

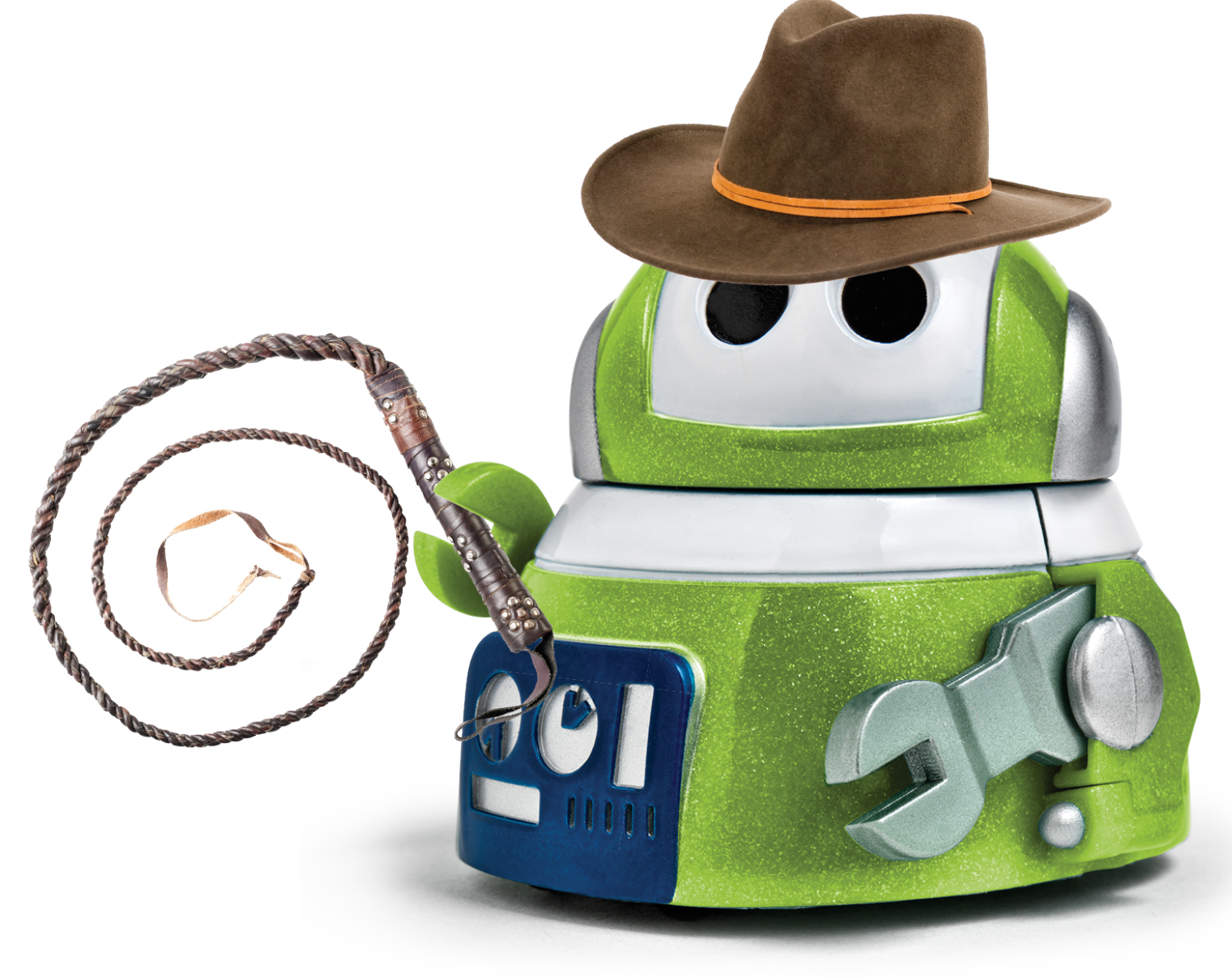
The quest for better retail and hospitality IT

Being a busy IT professional managing multiple stores, restaurants, or hotels used to feel like a real quest. There was heavy travel for in-person maintenance (think: red line flying over a map from San Francisco to Berlin to Zanzibar). There were dangerous trials, like constantly upgrading to keep pace with customer demands. Thankfully, you've chosen wisely — and partnered with Eaton. Now you can manage your retail and hospitality environments from anywhere, while giving customers an efficient, flexible and personalized experience.

We've hidden four artifacts from our new text-based game, *Server Room of Doom* — and you don't need to be a fedora-wearing archaeologist to find them.



Do you have the IT skills to escape the *Server Room of Doom*? Play now to find out: Eaton.com/Doom

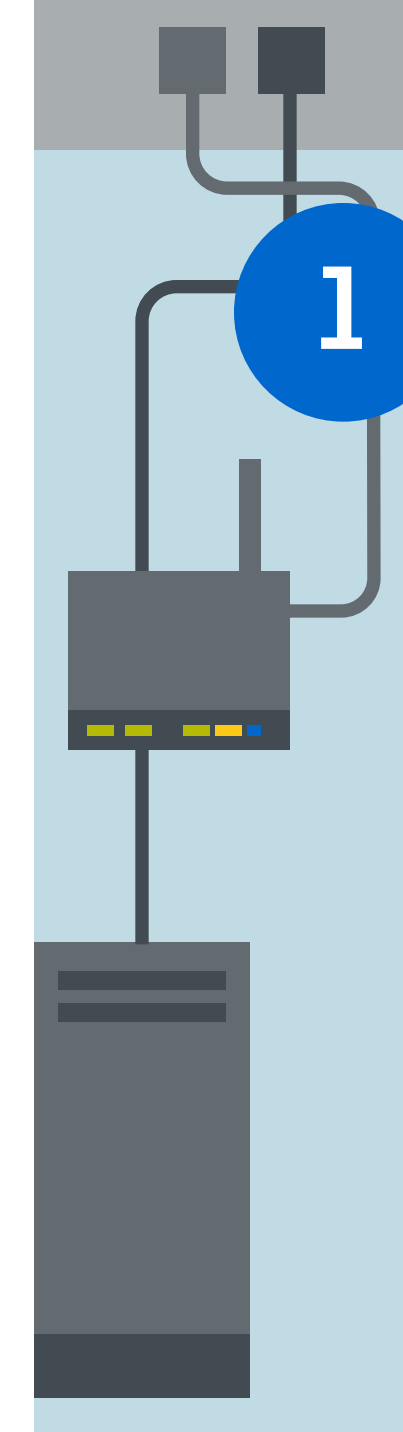


Wall mount racks (vertical)

Problem: Back-office space was disorganized, with critical IT equipment exposed or poorly installed.



Solution: Vertical wall-mount racks secure IT equipment in a neat, space-saving footprint.

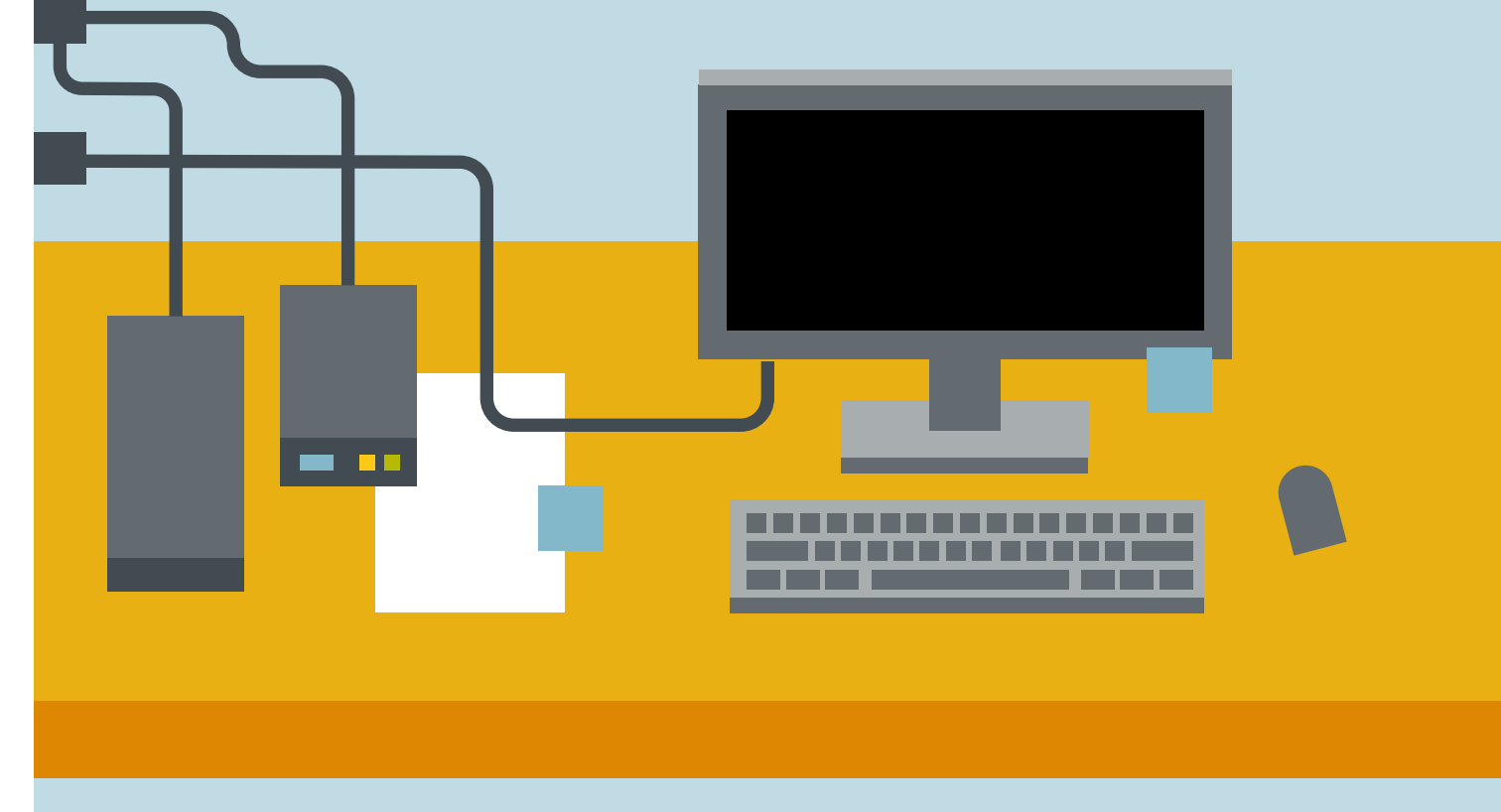


1 Wireless access point enclosures

Problem: Wireless equipment wasn't secured, protected from the elements or able to be deployed.



Solution: Wifi equipment is protected, organized neatly and stored out of the way.



REBOOT OUTLETS?

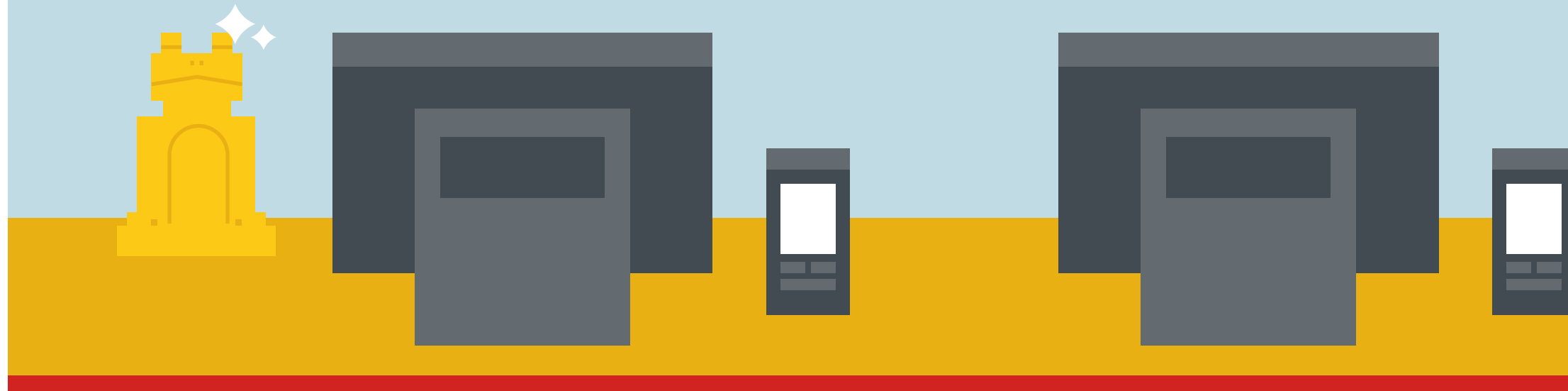
NO YES

3 Cloud-connected UPS with UPS management app

Problem: Dispersed UPS fleets in multiple sites made deployment and maintenance costly and time-consuming.



Solution: Cloud technology and long-lasting lithium-ion batteries allow remote UPS management for point-of-sale, including firmware and settings updates.



4 Pro AV and digital signage

Problem: Traditional signage had to be updated physically and wasn't dynamic.



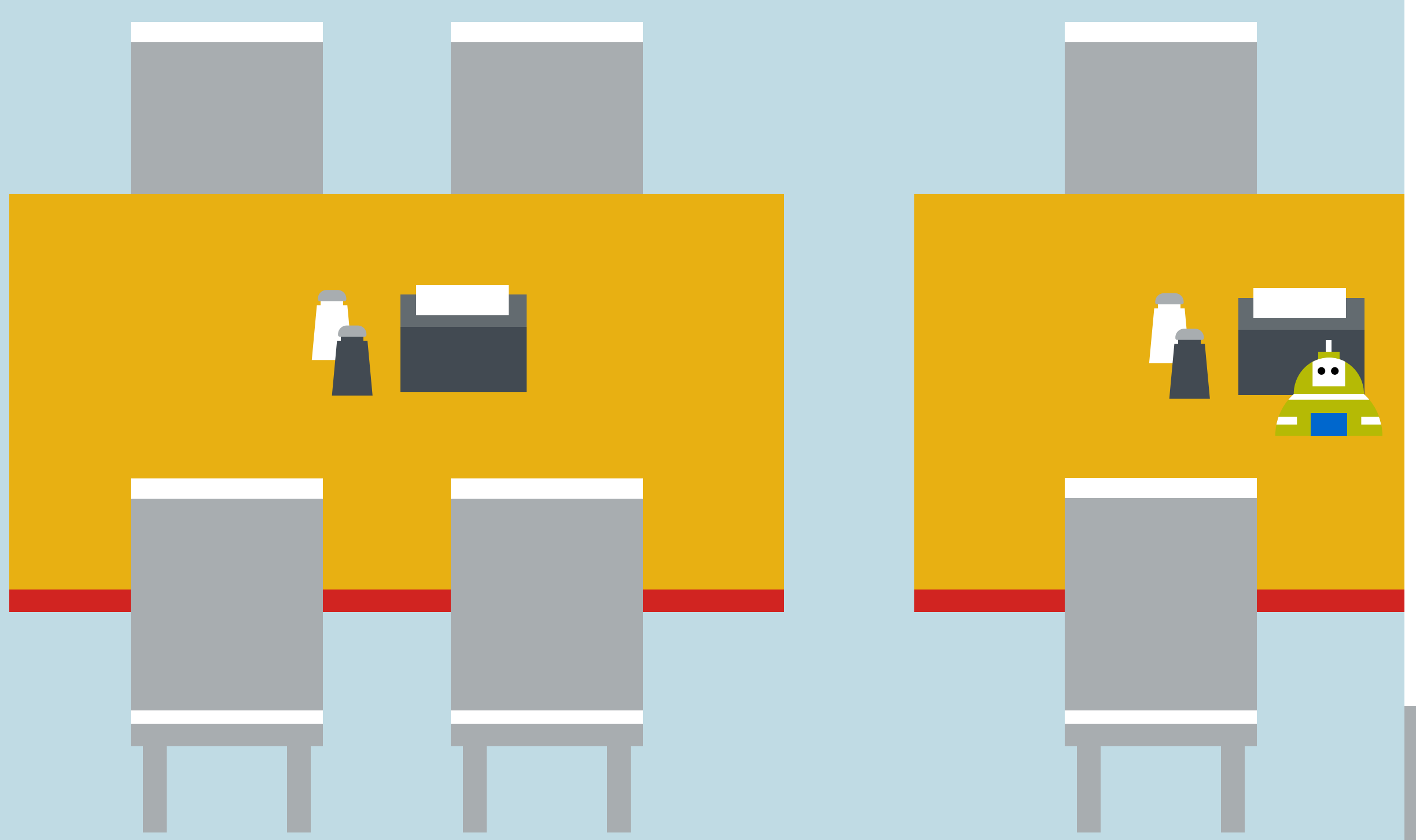
Solution: Fully enabled digital signage allows eye-catching imagery, easier management and consistent messaging controlled locally or by corporate headquarters.

Charging stations

Problem: Charging for tablets, phones and other handheld devices was haphazard and unsecure.



Solution: Charging stations offer tidy, simultaneous charging — as well as sanitization in hospital-grade units.



6 Surge protectors

Problem: Critical ecommerce equipment was plugged into cheap, vulnerable surge protectors.



Solution: Equipment is shielded from unpredictable power surges that could disrupt daily business.



MMM THE DELICIOUS SMELL OF POWER EFFICIENCY!

