SD-WAN FOR
UNIFIED COMMERCE

Creating a Multiplier Effect with
Secure, Managed Retail SD-WAN

Cybera
Why Unified Commerce?

Unified commerce creates a singular retail customer experience that integrates multiple channels and touch points such as point of sale transactions, loyalty programs, pricing, personalization, customer service, and much more.

If you have many retail locations, or even just a few, extending a consistent, unified environment of apps and services across all of your retail stores can potentially be a very costly proposition and very complex in terms of network, security, data integrity and quality of service. However with proper implementation and cost management, the rewards can be substantial.
Unified Commerce Integrates Multiple Apps and Services

• Mobile POS systems
• CRM and loyalty programs
• Single transaction engine
• In-store beacons
• Digital signage
• Social media and messaging
• Guest analytics
• Guest Wi-Fi
• Internet of Things

“Unified commerce enables retailers to utilize their digital commerce offerings to contribute to the personal, ubiquitous and unified experience that customers expect.”

2016 BRP DIGITAL COMMERCE SURVEY
How do your plans compare with other retailers?

<table>
<thead>
<tr>
<th>UC PILLAR</th>
<th>RETAILERS PLAN TO</th>
<th>TIMELINE</th>
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<tbody>
<tr>
<td><strong>Personal</strong></td>
<td>75% use Wi-Fi to ID in-store customers via mobile devices</td>
<td>End of 2019</td>
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<td></td>
<td>80% suggest products based on previous purchases</td>
<td>Within 3 years</td>
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<tr>
<td><strong>Mobile</strong></td>
<td>89% offer mobile solutions for sales associates</td>
<td>Within 3 years</td>
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<tr>
<td></td>
<td>84% use mobile POS</td>
<td>Within 3 years</td>
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<td><strong>Seamless</strong></td>
<td>71% have a unified commerce platform</td>
<td>End of 2019</td>
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<td></td>
<td>60% have centralized POS</td>
<td>Within 2 years</td>
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<tr>
<td><strong>Secure</strong></td>
<td>96% have end-to-end encryption</td>
<td>End of 2019</td>
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<td></td>
<td>73% offer a single-token solution across the enterprise</td>
<td>Within 3 years</td>
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SOURCE: BRP POS/CUSTOMER ENGAGEMENT SURVEY 2017
Unification has its Rewards

While the concept has been bounced around for decades, the actual urgency to transform IT services from a cost-center to real revenue driver has never been greater.

Why? Competition from online and newer retail outlets is raising customer expectations almost exponentially forcing retailers to continually prove themselves worthy of increasingly fickle customer loyalty.

Fortunately the ubiquity and affordability of new cloud-based services and analytics are leveling the playing field for retailers of all sizes. But delivering these benefits on a personal scale to every customer requires leveraging a centralized cloud strategy to create an exceptional, if not magical in-store experience.
Exceeding expectations

The stores that anticipate and exceed customer needs, not just in pricing but also in selection, delivery, customer service and effortless interaction across multiple locations and sales channels will be the winners.

### Leading Retail Revenue Multipliers for 2017

<table>
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<tr>
<th>Feature</th>
<th>Description</th>
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<tbody>
<tr>
<td>Ubiquitous return options</td>
<td>Return purchases from any channel to the store</td>
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<tr>
<td>Global inventory visibility</td>
<td>Check inventory from any channel or location</td>
</tr>
<tr>
<td>Ship from store</td>
<td>Item-level RFID enables faster delivery &amp; lower shipping cost</td>
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<tr>
<td>Central order management system</td>
<td>Global order tracking and visibility</td>
</tr>
<tr>
<td>Split-ticket ordering</td>
<td>Fulfill a single order from multiple channels</td>
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</table>

**Source:** 2017 STORE SYSTEMS STUDY: RACING AHEAD AT THE SPEED OF RETAIL
Can IT Spending Support the Revenue Multiplication?

Conventional IT spending may appear to be at odds with unified commerce and making IT a revenue multiplier. In fact, the bulk of IT spending goes to maintaining updates and WANs even though systems may not gain any significant improvements each year and remote sites may have little more than the most basic levels of IT service.

Fortunately, recent developments in cloud-based managed services and software-defined WANs are challenging the notion that costly infrastructure ownership is the only business option available.

New managed SD-WAN services for retail can substantially lower the cost of connectivity, security, business continuity and system maintenance at remote store locations.

**IT Spending by Category**

- Transformation/Innovation: 19%
- Upgrade Existing Systems: 19%
- Ongoing Integration: 22%
- Maintenance Updates: 40%

**Which part of your network is most expensive?**

- Network Security: 6%
- Campus / User Edge: 7%
- Data Center: 23%
- WAN: 63%

**Source:** Gartner Data Center Poll
The Game Changer—Secure, Managed SD-WAN

Fortunately for most retailers, the migration to unified commerce does not mean abandoning existing in-store systems and applications. The game changer is that these can now be tied together using low cost networking options such as high-speed broadband and LTE networks and software-defined WANs.

Although WAN costs may exceed 60% of overall IT spending, remote retail stores typically receive only minimal on-site security, IT support and online services. As a result, secure, managed SD-WANs are now filling in these gaps by enabling delivery of more and better services at a much lower cost.
The Evolution to Secure, Managed SD-WAN
A gateway to unified commerce

Conventional WANs
Too complex and costly for remote retail stores
- High-cost dedicated circuits
- Complex on-site provisioning
- Major hardware investment
- Costly maintenance
- Complicated security
- Limited app support

Software-Defined WANs (SD-WANs)
Simpler, lower-cost alternative to WANs
- Low cost broadband connections
- Zero-touch provisioning
- Reduced hardware investment
- Remote maintenance
- Centralized management

Cybera Secure, Managed SD-WAN
A new gateway to unified commerce
- All the benefits of SD-WAN plus...
- Replaces multiple hardware devices
- Embedded, defense-in-depth security
- Micro segmentation for every app
- PCI compliance support
- Future-proof updates for new apps
- Integrates best-of-breed 3rd party services
- Broadest support from legacy systems to IoT
- Fully managed service with 24x7x365 support
- 3G/4G/5G* LTE failover

*5G ready
Conclusion

Because of the ubiquity of online and mobile access, consumers have grown accustomed to increasingly sophisticated guest experiences and limitless buying choices. Using unified commerce, retailers can now deliver consistent, integrated experiences to their customers while also benefitting from highly detailed customer and transaction data and store analytics. The result is a revenue multiplier with increased customer loyalty, satisfaction, and spending.

To deliver a consistent unified experience to all remote stores, retailers will need a networking solution powerful enough to integrate on-site systems and services into a unified commerce platform at the lowest possible cost.

The Cybera secure, managed SD-WAN exceeds conventional WAN and even SD-WAN capabilities with a highly secure and easy to provision PCI-compliant platform that easily scales to tens of thousands of locations.

For more information, please contact sales@cybera.net.
ABOUT CYBERA

Cybera is a leading provider of secure, managed software-defined WAN (SD-WAN) solutions to many of the world’s top enterprises and has been named a Gartner Cool Vendor and recognized 7 times by Inc. 5000 as one of America’s fastest growing private companies.

With over 60,000 locations served and more than 8 billion transactions to date, Cybera provides a simple solution for the growing complexity distributed enterprises face at remote locations by automating application-centric security and performance in the cloud and providing greater customer choice and faster time-to-market through best-of-breed partnerships and services.

By virtualizing security functions in the fabric of the network, Cybera offers advanced enterprise-grade security for any location, no matter how remote.

FOR MORE INFORMATION
1-866-429-2372
sales@cybera.net
www.cybera.com