

Instant 

Computer retailer optimizes customer experience with HPE Networking Instant On

Tel Aviv electronics store runs smoothly with simple, reliable, and secure networking.

Etouch, a computer retailer in Tel Aviv, specializes in installing and maintaining building security systems for businesses and apartments and sells and repairs computers and gaming PCs.

A reimagined retail network

With business growing, Eyal Habani, the owner of Etouch, wanted to upgrade the store's network for faster performance and to support more devices. Egber Electronics, Etouch's trusted IT advisor, recommended the HPE Networking Instant On networking solution for an affordable, business-grade network solution that is fast, reliable, and secure.

With Instant On networking, Etouch can count on fast Wi-Fi to connect point-of-sale systems, laptops, and other mobile devices. Etouch can test powerful new building security products, surveillance cameras, video servers, and gaming PCs to make the best recommendations to business and consumer customers.


**Hewlett Packard
Enterprise**



Industry: Retail

Country: Israel

Objective

Reliable networking to support computer store operations

Approach

Chose Instant On for simple, smart, business-grade wired and wireless networking

Outcomes

- Pain-free checkout and lag-free response times for shoppers and employees
- Point-of-sale and other business-critical applications have priority access to the network bandwidth
- Uncompromising network security
- Easy to set up and manage



Our Instant On network is fast, reliable, secure, and it provides excellent value for the money.”



Optimized shopper and employee experiences

The HPE Networking Instant On solution has provided Etouch employees and customers with fast, secure, and reliable wired and wireless networking.

For indoor connectivity, Etouch selected the HPE Networking Instant On Access Point AP22 with Wi-Fi 6, while the rugged and durable Instant On AP17 ensures reliable Wi-Fi coverage in outdoor areas. The Instant On Smart Mesh capability eliminates dead spots, providing seamless connectivity throughout the location.

To support networking for wired devices, Etouch deployed the HPE Networking Instant On Switch Series 1930, which is designed to handle bandwidth-heavy applications and is easy to install. Etouch also uses HPE Networking Instant On Switch Series 1830, an affordable, easy-to-use, smart managed switch.

The HPE Networking Instant On cloud portal made it easy to set up and manage the network. Store security is uncompromising, with strong authentication and the ability to block application categories or unauthorized devices that could compromise the network.

With Instant On access points and switches, there are no hidden subscription or licensing fees. Software updates are free, so Etouch continues to get more value with HPE Networking Instant On.

[Learn about HPE Networking Instant On solutions for small businesses.](#)

Visit Instant-On.HPE.com



Solution

Hardware

- HPE Networking Instant On Switch Series 1930
- HPE Networking Instant On Switch Series 1830
- HPE Networking Instant On Access Point AP17
- HPE Networking Instant On Access Point AP22

Software

- HPE Networking Instant On management applications

Key partner

- Egber Electronics

© Copyright 2024 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

Trademark acknowledgments if needed. All third-party marks are property of their respective owners.

Dec_Case-Studies_Egber-Etouch_170325 a00144562enw