

# Ricon Mobile **A.101** – Case Study

Efficiency Through Innovative Technology

RICON MOBILE INC.



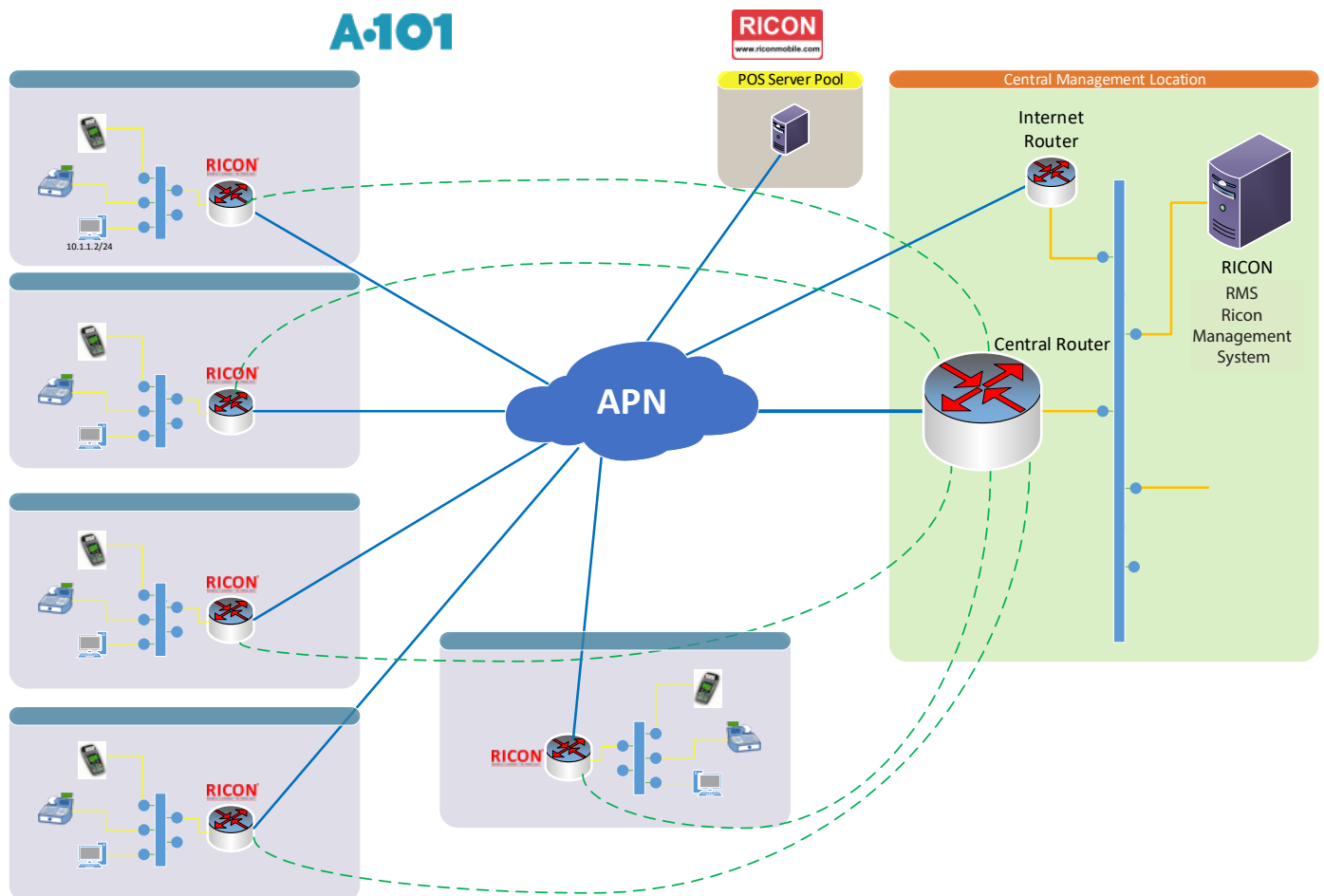
## Case Study-A101

A101 Yeni Magazacilik Co.Inc. is a hard discount retailer that provides high-quality cost-effective food and consumables at affordable prices at small chain markets throughout Turkey. The company was founded in 2008 and is based in Istanbul, Turkey. It has 35 regional warehouses with the central management located in Istanbul. A101 is the fastest growing supermarket chain in Turkey and they aim to have 10.000 stores nationwide.

With its more than 7.000 existing stores all over Turkey, A101 offers products to its customers in 16 product groups which are meat and meat products, milk and milk products, beverages, legumes and flour products, dried fruits, breakfast products, biscuits and confectionery, canned foods and spices, margarines and oils, fruits and vegetables, ice cream and frozen products, detergent and cleaning products, paper products, cosmetics and non-food products. In addition to these accustomed product groups, A101 sells wide variety of campaign products like home appliances, electronics, textiles, kitchen utensils etc. Besides the known branded products, A101 sells its own high quality private label products.

The main strategy of A101 is to sell quality products to its customers at low price by minimizing operational costs of retailing. One of the areas for reducing the IT Infrastructure and the communications cost was replacing its existing xDSL to 3G/4G mobile infrastructure by using the RICON Mobile routers.

## Topology



## Case Study-A101

## The Issue

When your business grows; IT, communication and data transmitting costs often expand also just to keep pace. Turkey's A101 discount markets had just this issue as they grew from their founding in 2008 to over 7.000 stores served by 35 distribution centers today. They had some operational and cost problems with their existing xDSL system:

- » Expensive subscription cost for xDSL, satellite or Ethernet circuits
- » Too often cut-off and long recovery time
- » Reducing OPEX costs to transfer the savings for growth to compete
- » Reducing costs for field installation, operation and maintenance
- » Reducing costs of an expensive IP telephony infrastructure and license fees
- » Eliminating the installation timeline for a new circuit which effects the grand opening

The growth of 4G and availability of data-bandwidth capacity of the cellular networks, creates new potentials to use new cashier and POS devices, became a significant opportunity for IT managers, as the mobile data costs are decreasing. By creating best practices to alter usage patterns, enterprises with high xDSL, satellite or other land line circuits costs can reduce their bills by implementing the Ricon Mobile Router System with partnership of a Mobile Service Provider.

One of A101's business objectives was to: reduce cost of communication and replace the existing xDSL infrastructure with a solution which operates more efficiently.

## The Solution

RICON Mobile set up its own manufactured S9920V-LTE routers in more than 7.000 stores and implemented a RMS Ricon Management System for the management of the new topology.

As a result of the deployment;

- » Ricon Mobile S9920V-LTE routers have been set up in all stores with 2 SIM cards (1 x Data / 1 x Voice). All routers are registered to the Ricon Central Management Platform via the park APN with standard configuration and request the specific configuration for the related store by sending their serial numbers which are tied by the stores automatically. (Zero Touch Installation Function without using any field or remote installation support)
- » Instant store opening without waiting delivery of a land line delivery term.
- » A101 eliminated the complex and expensive IP Telephony system and switched to GSM Voice Technology with regular and cheap non-IP Phones having perfect cellular voice quality.
- » One Brand, one router, one management, also support extensive number of SNMP OIDs. RICON Mobile devices and its platform implementation enhanced the whole A101 data networking and voice infrastructure.

### Value Proposition

By implementing RICON Mobile's S9920V-LTE routers and RMS Ricon Management System A101 realized significant annual savings. The solution has rationalized the voice and data transfer within A101.

A101's CIO states, "RICON Mobile gives A101 the ability to perform all of our voice and data transfer needs on the same device. Further, we can seamlessly integrate their recommendations with our operational systems, minimizing costs and maximizing productivity."

By implementing RICON Mobile's RMS Ricon Management System and using S9920V-LTE routers with the partnership of a mobile operator, A101 reduced its total voice and data costs by 82% which translated into \$4.494.000 on yearly basis.

The RICON 4G voice and data router solution increased efficiency and effectiveness at all echelons in the organization and throughout the cashier/POS System, also enables the handheld Devices to be used via Ricon S9920VR embedded WiFi features.

### About RICON Mobile

RICON Mobile headquarter is based in Toronto/Canada and it has offices in Istanbul, Dubai and London. We bring your business significant value through the use of innovative IT optimization solutions that help you minimize costs while you maximize customer service and profit.

We supply a solution to get immediate benefits. Our RICON Mobile routers and RMS Ricon Management System can be implemented very quickly to any multi-point complex networks.

We have documented cases, where our Technology implemented in complex high volume applications which competitors could not execute as we can supply in short time with low cost.

You can obtain more information from our website: [www.riconmobile.com](http://www.riconmobile.com)

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