

# LINX TELECOM

Imagine your stores online, real-time transmitting sales, stock, and price data to the head office... using this network dedicated structure with transit of VoIP, images, music, and TEF in three seconds... in a safe, high-performance, affordable environment?

Linx Telecom has made this dream come true.

We are the only company focusing on connectivity and telecommunication solutions for retail. We interconnect the largest shopping centers in the country and we are present in the best data centers.

## **STRATEGIC DIFFERENTIALS**

Focusing on retail has allowed the development of three fundamental strategic differentials – the key to Linx Telecom's success:

### **Structure at Shopping Centers**

We interconnect – with own infrastructure, via MPLS /frame relay – the largest shopping center in Brazil, among which are Iguatemi, Morumbi, Rio Sul, Mueller, and Park Shopping. This means performance, agility, availability, and – above all – affordable prices at stores.

### **Data Center**

We develop an infrastructure centered in the two best data centers in the country, with all redundant systems and equipment, especially the exit gateways of the x25 to all credit card administrators. For you, this is translated into more safety and stability, without any additional costs.

### **High-added-value services**

Finally, Linx Telecom is the only one to offer complete solutions, which always include very high-added-value services, such as active monitoring, support network management/help-desk fro all connectivity and credit/debt card transactions. This means that we go way beyond the link in the rough usually offered by telephony operators, taking on the responsibility for the complete service. To do so, we have our own NOC (Network Operations Center)

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## SOLUTIONS

### **Dedicated TEF**

Reducing waiting time before the cashier is a must for any retailer. Today, the best way to reduce time and comply with tax legislation is the dedicated TEF. With it, transactions take about three seconds, with full safety.

Linx Telecom makes a centralized structure available in the best data center in the country, with x25 redundancy and TEF server hosting.

By interconnecting the largest shopping center in Brazil via MPLS /frame relay, Linx Telecom can offer connections with the best performance and stability at very affordable prices, including the whole monitoring, management, and support service for the TEF solution, not only to the link.

### **Package traffic (ERP, support, e-mail)**

By using the same redundant data center and interconnection structures as shopping centers via MPLS /frame relay, Linx Telecom provides retailers with data connections for traffic of any sort of information from the ERP/POS software, whether real-time or by packages, including e-mail. Through this same high-performance dedicated network structure, the head office can also perform remote support at the stores and any other kind of service, as well as check consultation and the TEF itself – all that in the same structure, with monitoring, management, and support services/help-desk always at an affordable price. With access to the sales, stock, and price data – among others – the retailer gains an important competitive differential, besides great agility at store administration.

### **Corporate Internet**

Like a TEF service extension and package transit between stores and head office, Linx Telecom also offers the best corporate Internet solution. By centralizing connection in a data center, there are gains as for stability, safety, and performance, which allows size reduction of the band necessary to attend to the users, which is translated into lower costs. Just as in the other solutions, monitoring, management, and support/help-desk are part of it.

### **VoIP**

Nowadays, it is the service most commented on, and often the least understood in the IT/Telecommunications market. However, Linx Telecom provides a simple, complete solution, besides taking care of the whole administration and support. Therefore, the retailer has the best, with no worries. Our solution is based upon a Centrex (VoIP server using the standard SIP technology), hosted in a Data Center and which generates the connections for each IP device installed at the stores, as well as integration with the head office's PABX through gateways. By using the same dedicated network structure (MPLS /frame relay) interconnecting head office and branches, the Linx Telecom VoIP guarantees immediate telephony expenditure reduction to the retailer, especially in intercity intra-network connections.

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