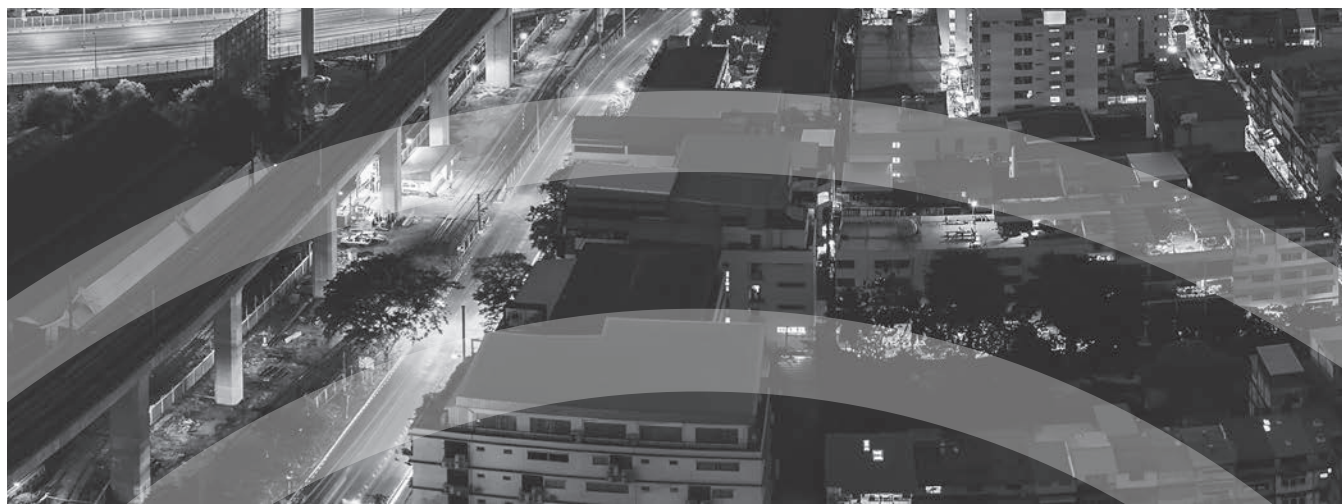2018 Accelerated Concepts Retail Survey

THE COST OF DOWNTIME:

BEYOND THE BOTTOM LINE FINDINGS SHEET

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ACCELERATED CONCEPTS COMPLETED THIS STUDY
TO PROVIDE RETAILERS AN UNDERSTANDING OF THE
IMPACTS OF NETWORK DOWNTIME AND HOW IT
AFFECTS MORE THAN JUST THEIR BOTTOM LINES.

To better understand the cost of downtime for retailers and how it impacts their employees, customers and store security measures, Accelerated conducted a research study, surveying retail managers and supervisors from big box retailers and department stores on business productivity and sales as they relate to connectivity.

Accelerated launched the study via ResearchNow in November 2017 and surveyed 111 full-time, retail managers and supervisors in stores with 1,000-10,000+ employees. They asked questions across a variety of topics, including experience and history with in-store downtime, what items cannot be processed during network downtime and how they manage disconnectivity.

Findings from the Survey were based on responses from demographic qualifiers and were further evaluated based on a quantitative scale.

RESULTS

20%
of retailers do not have a backup connectivity solution in place in the event that their primary source goes down

81%
of retailers experience downtime at least once a year

87%
of retailers wait up to four hours for support when an outage occurs

61%
of retailers cannot process credit cards while disconnected from the network

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RESULTS

82%
of retailers report that network downtime results in negative customer experience

72%
of retailers lose sales during a network outage

36%
of retailers see network downtime as a time in which they are more vulnerable to data breaches

OVER 70% of retailers cannot utilize in-store digital signage without network connectivity

MORE THAN HALF of retailers cannot enable their security systems while disconnected from their network

OVER 80% of retailers take extra measures to prepare for high traffic times

NEARLY ONE IN THREE retailers report that when their networks are down, their brand reputation becomes damaged

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Accelerated is an enterprise-grade provider of cellular (LTE) networking equipment for primary or backup networking applications. Providing the backbone for failover, as well as M2M and IoT solutions, Accelerated delivers cellular business continuity and internet access to areas with limited broadband availability. Since the creation of its flagship product in 2006, Accelerated continues to innovate its product line to better meet the needs of customers ranging from retail to manufacturing in today's increasingly connected world.

Digi International (NASDAQ: DGII) is a leading global provider of business and mission-critical Internet of Things (IoT) and M2M products and services. We help our customers create next-generation connected products and deploy and manage critical communications infrastructures in demanding environments with high levels of security, relentless reliability and bulletproof performance. Founded in 1985, we've helped our customers connect over 100 million things, and growing. For more information, visit Digi's website at www.digi.com, or call 877-912-3444 (U.S.) or 952-912-3444 (International).