

Fueling the connected retail experience.

INDUSTRY BRIEF
Retail

Today's retailers are navigating a Gen Z-driven omnichannel shift, pressure to make physical stores feel as dynamic as online and growing customer expectations around sustainability and digital experience. But one upgrade powers it all: reliable mobile connectivity.

A failed POS transaction, a spotty loyalty app, an inventory system that can't keep up with peak demand—each one costs a sale and chips away at the brand. In a new world that's always connected connectivity has become the fourth utility. TDC designs, funds, builds, upgrades and operates **fully managed mobile connectivity solutions with no upfront investment** that turn every square foot into a revenue opportunity to keep shoppers engaged, staff empowered and operational systems running.

Our solutions

Managed Services

Mobile Connectivity

- Distributed Antenna Systems (DAS)
- Wi-Fi
- Private Networks

Smart Building Solutions

- Fiber & IoT Networks
- Digital Infrastructure

Public Safety

Benefits

Increased shopper engagement & experience

- Mobile promotions and personalized offers
- Seamless connectivity for digital signage
- Frictionless checkout, mobile wallet

Safety, security & compliance

- Connected surveillance, loss prevention
- Connectivity for store team and security
- e911 and emergency services

More efficient operations

- Real-time inventory tracking
- Connected workforce tools
- Smart lighting, HVAC and energy

New revenue streams

- Premium connectivity packages
- Mobile ordering and booking
- Smart parking and mobile payment

20%

of mobile transactions fail at the counter.

1 in 3

shoppers say they can't rely on or trust in-store Wi-Fi.

30%

of shoppers would physically visit a store if connectivity improved.

Why TDC for retail

Custom-fit solutions for retail

Industry-specific solutions from engineering and design experts who specialize in retail and understand high-density sales floors, store aesthetics, back-of-house complexity and operational demands of peak traffic.

A platform for everything digital.

TDC bundles mobile connectivity with digital infrastructure—digital signage across storefronts, malls, high-traffic zones; surveillance across entrances, parking, common areas; sensors for access, foot traffic insights, air quality, store operations—all delivered under a single OpEx model with no upfront capital.

Easy button for retail connectivity.

We take a complex process—across Wireless Carriers, design, construction, operations and lifecycle management—and simplify into 3–5 guided decisions without disrupting shoppers, staff or daily operations.

No upfront investment. Clear terms.

We meet owners and operators where they are—with commercial models aligned to capital planning and budget cycles, including options to reduce risk and eliminate upfront investment. Clear contracts with no hidden fees. Straightforward guidance and outcomes aligned to your asset and portfolio strategy.

The business case for mobile

	Illustrative Range	Considerations & Assumptions
Core and Ancillary Revenue		
In-store promotions	Assume 2-5% increase in conversion	Location-based mobile promotions drive higher conversion rates (up to ~107%) than traditional promotions
Interactive displays / personalization	Assume 5% increase in dwell time; Assume 1-3% increase in basket size	Mobile engagement, interactive displays, personalized promotions increase dwell time by ~5–15%; +1 minute dwell time = 1-2% increase in basket size
Mobile checkout and wallet	Assume 3-7% faster transactions	Mobile checkout flows increase conversion by up to ~35%
Digital signage	Assume 3-5% increase in sales	Digital signage can deliver 24-38% lift in sales for featured product
Operational Efficiency		
Decrease shrinkage	Assume 10% reduction in theft	Connected security systems detect theft in real-time, reducing losses by up to 15%
Inventory tracking	Assume 1-2% increase	Real-time, automated inventory improves accuracy (cutting errors by 20%+) and reduces lost sales from stock-outs
Smart thermostats & lighting	Assume 10-20% cost savings	IoT-enabled building systems (HVAC, lighting, occupancy) deliver 15–25% energy savings

TDC is your dependable partner for fully managed mobile connectivity solutions, financed, deployed and supported by us. We ensure phones and devices work seamlessly to enable collaboration and experiences—so you can stay focused on your core business. As one of the fastest-growing mobile connectivity companies in the U.S. and a member of the Tillman Global Holdings family, we connect people, places and experiences, enhancing asset value and powering the next generation of buildings, businesses and technologies.

To learn more, visit us at [TillmanDC.com](https://www.TillmanDC.com)