Article Side

Wireless standard platforms are already being implemented in the retail sector by Becky

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Cricket dealers have turned to a wireless standard platform to power 35 of their retail locations across the US. The B2B software company â€˜B2B Softâ€™ specialise in wireless retail management and their â€˜Wireless Standardâ€™ retail management platform has been deployed in 4 authorised Cricket dealers. This comes in addition to the 4,500 wireless store fronts that have already deployed the wireless point-of-sale platform.

Organisations including Spacetel Corp, Money Good Wireless, Wireless Unlimited of North Carolina and Wireless Masters of Arizona have all turned to B2B Softâ€™s Wireless Standard, pretty much for the same reason â€“ they can successfully and efficiently manage every aspect of their retail operations.

This platform is designed to help retailers in every aspect of business and provides them with an integrated solution that brings consistency and ease to every aspect including payment processing, partner integrations, streamlined POS and powerful reporting and inventory management.

Why have these organisations opted for Wireless Standard?

â€œWireless Standard has made a huge difference for us. With it we can easily track inventory across all of our locations so we know what we can sell at any given time. Working all of our stores off of one central system has provided much greater efficiencies and really simplified billing and reconciliation,â€• says Nadim Nazir of Wireless Masters which has Wireless Standard currently running its 16 retail locations.

â€œChanges in wireless retail happen at breakneck speeds these days Wireless Standard is set up to handle changes in device inventory, accessories, plans and promotions seamlessly. Integrated programs like vendor managed inventory, handset protection, bill payment, and credit card processing enable wireless retailers to sell more products faster, more efficiently, and more effectively. Thatâ€™s a pretty good recipe for success,â€• says Don Rossi, B2B Softs VP of Sales and Marketing.

Wireless standards have a number of benefits for a variety of different sectors in the Machine-to-Machine industry. Just some of those include, the retail sector, smart metering and remote monitoring and the telecoms industry.

The main aim of standardisation in all sectors is to enable interoperability in a multi-vendor, multi-network, multi-service environment.

Some argue that for these industries to become completely efficient and integrated there should be one universal standard. A lack of standardisation obstructs the development of the M2M market and by using multiple standards this means devices cannot communicate. Standardisation is important for the M2M industry to be truly efficient and integrated.

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Read for more information on A HREFhttp://www.wave2m.com/>wireless standard/A> and details on the technical platforms that are being developed.

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