VCG

Enhancing in-store and online customer experience

A retail decision maker's guide

A future-ready technology ecosystem

Accelerated digital transformation and shift in buying behaviours have triggered a change of all expectations. Shoppers and retail employees alike expect the same frictionless and personalised digital experiences in-store as they enjoy online.

We help retailers unify their communication channels, get closer to customers, secure data & locations, and satisfy market demands cost-effectively and sustainably. In this guide, we tackle some of the key areas of interest for IT decision makers working in the retail sector:

- Retail technology challenges
- Creating a future-ready retail technology and IT ecosystem
- How to initiate and optimise the digital transformation journey
- Choosing what's right today and tackling the cost efficiency dilemma

Facts

- Hackers account for more than 90% of login attempts on e-commerce sites
  Shape security report

- 32% of retailers cite store bandwidth and infrastructure as a top obstacle for the next three years
  RIF, 2020

- In 2021, there were more than 10 billion active IoT devices worldwide
  Data Prot, 2021

- By 2022, mobile payments are expected to reach $14T
  Payments industry intelligence 2020

Retail technology challenges

87% of online shoppers will abandon their carts if checkout is complex, 55% will abandon the retailer, entirely
Accenture

Creating a consolidated customer journey

Along with the increased omnichannel approach and the rise of the Internet of Things (IoT) retailers can provide instore digital experiences as well as online shopping journeys, with technology that makes customer interactions, support, care, and purchases a seamless model across national or international locations.

Resilient network capabilities and in-store wireless access are key to achieving this. Solutions such as SD-WAN and Secure Wireless. Access with enterprise-class Wi-Fi for guests, side by side with business networks, can be a game changer for retailers looking to secure omnichannel environments.

Contact centre technology is also evidently at the core of the customer journey and already on the adoption curve for many large retailers.

Always-on physical and endpoint security

POS systems and devices capturing consumers' financial data and the rise of digital payments for online shopping are common hacker targets and reasons of concern. The strict controls imposed by regulatory bodies such as Payment Card Industry Data Security Standard (PCI DSS) or the PCI Software Security Framework (SSF) define the compliance requirements for the retail sector.

Retail cybersecurity solutions must support growth and network access, and tackle the complexity of centralized visibility, management of security devices, slow response and risk mitigation; all without impacting the customer experience.

This could be achieved with fast policy deployment across sites and locations, a security fabric that ensures location-based analytics, secure identity access or the right enterprise networking solutions, such as Meraki, Viptela or FortiGate.

Simplified visibility, protection and control of the entire infrastructure

Retail networks crucially require fast and secure access to cloud-based software, from anywhere at any time, from any number of locations.

SD-WAN connectivity provides a single pane of glass that consolidates multi-vendor environments into one cohesive and connected platform.

Built on SD-WAN connectivity, a bespoke store network solution such as the one VCG developed for Poundland, illustrates how this can be achieved and the opportunites it provides. See page 5.

The demand for continuous digital transformation and endpoint security

As a decision maker, creating the right future for your business can mean:

- Leading the growth of the company by maximizing business value, and balancing the risk for maximum return
- Controlling expenditure and ensuring financial health or growth of the business
- Deliver IT functions at better value and cost, while empowering data operations
- Protecting the brand, assets, threats and reputation

Continuous digital transformation aims to fulfill all the above, meeting business milestones but creating a system that leads an organisation into the digital future

Getting consultancy and advisory capability on board, whether that's internally or via technology transformation specialists, will most certainly facilitate the right choice of technology, vendor management, and services that will immediately reduce the total cost of ownership   TCO

BEAVERBROOKS   **View case study**   ▶

How to start or implement your retail transformation journey

Implementing the right IT platforms, network functions or systems in the right sequence can help improve experience and serve the needs of shoppers, whether in-store or digitally.

Compared to single-site businesses, a retailer with multi-site locations and consumers interacting with content and payment systems across multiple platforms is a lot more complex.

This means that while sometimes the business case may seem like a simple implementation and technology decision, the reality of redesigning your network architecture and optimising services, applications and workflows can have several implications on operational efficiency and cost.

Migration

Modernisation

Analytics

Technology transformation journey

Digital resilience

Security

Carbon footprint

Automation
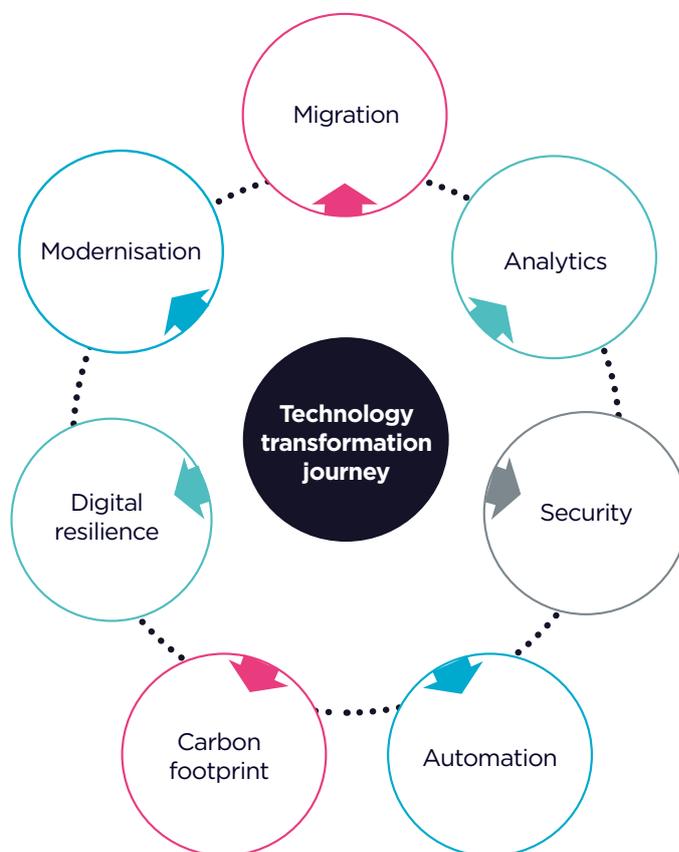
VCG's consultancy approach
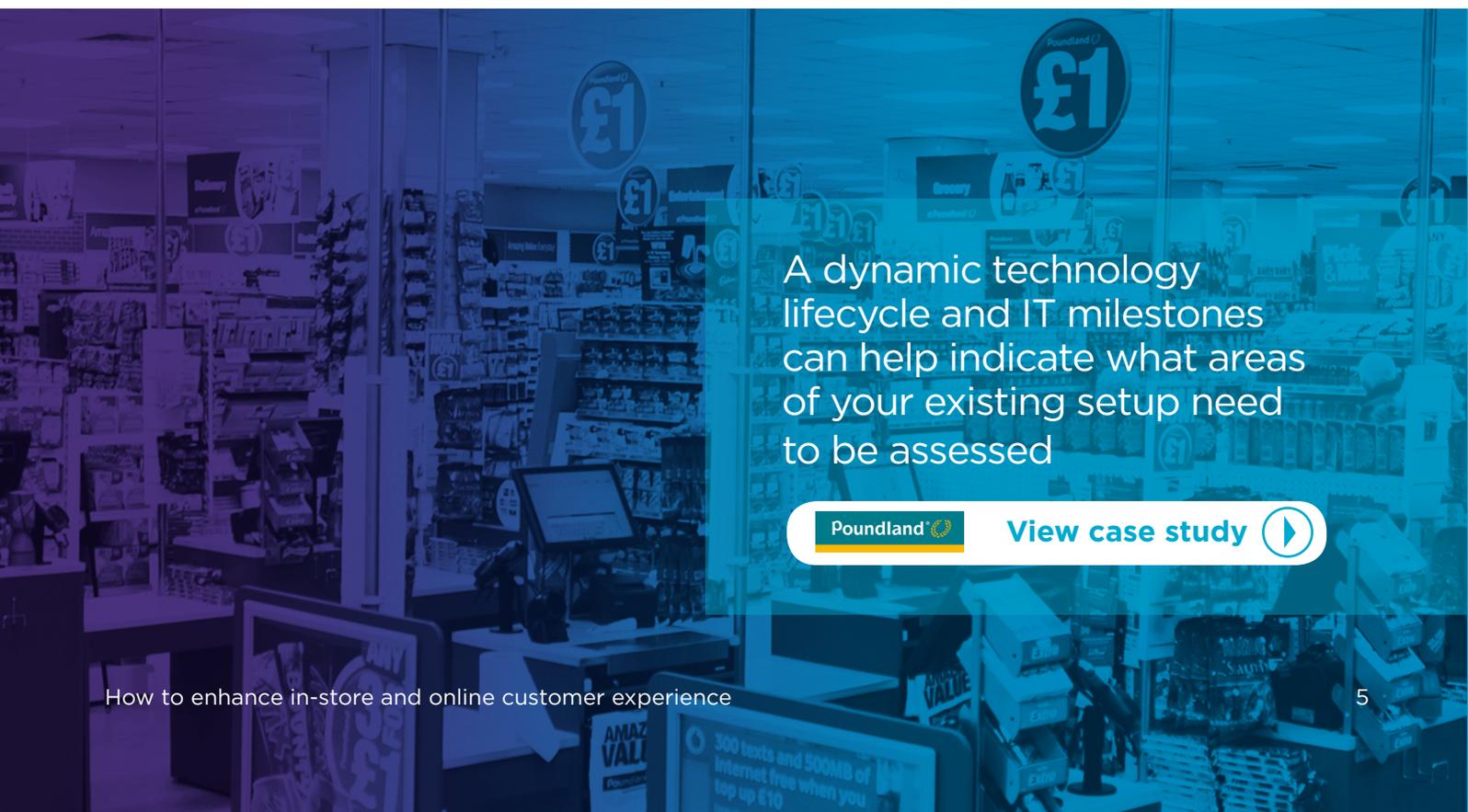
A dynamic technology lifecycle and IT milestones can help indicate what areas of your existing setup need to be assessed

Poundland

View case study ▶

Choosing what's right

**How to build a more robust network and increased digital resilience**

Our consultative approach and managed services options cover the full value chain and challenges, from in-store experience to customer journey and cyber security and we support customers at all cycles of growth or change.

If you are already on a transformation path, a health check of your existing technology roadmap might help discover if you are on the right path or uncover further cost or operational efficiencies.

Top tips

Meet all milestones of your IT roadmap:

- Network security and architecture
- Cloud optimisation
- Multi-channel integrations
- Network and end point security
- Connectivity and managed support

Your technology ecosystem simplified

Locations and users SD Access

UC & Collaboration

VoIP

VCG

Cloud Connect

aws

SaaS

Connectivity & Managed SD-WAN

SD-WAN

Compute   Network   Storage

Datacentre solutions

SD-WAN

Data Backup | Cyber Security | Managed IT Support

Network visibility
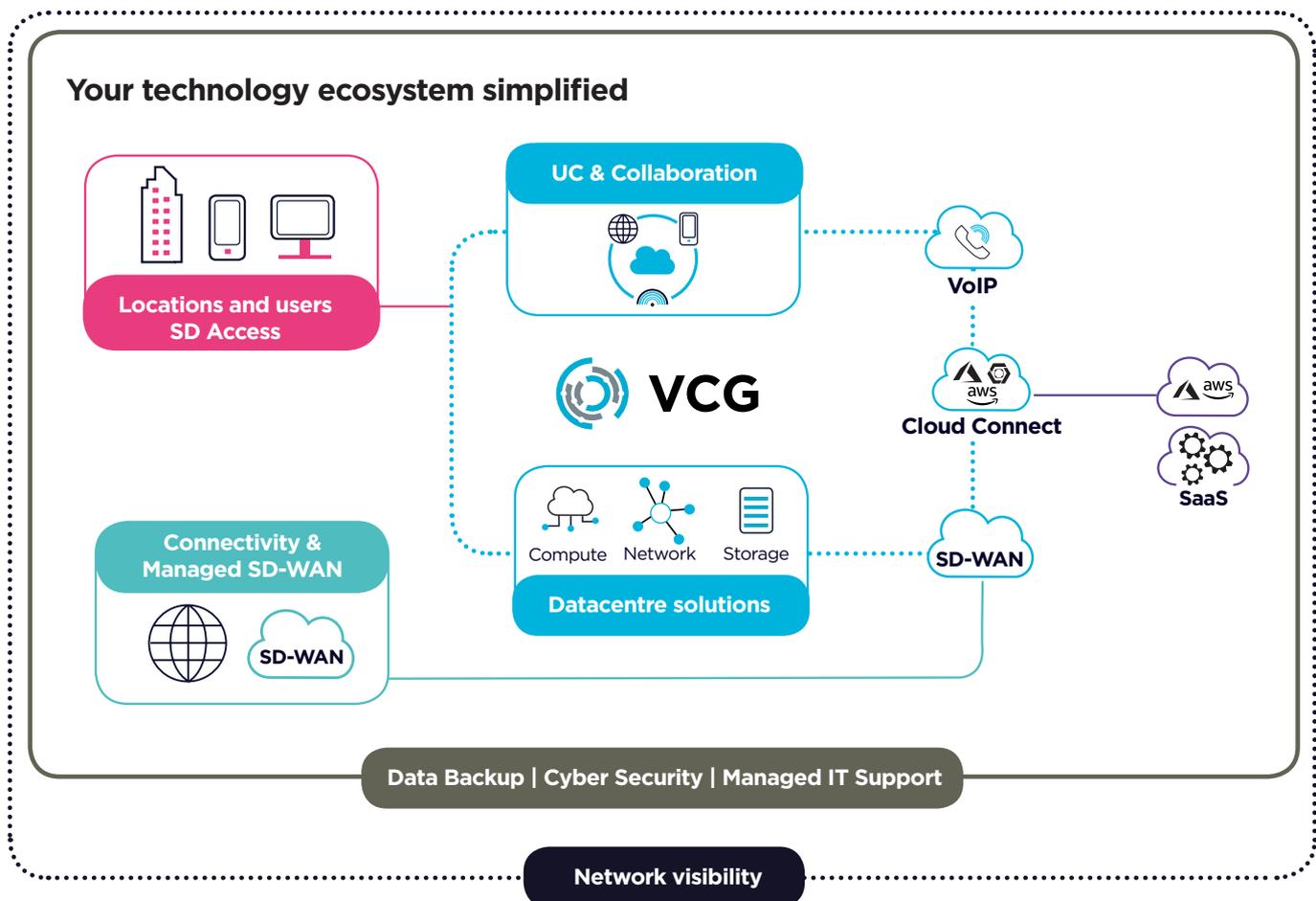
Why VCG for retail?

VCG Technology, formerly known as Axonex and Vodat International, is a managed service provider and end-to-end partner for security, connectivity, cloud, unified communications solutions and data services.

Our vision is to help organisations thrive by simplifying technology choices, transformation journeys, and digital resilience. We aim to support you in your next stage of growth, next marketplace, or IT challenge with solutions and services that help optimise your business.

Our expertise in the retail sector and multi-vendor relationship enable us to offer unrivalled engineering capability, delivering technology for retail transformation at scale.

We offer industry leading capabilities and a lower total cost of ownership when evaluating acquisition, training costs, deployment, operations.

This helps decision makers achieve business value, improve operational and cost efficiency and better manage Transformation challenges.

Trusted by

Hermes the parcel people · Pound stretcher every penny counts... · SPAR · Admiral · Kingspan · Joules · GOWLING WLG · Hampshire Trust Bank · KOHLER · Poundland · SxS · WELCOMEBREAK · Gloucestershire County Council · ecclesiastical

Key certifications

- **Cisco Gold Partner**
- Cisco Customer Experience Advanced Partner
- Cisco CCIE Routing and Switching
- Cisco CCIE Security
- Cisco CCIE Collaboration
- Cisco CCIE Service Provider
- Cisco CCNP Enterprise
- Cisco CCNP Security
- Cisco CCNP Data Centre
- Cisco CCNP Collaboration

- Cisco CCNA
- Cisco CCDA
- Cisco DevNet Associate
- Meraki Master
- **Microsoft Gold Partner**
- Microsoft MCSE: Cloud Platform and Infrastructure
- Microsoft MCSE: Server Infrastructure
- Microsoft MCSE: Productivity
- Microsoft MCSE: Core Infrastructure
- Microsoft MCSA: Office 365

- Microsoft Certified: Azure Solutions Architect Expert
- Microsoft 365 Certified: Teams Administrator Associate
- Microsoft 365 Certified: Enterprise Administrator Expert
- Microsoft Certified: Azure Fundamentals
- **Fortinet Advanced Partner**
- Fortinet NSE 1-7
- Fortinet SD-WAN Specialist

PCi Security Standards Council · ITIL · PRINCE2 · bsi. ISO 9001 Quality Management · bsi. ISO 22301 Business Continuity Management · bsi. ISO/IEC 27001 Information Security Management

For more information

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