

# Retail's Tech Journey to an Enhanced Customer Experience

US retailers have big plans as they continue on their digital transformation journeys. Retail IT executives will continue to seek out solutions that further streamline consumer transactions and capitalize on data insights for improving customer experience and backend operations.

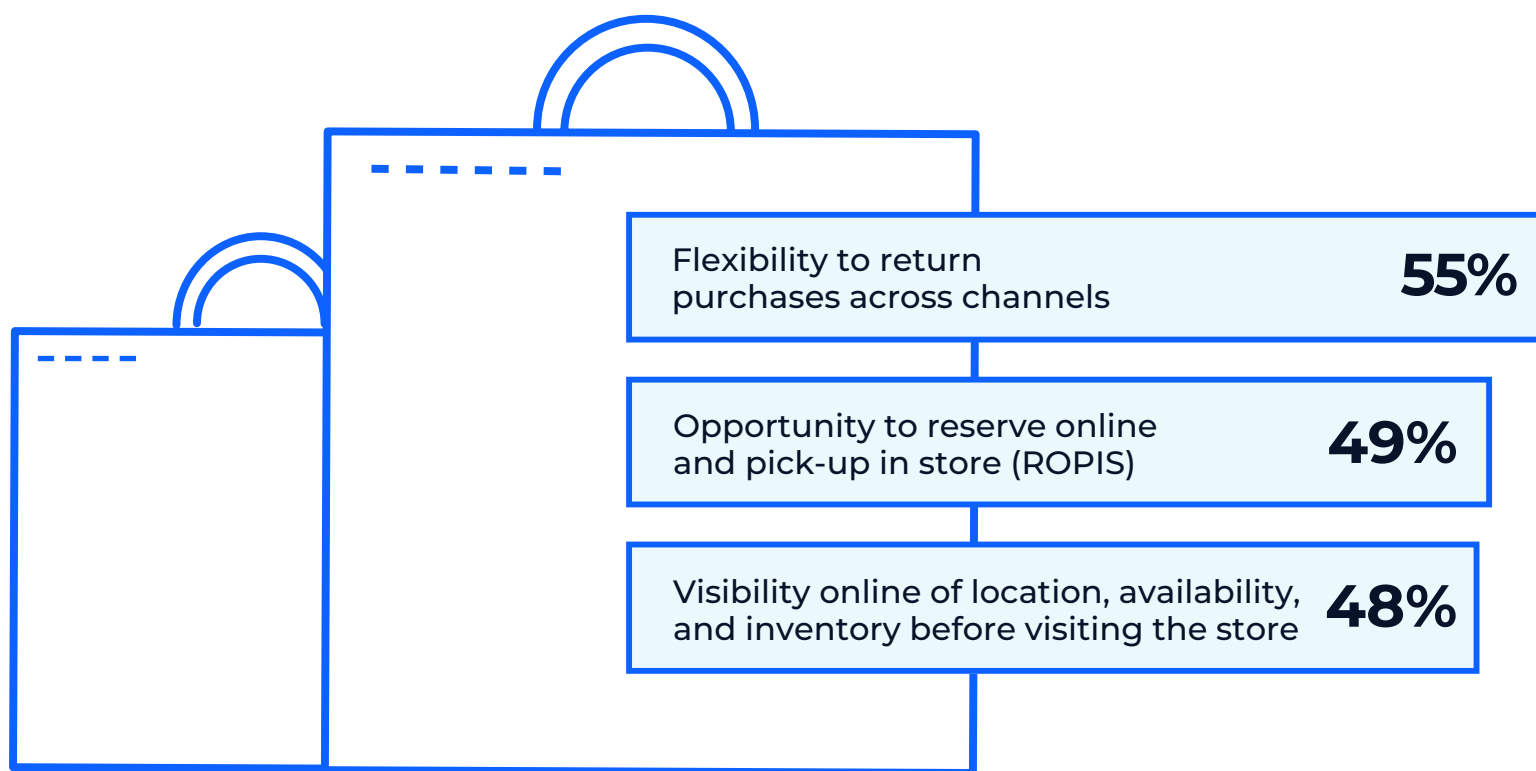


## Retail Technology Priorities

In a technology-driven world, retail needs to stay connected with consumers both in-store and online. According to an IDC Retail Operating Models study, the top three innovation areas retailers plan to focus on for the next two years are:



Delivering omnichannel experiences is a challenge and opportunity for retailers. Consumers are expecting:

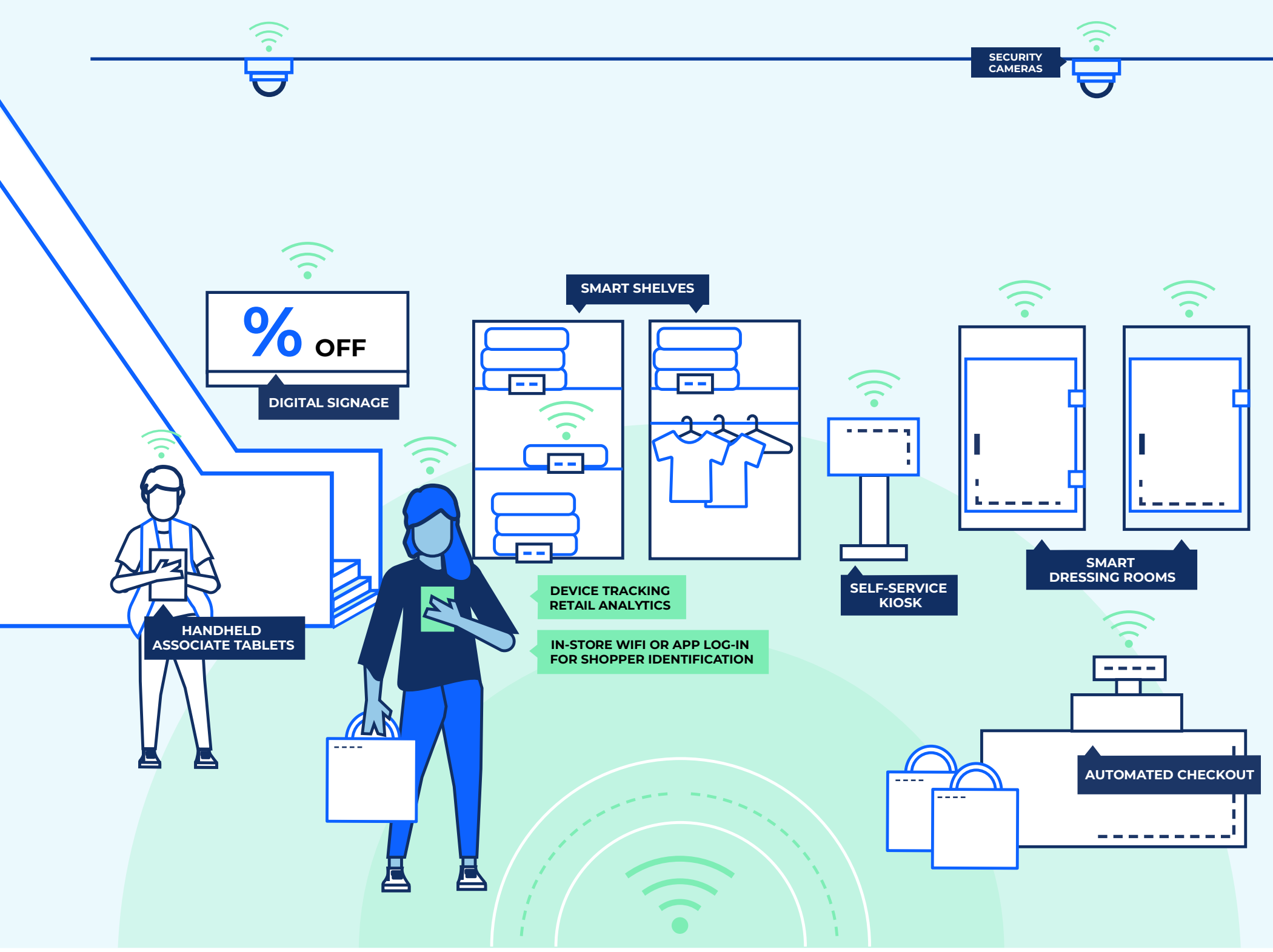


The tech infrastructure improvements that will be vital to retail digital transformation:

- Fast, Reliable Connectivity
- Cloud Compute Services
- Scalable Unified Communications
- Integrated Networking and Security
- Managed Network Services
- Advanced WiFi Solutions

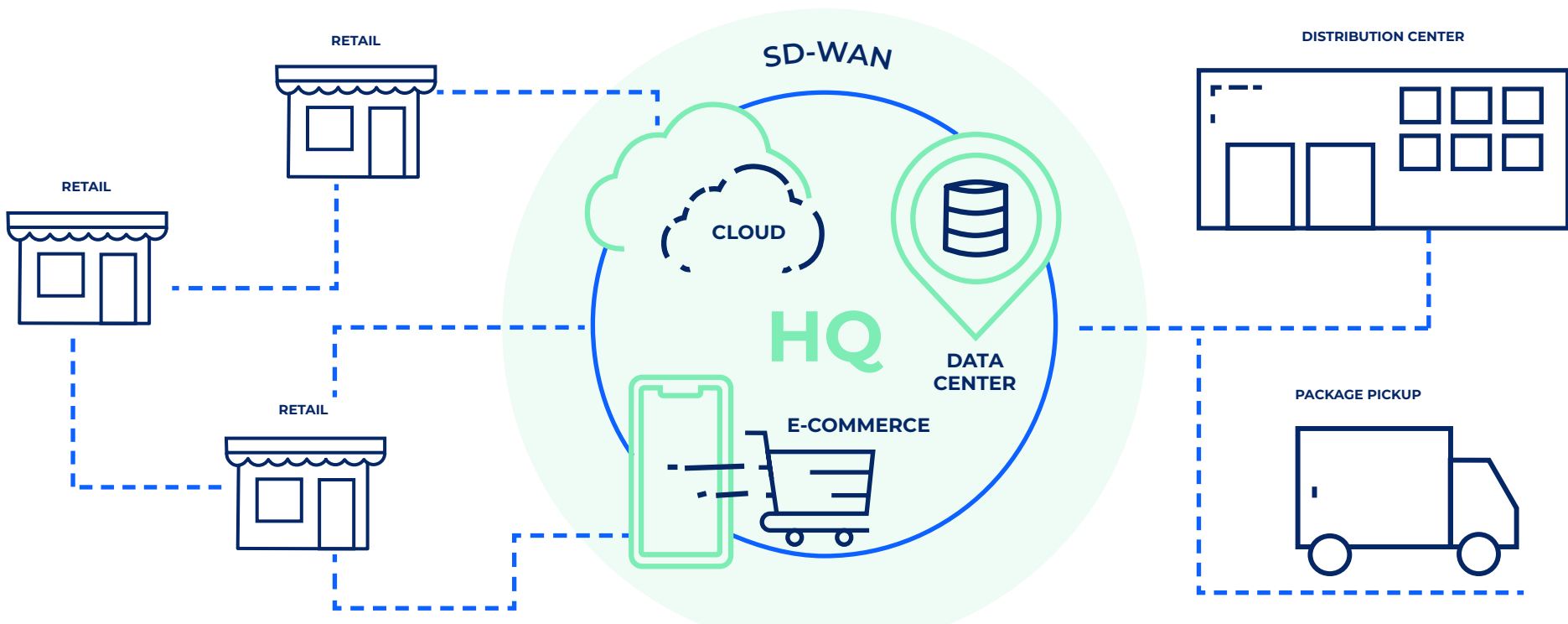
## In-Store WiFi for Digital Engagement and Experience

Customer experience upgrades like loyalty programs, real-time contextual personalization, and store operation efficiencies such as contactless payments are business priorities for retailers. It's easy to envision how implementing this tech, along with fast, reliable WiFi connectivity for customers and employees alike, will enhance store operations and the in-store CX.



## SD-WAN For Agile Management

To create the digital engagement touch-points, connect the applications, and enable the data flows, retailers need a network that's fast, reliable, flexible, and manageable from anywhere. From the wider enterprise network to every retail store or distribution location, to cloud applications, modern retailers need optimized control from the hub to the edge.



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