

Next-Generation Retail Powered by CloudGenix

CloudGenix enables the next wave of innovation for retail businesses

Retail businesses face unique challenges in embracing technology innovation because of the nature of their business. Under regulation from the PCI-DSS (Payment Card Industry Data Security Standard), retail businesses often remain conservative in deploying new products, services, and technology in order to ensure that their compliance posture is not compromised. Capital costs at retail locations are generally far higher than typical remote offices due to inventory and systems for processing transactions. And, legacy network architectures are already in place which make it difficult to implement and deploy modern applications. Due to this combination of challenges, many retail businesses find it difficult both from a capital, operational, and compliance perspective to take advantage of new technologies as they become available.

Enable Rapid Delivery of Omni-Channel Apps

Retail businesses established in the last five years have enjoyed the benefit of low-cost commodity Internet services and mobile point of sale systems. These modern retail businesses have an advantage in that their network architecture fundamentally centers around Internet connectivity at each retail location rather than an expensive private WAN connection that backhauls to a data center. This flexible Internet-centric design makes it easier to take advantage of interactive kiosks, virtual mirrors, and provide their custom-

CLOUDGENIX ALLOWS ANY RETAILER TO TAKE ADVANTAGE OF OMNICHANNEL TECHNOLOGIES THAT IMPROVE THE SHOPPER EXPERIENCE.

WITH CLOUDGENIX, RETAIL LOCATIONS CAN INTEGRATE INTERNET CONNECTIVITY ALONGSIDE EXISTING PRIVATE WAN CONNECTIONS WITHOUT DISRUPTING THE PROCESS AROUND EXISTING SYSTEMS.

ers with guest wireless Internet access. More established retail businesses do not have these luxuries. The network was designed around a secure yet capacity-limited private WAN connection that connects back to central data centers, providing practically no flexibility for integration of direct Internet connections.



CloudGenix allows any retailer to take advantage of omnichannel technologies that improve the shopper experience. With CloudGenix, retail locations can integrate Internet connectivity alongside existing private WAN connections without disrupting the process around existing systems. Application-level controls can be set to guide application data to the appropriate network according to its characteristics, and a secure perimeter is established at the Internet edge of the retail location. This allows integration of mobile point of sale systems to support checkout throughout the store and beyond. Interactive kiosks can be set up near products of interest to display relevant content to customers. Virtual mirrors can be set up to allow shoppers to get a sense of how apparel looks on them without actually trying it on. Finally, you can give customers access to guest wireless Internet so they stay connected, can research products, and you can gather customer information for marketing purposes.

Securely Deliver the Cloud to the Store

By deploying CloudGenix, retail businesses are able to take advantage of Internet connections such as broadband and cellular alongside existing private WAN connections. This allows for direct integration of value-add cloud services into each retail location without concern over performance or worry of overloading the private WAN. Retailers can then take advantage of cloud applications including SAP Cloud Platform, Salesforce, Skype, and Office 365 to simplify and streamline sales and operations in each retail location. Taking advantage of these SaaS platforms reduces the I/T burden of deploying comparable applications in the data center while reducing dependency on the expensive private WAN and deferring costly bandwidth upgrades.

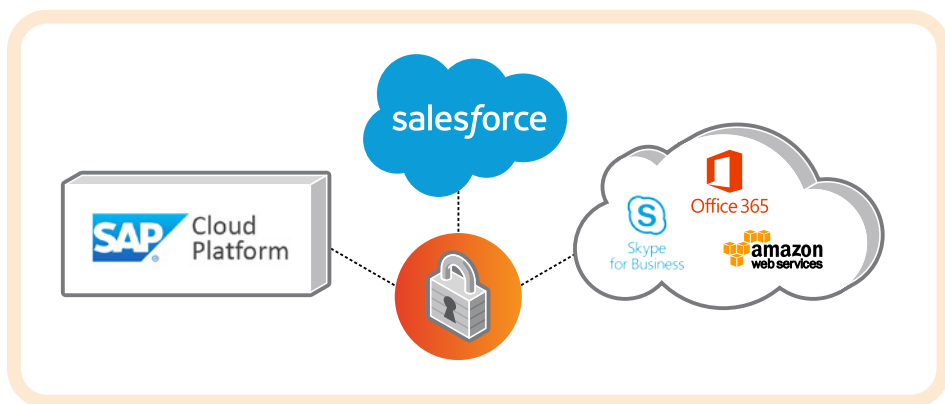


FIGURE 2: CLOUDGENIX ENABLES SECURE INTEGRATION OF CLOUD AND SAAS APPS TO RETAIL LOCATIONS WHERE SECURITY AND COMPLIANCE ARE CRITICAL.

Unique Business Insights for Retailers

In addition to modernizing operations at retail locations and easing the integration of or transition to cloud-enabled SaaS applications, CloudGenix provides a wealth of actionable business insights at each location. CloudGenix AppFabric accurately identifies applications using several key performance and availability indicators to make networking decisions on the fly, and these measurements provide insight into how the business is performing. Retailers can quickly filter applications by time to see time-of-day credit card transaction density, better understand business activity levels, and usage times for applications in use by employees and customers alike. With CloudGenix, application data becomes a key source of business insight for retail operations.

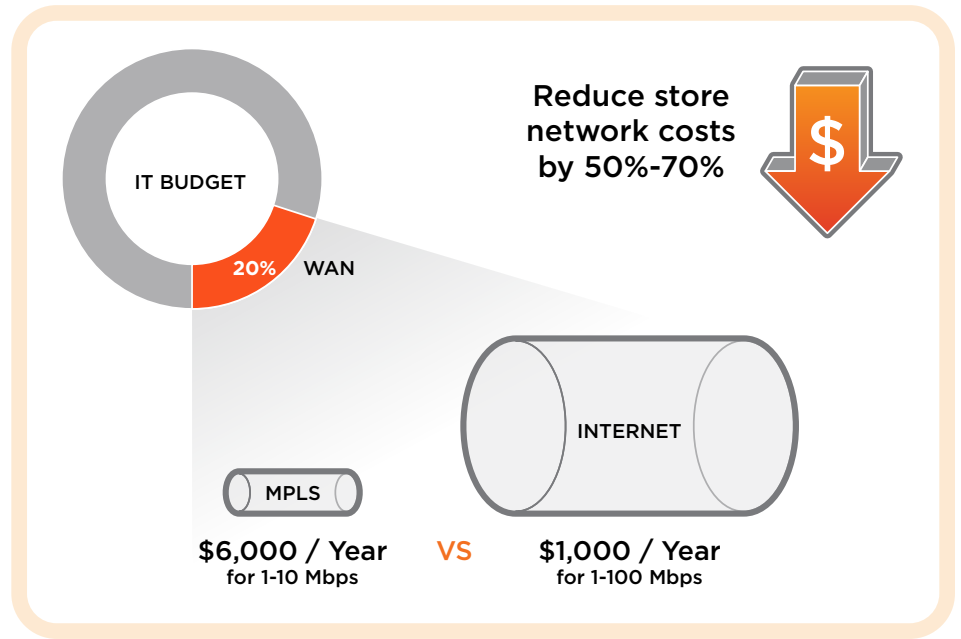


FIGURE 3: CLOUDGENIX REDUCES RETAIL STORE WAN COSTS WHILE INCREASING BANDWIDTH CAPACITY, IMPROVING APP PERFORMANCE, AND ENABLING IMMERSIVE, DIGITAL CUSTOMER EXPERIENCES.

Dramatically Reduce Network Costs for Retail

Beyond the business and operational benefits that are realized when deploying CloudGenix, retail businesses can also realize a tremendous cost savings in each location by reducing the dependency on private WAN, deferring private WAN upgrades, and improving the manageability of each location. Private WAN connections are an order of magnitude more expensive than broadband and other Internet connections. By deploying CloudGenix, retail businesses can take advantage of commodity Internet connections to reduce the dependency on the private WAN and offload traffic from Internet-bound SaaS applications. Further, Internet connections can be used as a backup for the private WAN, adding high availability to each retail location without compromising security. Deployment of CloudGenix with broadband Internet connections can help reduce cost at each retail location by as much as 70% while improving performance and availability.

Summary

Retail businesses want to take advantage of modern technology to better engage with customers and maximize revenue. Legacy network architectures that are wholly dependent on expensive private WAN connections are prohibitive to adoption of these modern technologies and present substantial barriers to adopting SaaS applications which would improve operational efficiency. By deploying CloudGenix, retail businesses not only increase flexibility while being in a position to take advantage of these technologies, but also improve visibility into key business insights while reducing overall cost and increasing availability at each retail location.

SEE FOR YOURSELF

SEE CLOUDGENIX IN ACTION FOR YOURSELF!
VISIT WWW.CLOUDGENIX.COM/TRIAL TO REGISTER FOR A NO-RISK FREE TRIAL TODAY.

ABOUT CLOUDGENIX

CloudGenix provides a software-defined WAN solution with AppFabric technology that enables you to build a global WAN based on business policies for application performance, compliance, and security, across all sites and users. Unlike router-based solutions, CloudGenix AppFabric allows you to define top-down global policies based on business intent rather than fragmented bottoms-up configuration changes based on technical implementation. With CloudGenix, you can easily integrate heterogeneous WAN connections for any site, take advantage of cloud and SaaS applications, improve visibility for app performance and SLAs, and dramatically simplify network operations.