



Transforming Store Connectivity at Scale

KORE and a Leading Bedding Retailer

Company Overview

A large bedding retailer in the United States with a nationwide network of more than 2,000 stores across the country, relies on reliable connectivity to support in-store operations, customer transactions, employee productivity, and business continuity.

As a leading retailer, their technology infrastructure must support thousands of employees, point-of-sale systems, handheld devices, store Wi-Fi, and operational applications across a geographically distributed retail footprint. Any interruption to connectivity can directly impact customer service and revenue generation.

The Challenge

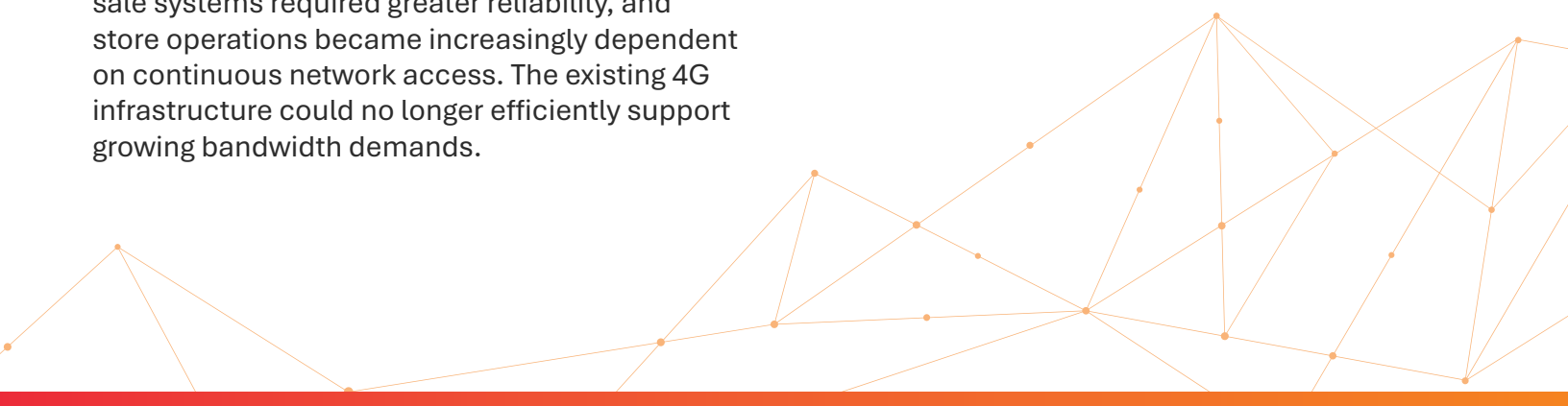
The bedding retailer was operating a large-scale cellular failover environment across its retail locations. The existing 4G LTE infrastructure was originally designed to provide backup connectivity should a store's primary broadband connection fail.

However, as store operations evolved, data consumption increased significantly. Employees were using more connected devices, point-of-sale systems required greater reliability, and store operations became increasingly dependent on continuous network access. The existing 4G infrastructure could no longer efficiently support growing bandwidth demands.

At the same time, they faced several additional challenges:

- Ensuring uninterrupted connectivity across more than 2,000 retail locations
- Managing escalating cellular connectivity cost
- Upgrading aging hardware without creating significant capital expenditure
- Simplifying deployment, management, and support across a nationwide footprint
- Gaining greater visibility into network utilization and performance trends
- Reducing the burden on internal IT teams responsible for managing a large, distributed environment

The company needed a partner capable of delivering more than connectivity alone. They required a comprehensive solution that combined hardware, network services, deployment, optimization, lifecycle management, and ongoing support.



The Solution

KORE delivered a complete managed connectivity solution designed to modernize the bedding retailer's network infrastructure while reducing operational complexity.

Network Modernization: KORE supported the transition from legacy 4G LTE infrastructure to a scalable 5G-ready environment using Cradlepoint wireless networking solutions. The upgraded routers provided higher performance, increased capacity, and improved reliability to support modern retail operations.

Connectivity Optimization: Rather than simply replacing hardware, KORE conducted detailed analysis of network usage patterns and consumption across locations. Using this data, KORE developed an optimized connectivity model designed to reduce monthly operational costs while supporting increased performance requirements.

Flexible Financial Model: To minimize upfront investment, KORE structured the solution using an OPEX-based model that spread hardware costs over time. This approach helped offset the expense of upgrading thousands of locations while accelerating deployment.

End-to-End Lifecycle Management: KORE provided a fully managed solution that included:

- Hardware sourcing and procurement
- Device configuration and staging
- Connectivity management
- Advanced hardware support services
- Ongoing operational management and troubleshooting

The result was a turnkey solution that reduced the workload on internal IT teams while ensuring every location remained connected and secure.

Custom Reporting and Visibility: Recognizing the bedding retailer's need for operational insight, KORE also developed customized reporting that provided visibility into utilization, location performance, and connectivity trends across the estate. These reports enabled better decision-making while supporting ongoing optimization efforts.

Results

Improved Network Performance

By upgrading to a modern 5G-capable infrastructure, the bedding retailer gained the capacity needed to support growing data demands, critical retail applications, employee devices, and business operations across its nationwide footprint.

Reduced Operational Complexity

KORE became an extension of their IT and operations teams, managing the full lifecycle of the solution from deployment through ongoing support. This allowed them to focus on its core business rather than managing complex connectivity infrastructure.

Optimized Connectivity Costs

Through detailed usage analysis and ongoing optimization, KORE helped them reduce connectivity expenses while improving overall service levels. The savings generated through optimization helped support the business case for upgrading hardware and modernizing the network.

Successful Large-Scale Deployment

The deployment was completed across thousands of retail locations within an aggressive rollout schedule. According to project stakeholders, the implementation proceeded smoothly and required minimal intervention from their internal teams.

Long-Term Partnership

Today, the bedding retailer continues to rely on KORE for managed connectivity services, optimization, hardware support, and operational expertise. The relationship has evolved beyond a vendor engagement into a strategic partnership built on reliability, responsiveness, and shared accountability. Even when unexpected challenges arose, both organizations worked collaboratively to resolve issues and maintain business continuity.



Conclusion

The leading bedding retailer needed more than a connectivity provider - it needed a partner capable of supporting a complex, nationwide retail operation. By combining network modernization, connectivity optimization, hardware lifecycle management, advanced support services, and flexible commercial models, KORE delivered a comprehensive solution that improved performance, reduced complexity, and helped future-proof their retail connectivity infrastructure.

Today, KORE continues to serve as a trusted extension of the bedding retailer technology team, ensuring reliable connectivity across one of the largest retail mattress networks in the United States.



About KORE

KORE is a pioneer, leader, and trusted advisor delivering mission critical IoT solutions and services. We empower organizations of all sizes to improve operational and business results by simplifying the complexity of IoT. Our deep IoT knowledge and experience, global reach, purpose-built solutions, and deployment agility accelerate and materially impact our customers' business outcomes.

For more information, visit korewireless.com

