ENABLING THE AGILE OMNICHANNEL STORE WITH CYBERA CLOUD MANAGED SD-WAN
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In the age of Amazon, it is unsurprising that a Retail Perceptions study found 76 percent of shoppers practice showrooiming—shopping in a store but then buying online. However, 86 percent also practice webroooming—researching online and then buying in the store.

SOURCE: RETAIL PERCEPTIONS STUDY “THE RISE OF WEBROOMING: A CHANGING CONSUMER LANDSCAPE”
IT’S A BOTH/AND WORLD

It may seem that online retailers have the upper hand, but the numbers tell a different story. Ninety-five percent of all retail sales are captured by retailers with a brick-and-mortar presence, and two-thirds of customers who purchase online use the store before or after the transaction. Modern shoppers prefer retailers that offer both an online presence and a physical presence. It’s not an either/or world. It’s a both/and world.

SOURCE: ATKEARNEY STUDY “ON SOLID GROUND: BRICK-AND-MORTAR IS THE FOUNDATION OF OMNICHANNEL RETAILING”
OMNICHANNEL IS THE FUTURE

So if you were thinking that the future of retail belongs to the online retailers, welcome to the good news. The future belongs to the retailer that offers its customers an integrated omnichannel shopping experience, giving the advantage to brick-and-mortar retailers with a digital presence that is frictionless and presents a unified experience to the customer. That may explain why Amazon opened physical stores in 2016.
AN INTEGRATED SHOPPING EXPERIENCE

To create an integrated shopping experience, stores must embrace tools that consolidate and unify every interaction with the brand—mobile, online, physical—to serve up a seamless, frictionless, and personalized experience.

- Order tracking across channels
- Online purchase with in-store pickup
- In-store research with online purchase
- Beacons alert shoppers to relevant offers
- Apps that arm sales associates with detailed product and promotional information based on shopper history and preferences.
IN-STORE TECHNOLOGY ADOPTION

The RIS News 26th Annual Retail Technology Study captures the state of adoption of in-store technologies that comprise the ultimate frictionless experience in guided selling, combining shopping efficiency with better in-store conversions. The omnichannel retailer that employs technology to enable the convergence of webrooming, showrooming, loyalty programs, sales associate tools, and mobile apps can create a seamless shopping experience, positioning their business for greater market relevance.

DOWNLOAD THE RIS STUDY AT HTTP://WWW.CYBERA.COM/RESOURCES/
THE FUTURE OF RETAIL

The future of retail belongs to the retailer that offers its customers an integrated omnichannel shopping experience, giving the advantage to brick-and-mortar retailers. More specifically, the advantage goes to retailers with a physical presence and a digital presence.
For retailers choosing to implement a modern commerce strategy, the challenge becomes one of building an agile network that can power the increasing range of applications required to create a dynamic and personalized customer experience with minimal to no field level IT/security staff across all its locations. And just as importantly, this agile network must be able to preserve the significant investments already made in legacy networks while providing a bridge to these newer and next generation applications.
Such a network must support table-stake solutions such as point-of-sale systems, including mobile point-of-sale apps, that are tightly integrated with easily-redeemable loyalty program mobile apps. Completing that equation also requires improved associate training, customer-facing apps, Wi-Fi and, inevitably, an increasing variety of IP-enabled devices and sensors that drive personalization i.e. the Internet of Things.
However, every time an app or device is added to the network, the potential for security exposure also arises. As a result, the network must not only implement a sustainable PCI compliance solution, but go beyond checklist compliance to deploy the ubiquitous security a business needs to protect the brand and safeguard customer privacy.
IT VS. MARKETING

This duality of creating a welcoming, frictionless and yet truly secure network can put IT and security teams on a collision course with marketing departments that are measured on the effectiveness of their customer loyalty and retention programs. Moreover, given the competitive landscape, an operator must create this secure and yet adaptive network quickly against a backdrop of tight margins.
USING THE CLOUD TO TURN THE TIDE

We see three potential approaches:

1. Invest in in-house IT skills and networking expertise to manage an enterprise private cloud
2. Outsource IT/security to an experienced Managed Services Provider (MSP) for secure cloud WAN services
3. Augment in-house expertise with the skills and benefits of an MSP
FOCUS ON CORE BUSINESS COMPETENCIES

The optimal choice addresses the retailer’s business goals, competitive realities, timeframe, budget and IT/security skill constraints. However, retailer’s can’t lose focus on profitable expansion. The most appropriate choice focuses investments on core business competencies rather than diverting them into costly security and IT labor.

In other words, evaluating an MSP that offers a secure cloud and software defined WAN solution (secure SD-WAN) is a logical option.
Retail outlets, generally lacking onsite IT and security staff, remain fertile ground for security breaches due to the volume of cardholder data on their networks. As the market matures, “security concerns” are diluted by a “lack of resources and expertise.” An MSP that offers SD-WAN service complemented with a private cloud can be one of the most secure, nimble and cost-effective ways to go beyond mere checklist PCI compliance to protect the brand against breaches and deliver innovative shopping experiences.
EXPAND THE SHOPPING EXPERIENCE

The consumer experience is undergoing a constant re-invention with immersive experiences enabled by new and varied tools for targeting and promoting engagement both inside and outside the store. Strategies range from increasingly expansive consumer-focused solutions such as digital kiosks, mobile payment, loyalty programs, guest Wi-Fi, virtual reality/augmented reality and IoT, to corporate tools such as big data and geo-targeting with beacons.
Frequently, these new applications and devices have no standardized security mechanisms and can open up new security holes if they are not implemented with great care. However, if securely integrated into a continuous shopping experience across channels, these new technologies can yield significant competitive advantages and measurable increases in foot traffic, consumer loyalty and improved guest sentiment. **Moreover, like retailers, MSPs share a vested interest in assuring no downtime for services.**
ASKING THE RIGHT QUESTIONS TO FIND THE RIGHT PARTNER

When sifting through the offerings for managed services, it can be difficult to make comparisons due to the variability of the architecture of the solutions. Because of the mission-critical nature of a WAN, the procurement process must drill down to the nuts and bolts of implementation, but the initial stages of evaluation can be streamlined by assuring that the offering includes certain essential attributes.
<table>
<thead>
<tr>
<th>BUSINESS AGILITY</th>
<th>DEFENSE IN-DEPTH</th>
<th>SIMPLICITY</th>
<th>CENTRALIZED MANAGEMENT AND AUTOMATED PROVISIONING</th>
<th>INVESTMENT PRESERVATION</th>
<th>BUSINESS CONTINUITY</th>
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<tr>
<td>Enables rapid and seamless deployment of new applications</td>
<td>Combines multi-layered security with application segmentation; Segmentation isolates applications into their own virtual networks to prevent lateral breach propagation across applications narrowing the scope and cost of PCI compliance</td>
<td>Reduces or eliminates the need for IT expertise at remote site</td>
<td>Maintains centralized, automated policy enforcement to eliminate error-prone manual configuration, enhance application agility, and propagate software and security updates across all sites</td>
<td>Operates on any existing network, preserving legacy investments while supporting affordable and predictable scalability</td>
<td>Provides high availability of mission-critical operations through automated failover to a wireless network with 24x7x365 monitoring and customer support</td>
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A solution that delivers on these elements will result in a measurable reduction in total cost of ownership (TCO) that will contribute directly to increased profit margins while enhancing the quality of your core business.

Calculate your savings with our TCO calculator: http://www.cybera.com/is-cybera-for-you/
THE CYBERA CLOUD MANAGED SD-WAN

By simplifying the distributed network to the point of absolute zero touch provisioning at the remote site, Cybera helps restaurant operators focus on their core business and reduce network costs without being distracted by IT and security concerns.

The solution combines five unique elements.
5 REASONS TO CONSIDER CYBERA SD-WAN

1. A centralized intelligent cloud that manages and automates the provisioning of remote sites at virtually unlimited scale, dramatically reducing TCO

2. A simple on-premise device that consolidates the functions of alternate and costly, multi-box solutions

3. A platform that takes a defense-in-depth posture that goes beyond PCI compliance to safeguard company brands and protect operators and their guests from breaches

4. A virtual overlay employing SD-WAN technology that rides on top of existing networks to rapidly enable future applications and quality customer experiences

5. World-class services that are 365x24x7 with continuous monitoring and support