

Revolutionise retail with networking tech that adds value

Real world retailers have a new ally in their battle against the rise of online shopping. Ironically, it comes in the form of online technology.

Here are four ways that innovative cloud-based services are transforming offline shopping and giving customers more personal, frictionless and secure shopping experiences.

1

Hyper-local targeting

Stores can use GPS and mobile technology to send promotions or discount offers to customers when they're in the area.

2

Smart beacon tracking

In-store sensors track what customers look at and where they linger allowing retailers to improve displays and promotion performance.

3

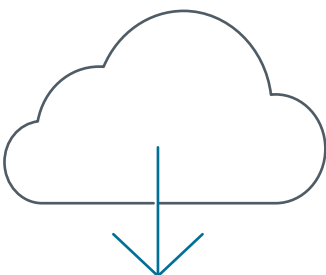
No checkouts

Customers can scan their phones on entering a store and items added to their basket are automatically paid for as they leave.

4

Omnichannel interactions

Shoppers are ordering online and collecting in-store, or trying products in-store then ordering the right size or easy delivery option online.



The effectiveness of these cloud services is based on fast and inexpensive direct-to-internet connections. Many retail outlets still use backhauled branch networks based on MPLS that create bandwidth backlogs and make cloud services slow and unreliable.



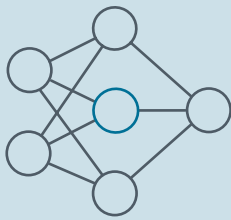
Enhance performance of cloud services and technology



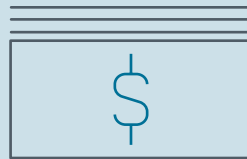
Empower branch-based employees



Engage with more customers



Secure cloud-based data



Cut MPLS-related costs



Reduce time spent on network maintenance

Secure SD-WAN fast-tracks retail revolution

Secure SD-WAN is a new approach for retailers that want individual stores to connect directly to internet-based services without losing control of the network or compromising on security. It provides a simple way to optimise connectivity by using consumer broadband services alongside MPLS infrastructure to manage bandwidth, improve cloud service performance and reduce costs.

As physical stores become more like digital experiences, the success of every individual retail outlet depends on its connectivity.

Discover how Forcepoint will help your business to upgrade its branch network connectivity and drive digital transformation in our new eBook (no download form).

[Drive Branch Digital Transformation with Secure SD-WAN](#)