

Connectivity Without Boundaries

Enabling enterprises to seamlessly procure, deploy, and operate Wi-Fi, public cellular, and satellite networks through a unified, service-based delivery model





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Executive Summary

Introduction

Connectivity is no longer a technical enabler - it is **mission-critical business infrastructure**. Whether supporting financial self-service, retail transactions, logistics operations, or public services, enterprises today require always-on, secure connectivity wherever business happens.

There is a consistent shift across industries today: customers are no longer investing in networks by technology type. They are investing in **outcomes** - availability, resiliency, scalability, and simplicity. Wi-Fi, public cellular, and satellite are no longer evaluated independently; they are deployed together as components of a **single connectivity fabric**, delivered and managed as a service.

These outcomes are being driven by several structural changes: the decommissioning of legacy copper networks, the rapid growth of cloud, AI, and IoT workloads, and the need to operate reliably across new geographies. As a result, resilience, scalability, and availability can no longer be bolted on after deployment - they must be designed into connectivity from the start.

This whitepaper outlines how connectivity is evolving, how customer expectations are changing, and how a service-led approach enables organizations to operate with confidence in an increasingly distributed world.



60%

of WLAN investment is now focused on next-gen technologies (Wi-Fi 6E / Wi-Fi 7)

78%

of organizations report operational efficiency gains from wireless investments

From Networks to Outcomes: A New Connectivity Mindset

Overview

For decades, enterprises designed networks around infrastructure ownership - buying hardware, contracting carriers, and managing operations internally a model that no longer scales. This shift is being accelerated by external forces. Carriers in the U.S. and other regions are actively decommissioning copper-based services, removing long-standing assumptions about fixed, always-available wired connectivity. At the same time, enterprises are expanding into new domestic and international markets where traditional carrier relationships, local infrastructure, and provisioning timelines are either unknown or impractical.



Today's environments are:

- Highly distributed
- Always open
- Customer-facing
- Dependent on real-time transactions

Enterprises must now adopt a forward-ready connectivity mindset - one that anticipates application growth, increased data volumes, AI-driven workloads, and evolving access technologies without requiring a full network redesign. In such scenarios, connectivity strategies must support change as a constant, not an exception.

Downtime is not an inconvenience; it is a business failure.

As a result, enterprises are shifting from network management to connectivity assurance.



The priority is not which access technology is used, but whether connectivity is:

- Available where and when it's needed
- Secure and compliant by design
- Resilient against outages and disruption
- Simple to scale and operate globally

Through the right services approach, enterprises can move from infrastructure complexity to consistent **operational outcomes**.



Wi-Fi: The Foundation of Digital Experience

Wi-Fi remains the primary access layer inside branches, stores, campuses, and facilities. But its role has changed. Wi-Fi environments are now supporting far more than user connectivity.

The growth of IoT devices, sensors, and video surveillance has significantly increased both bandwidth demand and architectural complexity at the edge.



Modern Wi-Fi must:

- Support dense device environments
- Deliver consistent performance for real-time transactions
- Integrate standard-based security and identity controls
- Operate as part of a broader WAN and cloud ecosystem



Increasingly, customers must ensure that transactional traffic is isolated from bandwidth-intensive or persistent IoT and video workloads. In some environments, this requires multiple access paths or clear traffic segmentation to preserve security, performance, and reliability - particularly in locations such as ATMs, branches, and retail sites.

Enterprises can transition from managing access points, firmware cycles, and troubleshooting across thousands of locations to predictable performance and accountability. Enterprises now approach Wi-Fi as a managed, lifecycle service - designed, deployed, monitored, and supported as part of an integrated connectivity solution.



75% OF ORGANIZATIONS

REPORT ENHANCED
CUSTOMER
ENGAGEMENT FROM
WIRELESS
INVESTMENTS



Public Cellular: Built-In Mobility and Rapid Reach



Public cellular networks are no longer just for mobile workers. They play a critical role in enterprise connectivity strategies. As legacy wired services are retired or delayed, public cellular has become a practical replacement - not just a temporary backup. Cellular enables rapid deployment in locations where copper has been decommissioned, fiber is unavailable, or time-to-market is critical.

Customers rely on public cellular to:

- Extend connectivity beyond fixed locations
- Enable rapid deployment without waiting for wired services
- Support temporary, mobile, or hard-to-reach sites
- Provide backup connectivity for business continuity

What is changing is how cellular is consumed. Rather than managing standalone carrier contracts and devices, **enterprises increasingly expect cellular to be:**

- Embedded into their network design
- Visible alongside Wi-Fi and satellite
- Supported with the same operational rigor

The result of this shift integrates public cellular into a single service model, simplifying management, monitoring, and escalation. Improvements in performance, coverage, and pricing have shifted the cost equation as well. When delivered as part of a managed connectivity service, public cellular can reduce deployment timelines, minimize downtime, and lower the operational burden traditionally associated with fixed infrastructure.



Satellite: Designed for Resiliency, Not Just Reach

Satellite connectivity has evolved dramatically. Modern LEO satellite services now provide performance levels suitable for enterprise operations - making satellite a strategic component, not a last resort. Satellite connectivity was previously overlooked due to concerns around latency, bandwidth constraints, and inconsistent performance. Advances in low-Earth orbit architectures have significantly addressed these issues, making satellite viable for enterprise-grade applications that demand reliability and responsiveness.

Why do customers deploy satellite ?



Ensure connectivity in remote locations



Enable immediate activation where no terrestrial service exists



Provide resilient backup paths for critical services



Support transport, logistics and field operations

When integrated into a broader connectivity fabric, satellite becomes a designed resiliency layer instead of a last-resort solution. It enables continuity during terrestrial outages, supports remote operations, and expands availability in locations where no other option exists.

Satellite is treated as a design resiliency layer, fully integrated into enterprise WANs and supported with the same standards as terrestrial connectivity.



One Connectivity Fabric, Delivered as a Service



Across industries, we see demand for:

- Unified visibility across Wi-Fi, cellular, and satellite
- Consistent security and policy enforcement
- Seamless failover and traffic steering
- A single operational and commercial relationship

By unifying Wi-Fi, public cellular, and satellite into a single operational model, organizations can design for resilience rather than react to failure. This approach supports seamless failover, consistent policy enforcement, and predictable performance. This ultimately leads to simplified cost management by aligning spending with business outcomes instead of individual access technologies.

Customers don't want three separate technologies. They want one experience where success is not judged by individual circuit performance, but by overall availability and the ability to continue operating through outages, infrastructure changes, and geographic expansion.

This is the heart of the approach:

Connectivity without boundaries, delivered as a service.

A Real-World Example: Connectivity Designed for Availability, Not Just Access



BUSINESS CHALLENGE

A distributed enterprise operating **thousands of customer-facing locations** faced a familiar challenge: aging copper circuits being decommissioned, growing IoT and video workloads, and aggressive plans to expand into new domestic and international markets.



SOLUTION

Rather than redesigning networks site by site, the organization shifted to a **forward-ready connectivity model** - treating Wi-Fi, public cellular, and satellite as a **single connectivity fabric**, delivered and managed as a service.



WHAT CHANGED?

- As copper services were retired, **public cellular enabled site activation in days instead of months**, reducing average deployment timelines by **50-70%**.
- Modern Wi-Fi designs supported **2-3× more connected devices per location**, accommodating new IoT sensors and always-on video without impacting transactions
- Traffic segmentation - in some cases with dual access paths - ensured transactional **latency stayed under 100ms**, even as video bandwidth increased
- Integrated cellular and LEO satellite provided automated failover, improving **site availability to 99.9%+** across the footprint
- Unified operations reduced incident resolution times by **30-40%**, with fewer vendor handoffs and faster root-cause isolation



CONCLUSION

As the company expanded into new international markets, connectivity stopped being a barrier. Locations could be activated without local carrier expertise, long provisioning cycles, or bespoke designs - enabling faster market entry with predictable performance.



The biggest shift wasn't technological. It was philosophical.



Connectivity was no longer measured by circuits and contracts - but by **availability, resiliency, and speed to market.**

Why NCR?

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