

A photograph of a retail store interior with yellow shelving units and glass display cases. The store is brightly lit and has a modern, clean aesthetic.

# How Sales Collaboration Transformed Network Visibility and Support For Global Retailer Across 270+ Locations

## Challenges

As the retailer expanded across more than 270 locations, its network environment became increasingly difficult to manage and scale. Multiple carriers, limited visibility into performance issues, and inconsistent provider support created operational strain for internal IT teams. Administrative complexity continued to grow, while concerns about coverage and scalability made leadership hesitant to consolidate services. The following challenges outline the key obstacles that prompted the retailer to reassess its connectivity strategy..

## Customer Profile

### Industry

Retail

### About

Over 270 locations nationwide

### Fragmented Network Infrastructure

- The retailer was using multiple carriers for internet and wireless, resulting in siloed support and inconsistent service.

### Limited Visibility and Troubleshooting

- Their internal IT teams lacked real-time insights, which slowed troubleshooting and increased downtime.

### Poor Support from Incumbent Provider

- The customer was dissatisfied with responsiveness and issue resolution from their existing provider.

### Operational Complexity

- Managing multiple bills, contracts, and support contacts across 270+ sites added unnecessary overhead.

### Skepticism About Switching Providers

- Initially hesitant to move broadband services, fearing limitations in geographic coverage and global scalability.

## Solutions

To replace a fragmented carrier environment and improve operational control, Granite delivered a fully consolidated connectivity model across all U.S. locations. By combining broadband and wireless services under one provider, deploying centralized monitoring and diagnostic tools, coordinating nationwide field services, and assigning dedicated project management, Granite established a structured framework for consistent execution.

## Solutions (continued)

The following solutions outline how this approach reduced complexity, strengthened performance oversight, and aligned key stakeholders to accelerate execution.

### **Consolidated Connectivity**

- Granite provided both broadband and wireless services across all U.S. locations, eliminating the need for multiple carriers.

### **Deployment of G360 and edgeboot**

- Granite360 gave centralized control and visibility into network performance and ticketing.
- edgeboot enhanced Layer 1 diagnostics and integrated into their existing Meraki infrastructure.

### **Nationwide Field Services**

- Granite's Smart Hands teams handled over 100 installations to date, with support for broadband cutovers, Cradlepoint setups, and even access point swaps.

### **Dedicated Project Management**

- A National Install Project Manager coordinated all dispatches, timelines, and site-specific nuances.

### **Partner Collaboration and CIO Advocacy**

- Strong relationships between Agent, Channel Sales, Direct Sales, Granite's CEO, and the customer CIO helped secure buy-in and accelerate deployment.

### **Flat-Rate Pricing Model**

- Predictable, simplified cost structure for installations across all locations.

## Results

By consolidating services and standardizing visibility across all locations, the retailer achieved measurable operational improvements at scale. A single provider model reduced administrative burden, while centralized monitoring tools delivered faster troubleshooting and clearer performance insights. Network reliability improved across more than 270 sites, supported by a structured deployment plan that has already reached over 100 locations. The coordinated effort between the Trusted Agent and Direct Sales team also strengthened the long-term partnership, reinforcing a scalable model for continued growth.

### **Simplified Operations**

- One provider, one bill, one point of contact—enabling the IT team to focus on strategic initiatives.

### **Faster Troubleshooting & Greater Transparency**

- With edgeboot and Granite360, the customer gained real-time insights and proactive diagnostics not available with the prior provider.

### **Improved Network Uptime and Reliability**

- Reduced issues, improved support, and fewer vendor handoffs contributed to smoother operations.

### **Efficient Rollout Across 270+ Sites**

- 100+ locations deployed with a scalable plan for full completion, customized by site requirements.

### **Strengthened Channel Relationship**

- The Trusted Agent and Direct Sales Group worked seamlessly, reinforcing why partners rely on Granite for execution and retention.

