NEXTIVITY
Smarter by Design

Cellular Coverage Solutions for Retail
Better Coverage = Better Business

Secure Link Solutions
Telecommunications | IT Networks

Connect People, Devices, Apps, and More

Nowadays, we are all increasingly dependent on fast, reliable access to data and expect to be able to reach anyone at any time. As of 2022, 7.26B people (90% of the population) own a mobile phone. Ninety percent are smartphones. Data indicate that **~60% of shoppers have used retailer mobile apps while shopping in the store.**

- More than 50% of shoppers think their shopping experience would be better if retailer loyalty and reward programs were easily activated at checkout.

- Mobile purchases while shopping in-store is growing among all age groups to 52% of all smartphone users – ranging from a high of 67% of users aged 25-34 to a low of 28% among users 65 and older.

Bring the power of the network inside

Nextivity cellular coverage solutions deliver strong, reliable cellular signals everywhere you need them. From strip mall storefronts to the largest warehouses on the planet, we have you covered.

Our smart signal boosters are driven by proprietary IntelliBoost® technology and built into every product. If you knew where to look, you'd find our systems in some of the country's largest retailers.

Where will improved coverage help you?

- Payment systems, ATM, and kiosk connectivity

- Customer and employee access to voice, data, and emergency services

- In-store couponing, QR Code access

- Mobile delivery apps

- Stocking, inventory, and warehouse operations

- Customer service contact, in-store services

- Customer courtesy in waiting areas, cafes, etc.

- Backup, redundancy for other networks

Our Solution: CEL-FI QUATRA

Enterprise Cellular Coverage Solution

Multi-Carrier Active DAS Hybrid for 3G, 4G, and 5G

- Scalable, all-digital architecture
- Fastest install
- Low total cost of ownership
- Future-proof design

Advantages of Cellular over Wi-Fi

One of the questions we often get from retailers is, "Why do I need this? I have Wi-Fi in all my stores." Here are the top five reasons reliable cellular service is better for retail than Wi-Fi.

1. More reliable with fewer signal interruptions

2. Less interference and network traffic issues

3. More secure

4. Users don't need to log in

5. Less pressure on internal IT resources

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