

Hughes Provides Network Continuity via Satellite



Pague Menos is the largest drug store chain in Brazil, with more than 780 stores located throughout the country's cities, towns and Amazon region. As it expands, Pague Menos needs to connect as quickly as possible every new store it opens with headquarters and with the other drugstores in the chain.

Network connectivity is essential for basic operations such as processing customer payments, and new stores can't fully operate without it. However, with the wide variations in infrastructure over Brazil's vast distances, it can take as long as 45 to 60 days to connect a new store to the company network using a terrestrial link—too long to wait to get a new facility online.

Goal

Pague Menos needed a rapid connectivity solution to bridge the gap between opening a new store and connecting it to the corporate network. In addition to needing a short set-up time, the company also required a fast, secure solution for completing transactions quickly while protecting customer information.

Hughes Solutions

- Pague Menos implemented a Hughes VSAT (very small aperture terminal) satellite network solution to connect its new stores to the corporate network and to act as a backup to the primary network. Now the company can connect a new store to its network in as little as five days with Hughes, compared to up to 60 days with the terrestrial network.
- The solution consists of VSATs at the stores operating over a satellite and connected via a network hub to company headquarters. It provides IP-based communications supporting electronic credit and debit card transactions as well as connecting stores to the Pague Menos inventory/ordering systems, while also providing high-speed Internet connectivity for checking discounts and promotions.
- All Pague Menos stores rely on the Hughes satellite solution to support their applications, either as the primary link or as a backup. During terrestrial network outages that can last as long as a day, Pague Menos stores continue to process debit and credit transactions over the satellite solution. Without such network access, stores would only be able to perform off-line cash transactions, costing them significant amounts of business because applying discounts requires Internet access and most of their customers pay with debit and credit cards.

“The satellite communications services offered by Hughes enable our stores located in towns far from major metropolitan areas to operate completely integrated with our entire network in real time.”

Pedro Praxedes

Logistics and Systems Director – Rede Pague Menos



Benefits

The Hughes solution can be easily and quickly activated in a Pague Menos store, and then remain in place as a backup to provide continuous network availability across the entire country. Hughes provides managed satellite services through its Network Operations Center (NOC), including satellite time, customer premise terminals, installation and maintenance, as well as providing security and constant monitoring of data usage and network activity.



“All activities associated with recording transactions, performing day-to-day administrative and financial tasks, sending and receiving emails, and accessing the Internet and intranet take place in the same way as with MPLS technology.”

Pedro Praxedes

Logistics and Systems Director – Rede Pague Menos

Among the other advantages of the Hughes managed services are:

- Fixed installation and operational costs, regardless of where stores are located.
- Flexibility to provide customized satellite service in remote areas.
- Automatic switchover if there is a terrestrial outage.
- Integration with any IP protocol-based ground communication platform, including MPLS.
- Real-time management through an Internet portal.
- The ability to expand to other services such as videoconferencing for meetings and training sessions.

About Hughes

Hughes Network Systems, LLC (Hughes) is the world's leading provider of satellite broadband for home and office, delivering innovative network technologies, managed services, and solutions for enterprises and governments globally. HughesNet® is the #1 high-speed satellite Internet service in the marketplace, with offerings to suit every budget. To date, Hughes has shipped more than 4 million systems to customers in over 100 countries, representing approximately 50 percent market share. Its products employ global standards approved by the TIA, ETSI and ITU organizations, including IPoS/DVB-S2, RSM-A, and GMR-1. Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), a premier global provider of satellite operations and digital TV solutions.

For additional information about Hughes, please visit www.hughes.com or email globalsales@hughes.com.

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