



Mastermind Toys

CASE STUDY

PREVENTING NETWORK DOWNTIME WITH WIRELESS BACKUP CONNECTIVITY

THE CHALLENGE

For retailers using internet-based payment systems that include credit and debit card transactions, persistent network uptime is a must. To prevent any connectivity outages, Mastermind Toys needed a reliable back-up network solution that offered continual uptime and was cost effective.

In 2009, Mastermind began using Rogers Rocket™ mobile internet sticks in their stores; these were connected to Mastermind's gateway hardware and configured as a failover solution in case the primary internet connection went down. While undergoing aggressive retail expansion, however, they realized they needed a more scalable solution.

THE SOLUTION

In 2012, Mastermind Toys reconnected with Rogers to deploy a new Wireless Backup Connectivity solution. Rogers recommended partnering with Microhard, a Rogers technology ecosystem partner that specializes in purpose-built, easily configured gateway devices. This commercial-grade system can be set up wherever the signal is strongest in each retail store.

Rogers also supplied public static IPs with built-in Virtual Private Network (VPN) capability for the Microhard devices. This means the stores' wireless connections are actively monitored, and it extends failover protection to even more internal services.

BENEFITS

- **Rapid deployment.** Because the solution is wireless, it's installed quickly and with minimal infrastructure investment.
- **Proactive, managed uptime and automatic failover.** Mastermind's solution is monitored and managed around the clock, so if their wireline fails, the backup connection kicks in within seconds.
- **Reduced vulnerability.** Rogers Wireless Backup Connectivity significantly reduces vulnerability to service outages.
- **Better customer service.** The ability to accept payments consistently and efficiently means higher service quality and customer satisfaction.



ABOUT MASTERMIND TOYS

Mastermind Toys have been purveyors of high-quality children's toys and books for over 25 years. Mastermind has more than 25 store locations in operation and runs a thriving online shopping site.

IN THEIR OWN WORDS

"Downtime can spell disaster for our retail business. In fact, avoiding a payment system connectivity outage of less than one hour during the holidays would recover the service cost for an entire year. Rogers has delivered a cost effective solution that gives us peace of mind."

Steve Hillier
Head of IT
Mastermind Toys



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