

NEXT GEN RETAIL NEEDS A NEXT GEN NETWORK



Today's shopping experience is evolving. Retailers understand that to be successful they must continue to invest in an omnichannel strategy that delivers innovation both in a digital and physical world. To do this, retail teams need a Next Gen Network that works for them.

A Next Gen Network offers a global networking solution that connects branches, regional offices, headquarters, third party partners and data centers. It enables fixed and mobile network infrastructures to evolve from their distinct, proprietary networks and migrate towards converged networks based on IP, giving the customer greater control.

Along with this reliable, secure high-capacity connectivity, services like Software-Defined Wide-Area Network (SD-WAN) and Software as a Service (SaaS) provide a centralized way for retailers to manage network connectivity across a wide area with multiple locations with minimal to no impact on capital expenses and enhancing security.

These asset-light solutions are valuable to retailers because, despite the very small footprint of most stores, these solutions enable services that enhance shopper and employee satisfaction, control costs and reduce total cost of ownership.

A technology upgrade offers retailers access to more customer data and use it more effectively. It should be said, however, that this places a greater responsibility on the retailer to maintain privacy and compliance best practices.

It is critical that when stores capture shoppers' personal information via their website, mobile splash pages or a point-of-sale systems, they have a clear understanding that they have a duty to secure this information by having the proper cybersecurity solutions in place.

Given most retailers' focus and skillset does not stretch to this kind of expertise, managed service providers (MSPs) are often called upon to support with these essential tasks. MSPs can implement the proper technology, network and security solutions that will ensure retailers get the most from transitioning to a Next Gen Network and enable the retailer's mission to provide exceptional service to the customer. Get in touch to discuss how GTT can help you set up your Next Gen Network

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