

# Providing high-quality wireless connectivity for hi-speed decision making

Condor Electronics + Ooredoo Algeria



## The Business Challenge

Condor Electronics is an Algeria based consumer electronics company offering a wide range of durables such as smartphones, computers, LED televisions, refrigerators, and more. It is one of the best known brands in Algeria for its innovation capabilities and high quality products.

Getting timely business-critical customer and sales data from stores across Algeria to headquarter was vital for the company. Existing reporting structures and practices were mired with errors leading to inaccurate financial results. Lack of timely performance monitoring was impacting execution of business strategies.



## Our Solution

Ooredoo Algeria designed a wireless communication network solution for Condor Electronics to connect all its retail stores with headquarter. The smart network enabled instant sharing of real-time sales figures, inventory consumption patterns, and current stock situation.

Network failures were drastically reduced as a result of the cutting-edge wireless mesh network design. It also enabled reliable, secure and real-time sharing of sensitive sales and financial information. The quicker setup of the wireless solution was unmatched by any other connectivity solution. Customer could instantly make use of the network and realize the benefits.



## Key Customer Benefits

- Timely information on sales helped the customer manage production better
- Unsold products in the inventory were greatly reduced
- Customer was able to extract more accurate financial figures based on minimal error sales data
- Customer was able to respond to demand and supply more effectively
- Complete peace of mind for sharing company-sensitive sales and financial information

