sites where there wasn't enough shared bandwidth to guarantee the POS systems would work at full performance.

## The solution

Viasat Business connected 37 Francesca's stores that lacked high-speed and reliable access. This deployment involved testing and support for multiple POS systems as Francesca's upgraded their back office networks. Viasat's team also worked with various mall operators to overcome installation concerns.

Francesca's now has the bandwidth it needs across its growing footprint to ensure fast, reliable POS operations for payment processing, inventory management, and other critical business applications.

Francesca's plans to fill coverage gaps in up to 70 stores with Viasat Business Internet, starting with locations that can't provide the speed modern retail applications require.

## Benefits

Viasat Business Internet was able to provide Francesca's with the bandwidth and autonomy they needed to connect locations that were suffering from slow connectivity.

- ▶ Enabled fast, reliable sales processing, inventory management, and other retail applications.
- ▶ Ensured Francesca's stayed connected, no matter where they decided to do business.



"Viasat has helped us out in some difficult situations. They are always patient and diligent, and we are always very happy with the service when it is available. They provide the required speeds in places when and where others cannot offer it."

**Manny Chavez**

- ▶ Improved store communications in locations that had suffered from previous slower service.
- ▶ Installed within days so new stores could connect quickly.

"Viasat has helped us out in some difficult situations," said Manny Chavez, Francesca's IT manager. Viasat's service provides the speed we need in places where others couldn't."



Broadband internet  
services for business

[www.viasatbusiness.com](http://www.viasatbusiness.com)