

Stand Out and Deliver Frictionless Retail Experiences: The VeloCloud Advantage

At a Glance

- Enhance customer experience with consistent, reliable, and secure access to cloud applications that enable customer engagement and store operations.
- Protect your brand reputation by securing sensitive customer data, network, devices, and employees – no matter where they are.
- Increase your bottom line with reduced infrastructure, bandwidth, and operational costs.
- Deliver proactive fixes for connectivity issues faced at a store or by a remote employee, from a centralized location.
- Say goodbye to complicated operations with rapid roll out of new stores



Consumer shopping behavior has changed over the last few years. Retail customers are returning to brick-and-mortar stores, pop-up shops, and kiosks. They expect personalized omni-channel experiences, such as curbside pickup and accurate digital inventory. As technology plays a key role in this change in behavior, retailers are continuing to digitize their businesses while increasingly blending digital and on-location experiences for customers.

To accomplish this, retailers are embracing cloud and SaaS applications to deliver a seamless shopping experience. A high-performing network is foundational to digitally transforming the operating model, empowering retailers to elevate customer experiences, improve operational efficiency, and maintain a competitive edge in the rapidly evolving retail landscape.

Legacy networking and security architecture cannot meet evolving retail needs

Retail employees cannot deliver frictionless retail encounters without fast and secure access to SaaS apps and cloud-based resources. To best serve customers, retailers must be transaction-ready at all times, with no network downtime. Additionally, retailers are developing edge-native applications, which require a low-latency, secure, and resilient network infrastructure.

Traditional network architectures for retailers use a hub-and-spoke network to route traffic in a way that often results in higher bandwidth requirements, network bottlenecks, and poor user experience. As retail organizations scale their business through new brick-and-mortar stores and retail pop-ups, the time and cost of legacy networks can delay store openings.

Security is also a key concern for retailers, with 67% of retail executives ranking security and safety as one of the top three business categories perceived to have the biggest impact on revenue (Coresight Research, Feb 2023). Remote network access, unsecured internet, and the rapid rise of IoT devices can leave the network open to intrusion. Failure to comply with PCI requirements in these areas can create liabilities that put sensitive purchase data at risk, damaging brand reputation and incurring fines, penalties, and restrictions.

To overcome the challenges of legacy network architecture and security concerns, modern-day retailers need a scalable, secure, reliable, and bandwidth-rich network that can efficiently deliver applications, data, and services to stores and employees—no matter where they are.

Transform your retail organization with VeloCloud

A software-defined WAN (SD-WAN) and Secure Access Service Edge (SASE) solution helps retailers access cloud and SaaS applications while minimizing latency, to enable smooth customer transactions by connecting and securing distributed stores, users, devices, applications, and data. VeloCloud SD-WAN and its best-of-breed third party SSE integrations support frictionless retail experiences with these use cases.

Modernize the Retail Experience

Upgrade store network infrastructure and complement or replace consumer-grade broadband with direct internet access (DIA) to lower transport costs for cloud and SaaS traffic, and provide reliable, efficient, and secure connectivity across your retail organization.

Create an in-store app that can provide real-time updates on inventory and promotions, help find products on the shelves, and still be secure and reliable even during peak shopping events to improve the shopping experience for employees and customers alike.

SD-WAN connects distribution centers and stores, enabling real-time inventory tracking and management while integrated SASE security features ensure secure access to cloud-based inventory management systems and protect user data during transactions. This ensures stores have a reliable and secure network, maintaining high bandwidth and low latency. Consistent connectivity, performance, and security ensure retailers are always transaction-ready and prepared for partial service outages or increased customer traffic.

Maintain a Connected and Highly Available Network

Easily deploy system upgrades and manage your network across multiple store locations, even with limited IT resources, through automated operations and 'single pane of glass' networking and security functions.

Quickly open a new location, like a pop-up shop in a rural town or a food truck on the go. With zero touch deployment, stores can be brought online in minutes without the need for technical resources on-site. SD-WAN allows for quick setup of network connectivity without the need for extensive infrastructure and can aggregate multiple internet connections (4G/5G, LTE, FirstNet, Fixed Wireless Access (FWA), and satellite) to ensure reliable access for transactions and operations.

SD-WAN offers an easy-to-deploy solution with a single management interface that makes roll outs and upgrades easier through zero touch provisioning, creating a plug and play experience and simplifying operations with continuous uptime to minimize the need for additional IT resources.

SD-WAN enables retailers to utilize 4G/5G/LTE connectivity, while leveraging their existing networks and gives the flexibility to use a combination of WAN transports, such as consumer-grade broadband, 5G, LTE, FirstNet, Fixed Wireless Access (FWA), and satellite. This allows retailers to connect their stores and headquarters with cloud resources and SaaS applications regardless of location.

Support Security and Compliance

Mitigate risk from security breaches and protect enterprises from known and unknown attacks during transactions and in the cloud with robust perimeter security and cloud security defenses such as firewall, IDS/IPS, secure web gateway, CASB, and data loss prevention.

Offer enhanced shopping experiences with cashless payment, loyalty programs, or personalized recommendations while protecting customers' personal data including credit card numbers and purchase history.

SD-WAN empowers retailers to deliver zero trust security to protect employees and devices, no matter their location. Cloud-managed VeloCloud SD-WAN makes it easy and cost effective to deploy, monitor, and verify PCI-compliant networks across distributed networks of any size. Learn more about how VeloCloud SD-WAN helps ensure [PCI-DSS compliance](#).

VeloCloud SD-WAN is foundational to delivering a frictionless retail experience

VeloCloud SD-WAN with integrated advanced security protection via Enhanced Firewall Services and best-of-breed third party SSE integrations bring cloud-delivered networking, security, and AI-enhanced IT operations (AIOps) together to support ubiquitous access for distributed retail stores and workforces. The solution offers enterprise-grade performance, security, visibility, and control over both Internet and private networks for retailers.



Figure 1: VeloCloud SD-WAN enables the new retail edge, architected for distributed locations, clouds, and edge applications.

Simplify operations, scale business, and accelerate ROI with lower bandwidth and infrastructure costs to rapidly roll out new locations and proactively fix connectivity issues from a centralized location.

- Gain long-term cost savings by replacing or supplementing existing consumer-grade broadband connections with high-speed commodity broadband or 5G/LTE/satellite services and eliminating outdated, legacy hardware.
- Reduce datacenter backhaul and bandwidth costs through direct cloud and SaaS access with VeloCloud SD-WAN.
- Simplify and unify network and application security policies for branch, home, fulfillment center, showroom floor, or any other working location, with VeloCloud SD-WAN.
- Reduce hardware and simplify infrastructure with the VeloCloud secure SD-WAN solution to help lower cost and streamline branch IT footprint.
- Bring new sites online in minutes, without the need for technical resources on site with zero-touch provisioned SD-WAN.
- Leverage an easy-to-use, single pane of glass for visibility into your network and devices to easily manage multiple stores, deploy new sites, keep networking and security policies updated, and ensure critical applications are prioritized with VeloCloud Orchestrator (VCO).

According to a Forrester Total Economic Impact Report, VeloCloud SASE customers can **achieve an ROI of 218% with payback in less than 6 months.**

Enhance customer experience through consistent and reliable access to cloud applications that enable customer engagement and store operations.

- Ensure continuous uptime for point of sale (POS) and scanner systems and prioritize critical application traffic with VeloCloud Dynamic Multipath Optimization™ (DMPO).
- Enhance connectivity and compute for edge-native applications at the most far-flung remote locations. Leverage 5G/LTE/satellite connectivity to open and operate pop-up stores and mobile sites if fixed lines are not available.

In a recent evaluation, VeloCloud SD-WAN **mitigated 86% of total or partial outages per retail site per month.**

Reduce security risk and protect your brand reputation with built-in PCI to secure sensitive customer data, network, devices, and employees—no matter where they are.

- Ensure sensitive customer data is protected from breaches with [PCI-certified VeloCloud® SD-WAN](#). The solution's PCI Certified components, offered as an optional service - VeloCloud Orchestrator (VCO), VeloCloud SD-WAN Controller, VeloCloud SD-WAN Edge and VeloCloud SD-WAN Partner Gateway – create a simple, cost-effective, and easy to deploy security foundation to help protect customer data from breaches.
- Future-proof your infrastructure with a flexible architecture, leveraging services such as analytics and security from VeloCloud and a broad, vendor agnostic, ecosystem of third- party solution providers.
- Improve branch office, retail store, headquarters, and distribution center SD-WAN security by leveraging IDS/IPS, URL Filtering, Malicious IP Filtering and hosted firewall logging with VeloCloud Enhanced Firewall Service.

Why should you invest in VeloCloud SD-WAN?

The rapid evolution of retail technology demands a strong infrastructure to ensure seamless, secure, and optimized delivery of services across all locations; without it, the ability to deliver a consistent, high-quality customer experience will be compromised. SD-WAN has emerged as the technology that is changing the networking status quo for retail. Its ability to deliver on the promise of faster, better, and cheaper networks, is causing retail providers and their IT staff to take notice. Widely adopted across the retail sector, VeloCloud's SD-WAN delivers the secure, scalable connectivity stores need for seamless operations and superior customer experiences.

Learn more about [VeloCloud SD-WAN](#).

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