

24th JUNE 2008

RETAIL AGILITY AND BUSINESS CONTINUITY AT THE DROP OF A HAT.

AZZURRI LAUNCHES INSTANT RETAILER SERVICE.

24th June 2008 - Retail Solutions Exhibition – Azzurri Communications today launches Instant Retailer, an innovative new service that uses the 3G mobile network to deliver on-demand voice, data, fax and Internet connectivity wherever and whenever it is required. Southern Co-op is the first retailer to sign up to Instant Retailer, which it has rolled-out across its estate of over 100 stores and 20 funeral branches.

Available as part of Azzurri's Retail Application Network (RAN), Instant Retailer can be activated immediately, providing retailers with the agility they need to keep pace with the demands of the modern retail marketplace.

Utilising Azzurri's unique VNO model to harness all the available mobile networks, Instant Retailer uses next generation 3G to create a high speed on-demand service for retail businesses that need instant network connectivity. Whether a new store springs up or shop-floor requirements change, retail organisations can now provide instant access to retail critical applications anytime and anywhere.

Dave Macfarlane, CTO of Azzurri explains, "Today's retailers need reliable and consistent access to their core retail applications. Merchants can no longer survive with stores being offline for any amount of time, let alone keep their competitive edge."

Designed to meet the on-demand nature of today's transient shop-floors, Instant Retailer simplifies the historically complex set-up of communications infrastructure and provides retailers with the agility other communication networks lack.

Macfarlane continues, "Our challenge was to develop a communications service that delivers the business continuity that today's retailers demand. To remain competitive you need information at your fingertips. Any setback in making shop-floors business-ready can result in serious delays and directly impact already thin margins."

"Critical retail applications like EPOS, IP-CCTV and Chip and Pin all need robust connectivity so the smallest network outage can seriously impact the business," explains Macfarlane. "Waiting weeks for something as simple as a DSL connection can prove very costly to business productivity."



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Azzurri's RAN has already enabled Southern Co-op to centralise and prioritise multiple applications including stock management, IP-CCTV, remote refrigeration monitoring, price promotional control and Chip and Pin authorisations. This latest addition to the service will further increase business agility for the rapidly growing organisation as Paul Sargeant, Head of ICT at Southern Co-op explains;

"When we open a new store, either through acquisition or growth, it can take weeks to integrate the IT infrastructure, weeks which we don't have. With Azzurri's 3G service, we now just plug in and go - our new stores are connected to the network instantaneously, with all applications ready for business the very same day. Moreover, the service is a fantastic disaster recovery tool. Should we ever experience any problems with the exchange that threaten downtime, we simply switch to 3G connectivity and feel safe in the knowledge that business operations, and most importantly service, continues as normal."

ABOUT AZZURRI COMMUNICATIONS

Azzurri is transforming the way organisations use communication and information technology.

We are a leading managed services company delivering flexible voice, data and mobile communications. Ours is one of the largest independent network management and support teams providing converged solutions that are no-longer tied to technology and supplier.

At the core of our managed service is our Virtual Network Operator (VNO) capability. As a VNO, freedom and flexibility distinguish us from our competitors. We give you the flexibility to change and adapt to new requirements and technologies.

With increased agility our customers gain a competitive edge, and with dramatic savings and management information they have total control of their voice, data and mobile infrastructure.

Azzurri Communications was formed in June 2000 and is headquartered in the UK, offering global access to sales, service and support to customers in 130 countries.

www.azzurricommunications.com

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