

SonicWALL TZ 200/TZ 210 Series Solution Brief

RETAIL

Secure Broadband Network Connections for Retailers

The all New SonicWALL® TZ 200 and TZ 210 Series allow retail merchants to establish secure 3G wireless broadband networks in an instant—without the need for fixed Internet connections.

Most retail organizations depend on an Internet connection to provide efficient customer service and optimize employee productivity. Unfortunately, the speed and security of these connections varies significantly. Thirty-five percent of small and medium-sized businesses have no wired broadband access and often rely on painfully slow dial-up connections that cannot support modern business applications. And, those retailers who do have access to DSL or other wired broadband connections often lack a backup solution to ensure continuous Internet connectivity.

Finding a fast, cost-effective and easy-to-deploy Internet connection is especially challenging for temporary and mobile retail locations. For seasonal stores, kiosks, mobile POS stations and electronic marketing displays, wired broadband solutions—if available—are often cost-prohibitive and difficult or impossible to install. What retail organizations need is a secure, high-performance network solution that can be deployed where wired broadband connections are not available, cost-effective or feasible, or can also serve as a backup to wired connections.

Secure 3G Wireless Broadband Networking

The SonicWALL® TZ 200 and TZ 210 are multi-layered network security appliances that can serve as a primary means of connecting to the Internet or as a 3G failover option when DSL or other wired connections go down. Important features of the SonicWALL TZ 200 and TZ 210 include:

Easy Installation

With the TZ 200 or TZ 210, retail merchants can establish 3G wireless broadband network connectivity almost anywhere in an instant, with no need for cables or technician visits. The intuitive, wizard-driven setup process takes just minutes, enabling immediate high-speed connections through the wireless networks of reliable vendors such as Verizon, Cingular and Sprint.

Complete Protection

The TZ 200 and TZ 210 offer comprehensive protection against malicious threats that originate internally or from the Internet. Along with a configurable deep packet inspection firewall, the TZ 200 and TZ 210 integrate real-time gateway anti-virus, anti-spyware, intrusion prevention and comprehensive anti-spam capabilities for the highest level of real-time network protection. Activating the Comprehensive Gateway Security Suite on the TZ 210 enables the powerful Application Firewall to provide application-level access control, data leakage control functionality, and the ability to create pure custom signatures.

High-speed Connections

Retailers can improve employee efficiency and customer satisfaction with the TZ 200's or TZ 210's high performance level that won't compromise network security. The new TZ Series achieves this higher level of protection performance by integrating high-speed Reassembly-free Deep Packet Inspection™ firewall technology, Gigabit Ethernet, and a specialized security processor capable of delivering up to 200 Mbps of stateful packet throughput and up to 50 Mbps of deep packet inspection capability in the TZ 210. The TZ 200/210 Wireless-N versions also incorporate 802.11n, the latest in high-speed wireless technology.



Multiple Retail Applications

Retailers can use the SonicWALL TZ 200's or TZ 210's 3G wireless broadband connection to establish secure high-speed network access in an instant at hard-to-serve locations, including:

Seasonal Stores

Enable fast, easy and affordable setup for short-term retail locations.

Unmanned Kiosks

Easily locate and set-up secure networks at unmanned kiosks.

Mobile POS Stations

Gain secure connectivity at vendor carts, taxis and outdoor sales sites where no wired options are available.

Electronic Marketing Displays

Easily locate digital billboards and displays and push new content quickly, with added security ensuring the content is safe from hackers.

Differentiated Security and Service

The SonicWALL TZ 200 and TZ 210 offer several unique features that stand apart from the competition. The differentiators include:

Maximum Security

The TZ 200 and TZ 210 offer enterprise-class protection, including a deep packet inspection firewall that protects important Internet services such as Web, e-mail, file transfer, Windows services and DNS.

Worldwide Coverage

The TZ 200 and TZ 210 support both GSM and CDMA-based 3G networks, ensuring worldwide 3G wireless broadband coverage.

Integrated Failover for Continuous Uptime

Retailers cannot afford downtime for their business applications. Integrated and automated USB-based 3G and analog failover and failback ensure continuous uptime for IPSec VPN tunnels by failing over to an alternate wired or 3G wireless connection if the primary fails.

Multiple Applications

Retailers can use the TZ 200 or TZ 210 for front-office applications like Internet-based credit card processing, customer loyalty programs and customer Internet access. Supported back-office applications include real-time POS and inventory reporting, Internet-based supply chain management and employee portals.

Simpler Management

The award-winning Global Management System (GMS) provides comprehensive global management and reporting tools. For busy retailers, that means simpler configuration, enforcement and management of global security policies, VPN and services—all from one central location.

3G Wireless Broadband Networking in an Instant

Today's retail organizations need fast, secure broadband Internet connections. The TZ 200 and TZ 210 are cost-effective solutions when wired networks are unavailable and require time-consuming expensive installation or they need to be backed up by a non-wired solution. Leveraging recent advances in 3G wireless broadband technologies, the TZ 200 and TZ 210 bring secure reliable broadband network connections to any retail location in an instant—including seasonal outlets and mobile point-of-sale stations. With a deep packet inspection architecture and integrated intrusion protection, the TZ 200 and TZ 210 provide a secure wireless solution capable of scaling to meet retailers' current and future needs.

Benefits of the SonicWALL TZ 200 and TZ 210 for Retailers

- *Secure 3G wireless broadband connectivity available in any almost location in an instant*
- *High-performance firewall secures all key Internet services*
- *Deep packet inspection engine when deployed with Gateway Anti-Virus, Anti-Spyware and Intrusion Prevention Service*
- *Easy installation process is fast and cost-effective*
- *DSL-like speeds increase customer efficiency and employee satisfaction*
- *Integrated network protection defends against blended threats*
- *WAN failover/failback capabilities ensure continuous uptime*

For more information on the SonicWALL TZ 200/210 solution, please visit <http://www.sonicwall.com>

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