



“Thanks to MegaPath, we’re constantly connected to all of our locations, for real-time visibility into what’s selling across our entire network of retail stores. During the big events, like the World Series or the Super Bowl, we will extend store hours, selling Championship merchandise as soon as the game ends. MegaPath allows us to monitor real-time sales availability and balance inventories, so that we can keep up with customer demand, even during non-traditional business hours.”

— Tony Roman, Director of Network Infrastructure at Modell’s Sporting Goods

## The Challenge

- Establish connectivity and common infrastructure for all stores to communicate with central hub in New York City
- Ensure all transmissions are protected
- Support PCI-compliance initiatives, including security, for all point-of-sale (POS) transactions and credit-card processing
- Lower costs

## The Solution

- MegaPath connectivity and VPN enables secure, real-time transmissions between all stores and central IT hub
- MegaPath enables the in-store POS to securely and reliably connect with headquarters for more accurate inventory management, financial reporting and greater customer service
- MegaPath infrastructure helps ensure immediate intrusion detection/prevention system incident reporting to meet PCI compliance requirements

## The Result

- Ability to analyze POS in real time for revenue tracking, sales analysis, transaction efficiency, etc.
- Improved responsiveness to customer sales inquiries
- Intrusion alerts sent from stores to hub in real time to establish proactive PCI-compliance culture



## Company Overview

Modell’s Sporting Goods is the “go to” store for fans looking for apparel in their favorite team colors, as well as athletes seeking the latest in footwear, equipment and fitness products. Founded in 1889 by Morris A. Modell on Cortlandt Street in lower Manhattan, Modell’s is the nation’s oldest family-owned and operated sporting-goods retailer. Still headquartered in New York, the company now oversees more than 150 stores throughout the East Coast and Mid-Atlantic.

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## 99.999 Percent Connectivity Uptime

Selling treadmills, running shoes, dumbbells, golf gear and tons of fan-friendly sporting apparel, more than 150 Modell's stores from Maine to Virginia conduct transactions primarily with the swipe of a credit or debit card. POS data revealing location, time-of-day, average purchase per customer and other information remains highly valuable at the headquarters level. MegaPath establishes this connection 24/7, allowing stores to report sale data in real time.

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## The Need for Compliance

The Payment Card Industry Data Security Standard (known universally as PCI DSS, or simply PCI) is the standard-bearer for the information-security protection of transactions involving credit, debit, prepaid and other purchase cards. MegaPath protects all transmissions with its leading VPN and supports Modell's intrusion detection/prevention system to establish a vigilant security posture that sends alerts from stores to hub for round-the-clock monitoring.

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## VoIP in the Works

Migration to private MPLS network is underway to implement VoIP voice communications with Quality of Service (QoS) enhancement to categorize and prioritize all network traffic, and ensure seamless flow of conversation/data exchange.

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## Advantages

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### Total Connectivity

MegaPath delivers secure, real-time connectivity from all POS locations – no matter where the store, or what time of day – to the central hub.

### Complete Security Compliance

VPN protection and support for real time intrusion detection/prevention reporting keeps retail customers on top of PCI requirements.

### Customer Satisfaction

Real-time access to corporate inventory information and secure credit card processing helps increase customer satisfaction and confidence that Modell's is dedicated to serving all of their needs

### Inventory Management

Constant POS communication means the most accurate inventory management possible, resulting in high customer service and lower costs maintaining excess inventory.

### Lower Costs

MegaPath's connectivity and VPN services have enabled Modell's to control costs as it expands and adds stores.