



**DRIVE TOP-LINE
REVENUES UP
AND OPERATIONS
COSTS DOWN**

3Com® Solutions for the Retail Sector

MEETING RETAIL NEEDS



Retail abounds with excitement and challenges. It is fast-paced, full of personalities, cost-sensitive, high in turnover, brand-driven and unforgivingly competitive.

Today “the customer is always right” means that you must anticipate customers’ needs, stock the items they want and provide the services they demand.

Each customer contact—whether through an 800 number, website, anchor store or branch location—affects a company’s brand and provides an opportunity for building satisfaction and loyalty. The customer who feels “always right” returns, again and again, with wallet in hand.

REAL-TIME TECHNOLOGIES

Fortunately, at the same time that competition is increasing and customer expectations are rising, networking technologies are available to provide retailers with up-to-the-minute customer data, employee training, Supply Chain Management (SCM) and cost control.

Technologies such as Radio Frequency Identification (RFID) allow businesses to track deliveries, inventory and shipments. Company-wide, multi-channel access to the same real-time order and customer data enables consistently well-informed interactions. Instant processing of Point of Sale (POS) credit card transactions improves cash flow. The availability of Enterprise Resource Planning (ERP) applications optimizes operational control, and Gigabit Ethernet supports the electronic distribution of large graphic files that help build brand identity. E-learning solutions deliver convenient, efficient employee training. Technologies such as wireless, Voice over IP (VoIP) and Virtual Private Networks (VPNs) provide buyers, suppliers, sales associates and management with secure, reliable communication. Network security solutions help retailers protect information assets and automate compliance with government regulations.

The most successful retailers evaluate technology alternatives and align technology investments with their specific business requirements. For example, an IP communications solution for Wal-Mart may be inappropriate for another chain. A security system that protects a boutique spa could expose another retailer to a catastrophic loss of consumer credit data. A single-site management solution cannot efficiently control the networks in stores across the country.

3COM® SOLUTION BENEFITS

ADVANTAGES OF 3COM SECURE CONVERGED NETWORKS

3Com solutions appeal to retail businesses that want to drive top-line revenues up and operations costs down—and free themselves from expensive systems that distract staff and constrain future growth. 3Com provides a broad offering of innovative products with high-value proven by retailers of all sizes.

3Com retail solutions are designed for **scalable, integrated and open standards-based data and voice information delivery**. Instead of designing proprietary, complex solutions, **3Com zeroes in on business’ needs for systems that are easy to buy and own**. Since using its Ethernet adapter to pioneer business networking, the company has focussed on the design of practical, cost-effective solutions that extend the benefits of networked communications to organizations of all sizes.

Because profit margins in retail can be razor-thin, a low total cost of ownership (TCO) can be critical to business success. The TCO of 3Com products is often substantially less than that of competitors’ products because 3Com solutions offer:

- › Straightforward administration and management, saving time and money on an ongoing basis
- › Affordable scalability with solutions designed for cost-effective capacity and performance enhancements and software upgradeable applications
- › Designs that seldom require IT staff with advanced network certifications or expensive training
- › Proven interoperability in multivendor environments for economical use with existing infrastructure (tested for interoperability with Cisco equipment)
- › Backwards and forwards compatibility for investment protection

SOLUTIONS FOR REAL-WORLD RETAIL ISSUES

“For a fast-growing company such as ours that is continually adding locations, 3Com’s open platform is a perfect fit...We were also impressed with the ease of acquisition, ownership, operation and management that the 3Com solution offered over its competitors.”

Anthony Chambers
Spotlight Stores

COST-EFFECTIVE, HIGH-PERFORMANCE ROUTERS

3Com delivers cost-saving solutions for securely routing real-time communications to and from store locations, suppliers and credit card processors.

- › Retailers using frame relay over leased lines—or using dial-up lines for batch transactions or nightly polling—can switch to DSL and benefit from IP VPN features built into 3Com Router 5000 and 3000 series solutions
- › Retailers seeking improved TCO can meet or exceed the performance of comparable Cisco routers with 3Com routers that are less expensive to purchase and are shipped with key software, maximum memory and easy management



SCALABLE GIGABIT ETHERNET SWITCHES AND ROUTERS

SCM systems that use RFID to track products at the pallet and case level multiply data traffic as much as tenfold; POS systems that use RFID to track products at the item level will create still more traffic. Scalable 3Com switches and routers let retailers upgrade 10/100 Ethernet core and POS network links to Gigabit Ethernet as needed—as well as take advantage of 10-Gigabit uplinks and switch/server slots—without having to buy and integrate all new equipment.

MAXIMUM WIRELESS MOBILITY AND CONTROL

3Com offers mobile access to real-time data with secure, seamless IEEE 802.11a/b/g wireless solutions such as:

- › Wireless access points (APs), compatible with other market-leading APs, that let employees roam a store with wireless devices to price check, scan inventory and communicate by VoIP
- › A 3Com wireless mobility checkout that provides up to four managed Ethernet ports, allowing the store interior to be rearranged without pulling more Ethernet cabling
- › Intelligent wireless LAN switches that offer identity portability for seamless roaming, Gigabit switching and comprehensive AP management and control

INTRUSION PREVENTION AND QUARANTINE

The range of 3Com security solutions for retail data and voice networks includes:

- › Industry-leading TippingPoint™ Intrusion Prevention Systems (IPS) that proactively protect the network core and edge against both external and internal attacks
- › Perimeter firewalls, including OfficeConnect® store-based firewalls that bundle a content filtering service for a low monthly price
- › Extensive IP VPN technologies in 3Com Network Interface Cards (NICs), firewalls, switches and routers, as well as wireless bridges, switches and APs
- › 3Com Quarantine Protection software—interoperable with the TippingPoint IPS and Digital Vaccine® service, as well as with 3Com switches—for enforcing end-point security by moving suspect traffic to a quarantined VLAN



A CASE STUDY

A superstore chain for crafts, fabrics and home interiors, Spotlight Stores (www.spotlight.com.au) has 5,000 employees, 100 locations in several countries and a Shop-At-Home phone and online catalog service. An aggressive marketer, Spotlight has been growing quickly with new store openings and rising revenues. "Our rapid growth created challenges that our data and voice systems could not meet," said Anthony Chambers, Infrastructure and Communications Manager.

To sustain its profitability, Spotlight had to upgrade its 10/100 Ethernet infrastructure to ensure uptime for its Shop-At-Home service, POS transaction processing, ERP, graphics and inventory applications—and to launch new stores quickly and reliably.

Spotlight's network upgrade criteria included Gigabit Ethernet, 10-Gigabit uplinks, Layer 2/3/4 switching, VoIP, wireless, built-in QoS and VLANs, strong security, central and remote management and scalable systems.

Spotlight chose 3Com because its solutions meet all these criteria. "After experiencing the 3Com solution in action, we know we made the right choice," said Chambers. "We can support both legacy and leading-edge back-office applications that improve our productivity and reduce our costs. We can easily scale the network as we open new stores and expand our business."

For the complete story and case studies on other 3Com retail customers, visit www.3com.com/case_studies and select "Retail" from the Market selector.

THE 3COM RETAIL SOLUTION SET

Wireless: Wireless checkout mobility, access points, outdoor bridges and switches

Switching: High-speed switching and IPv6-ready solutions with Power over Ethernet (PoE)

Routing: Intelligent high-performance routing and low-cost store connectivity with IP VPNs

Convergence: IP telephony and IP phones, plus IP messaging, IP conferencing with Presence and secure instant messaging, IP contact center and IP mobility

Security: Intrusion prevention plus quarantine features, firewalls and filters

Network Management: Centralized, stand-alone, security and both wired and wireless management

3Com Global Service and Support: Site surveys, network health check, and readiness, installation and implementation services

For additional information visit www.3com.com/retail or email: retail@3com.com.

HOW TO MAKE THE 3COM CONNECTION

Visit www.3com.com for more information about 3Com secure converged network solutions.

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