

MerchantNet: The Retailer's Network Highway

Technology has long played a distinct role in the retail industry — changing the way retailers perform traditional back-office and front-end processes. Successful retailers of the future will be those that capitalize on technology advances to increase productivity, develop a more informed staff, and create a unique customer experience. With industry expertise and the nation's only retail-exclusive broadband network, MerchantWired can transform the way you do business and provide a substantial return on your investment.

Improve communication within your enterprise with MerchantWired's nationwide network, **MerchantNet**. Our industry-leading network connects the entire retail enterprise via high-speed communications. And unlike other network providers, we offer a fully managed network that allows you to focus on your core business.

MerchantWired Understands Retail

MerchantWired developed our highly reliable, secure coast-to-coast network to meet the specific needs of retailers, and will continue to enhance it with the architectural elements required to support the growing demands of retail operations. MerchantWired currently serves more than 300 malls and can deploy network and solutions resources to mall properties throughout the U.S.

MerchantNet not only provides always-on connectivity, but also enables a new era of retail-driven solutions not viable in a dial-up environment. With MerchantNet, you enjoy faster transactions, delivery of real-time information, and more efficient back-office and front-end processes.

MerchantWired Understands Your Business

MerchantWired is committed to changing the face — and pace — of retailing by providing retailers with an intelligent network, cost-effective solutions, and valuable industry expertise necessary to build a better business. We strive to provide you with the greatest return on your strategic technology investments.

Our broadband infrastructure and comprehensive menu of solutions enable you to:

- Generate new sources of revenue
- Redefine your competitive edge
- Enhance loss prevention
- Augment business efficiencies
- Improve customer relationship management

Our network paves the road to easier, faster communications and data transmission.

MerchantNet enables you to equip all of your locations with a cost-effective platform for capabilities such as:

- Nationwide Web-based training, communications, and content delivery
- Network-based security cameras, credit card processing and payroll
- Voice over IP, in-store kiosks, Web cameras, and entertainment technologies
- E-commerce functions

This is just a sample of the applications you can leverage to reduce shrinkage, customer transaction time, and operational costs. We recognize that not all locations require the same capacity; we offer a cost-effective and scalable pricing model that allows you to pay for services based on your specific network usage.

MerchantWired Understands Technology

MerchantWired has forged strategic partnerships with the leading providers of network infrastructure and software applications to deliver a complete business solution to our clients. We connect retailers with internal and external customers through tools that include:

- Optimal secure managed network
- In-mall local area network (LAN)
- Continuous high-speed Internet access
- Redundant wide area network (WAN) extranet
- Wired and wireless infrastructure

We understand the unique needs of the retail industry and our network delivers:

- **Availability:** Our superior operational technologies enable higher utilization levels, resulting in more efficient communications and faster transactions
- **Legacy Integration:** Existing applications can be run on our network, allowing for a smooth transition and minimal disruption to daily activities
- **Reliability:** Our network is managed 24x7x365 to ensure a fully fault-tolerant network
- **Scalability:** Expanding capacity adapts in real-time to meet growing customer traffic and to support increasing bandwidth applications
- **Security:** Sensitive data is protected by multiple industry standard security measures, including encryption, authentication and firewalls
- **Speed and Accessibility:** Guaranteed bandwidth with burst capability up to twice the speed of any other commercially available, national network technology

MerchantWired understands that retailers require technical support beyond the traditional workday. Our Managed Network Service program includes:

- 24/7 Network Operations Center (NOC)
- 24/7 call center support
- Local on-site total facility services (TFS) staff
- Experienced professionals to engineer and deploy retailer requirements
- Service level uptime target of 99.99%

MerchantWired: A True Business Partner

A reliable network and the right technical solutions can provide meaningful competitive advantages in the retail world. As your business partner, MerchantWired provides a powerful combination of technology, solutions, and expertise to deliver optimal success to your retail operation, resulting in a substantial return on your investment. Call MerchantWired today at 888-218-4200, and get "Wired For What's Next."

To learn more about how MerchantWired can enhance your business, visit www.merchantwired.com.