

Retail Services Connectivity & IT Infrastructure **Playbook**

Increasing sales and improving customer satisfaction begin with a solid IT foundation.

The “one-size-fits-all” approach does not work when choosing IT infrastructure services intended to keep retailers ahead of the competition. Having the right combination can be a competitive differentiator, but it’s important to choose wisely. With so many options, analysis paralysis can set in fast.

Let the nature and purpose of your business be your guide.

There’s one thing successful businesses all have in common: a winning technology game plan focused on connectivity, cybersecurity, voice, cloud, and colocation. We created this playbook to help you sort through the noise.





A Winning Technology Lineup.

Choosing the right IT foundation for your storefront and back office is critical. Given the high stakes, it can also be intimidating. There are many options to build your foundation across four key domains.

THE PLAYING FIELD



CONNECTIVITY

The foundational network infrastructure enabling secure POS transactions, real-time inventory management, and seamless customer experiences across online and in-store channels.



CYBERSECURITY

Robust security solutions to protect sensitive data and critical systems from accidental exposure or malicious exploitation.



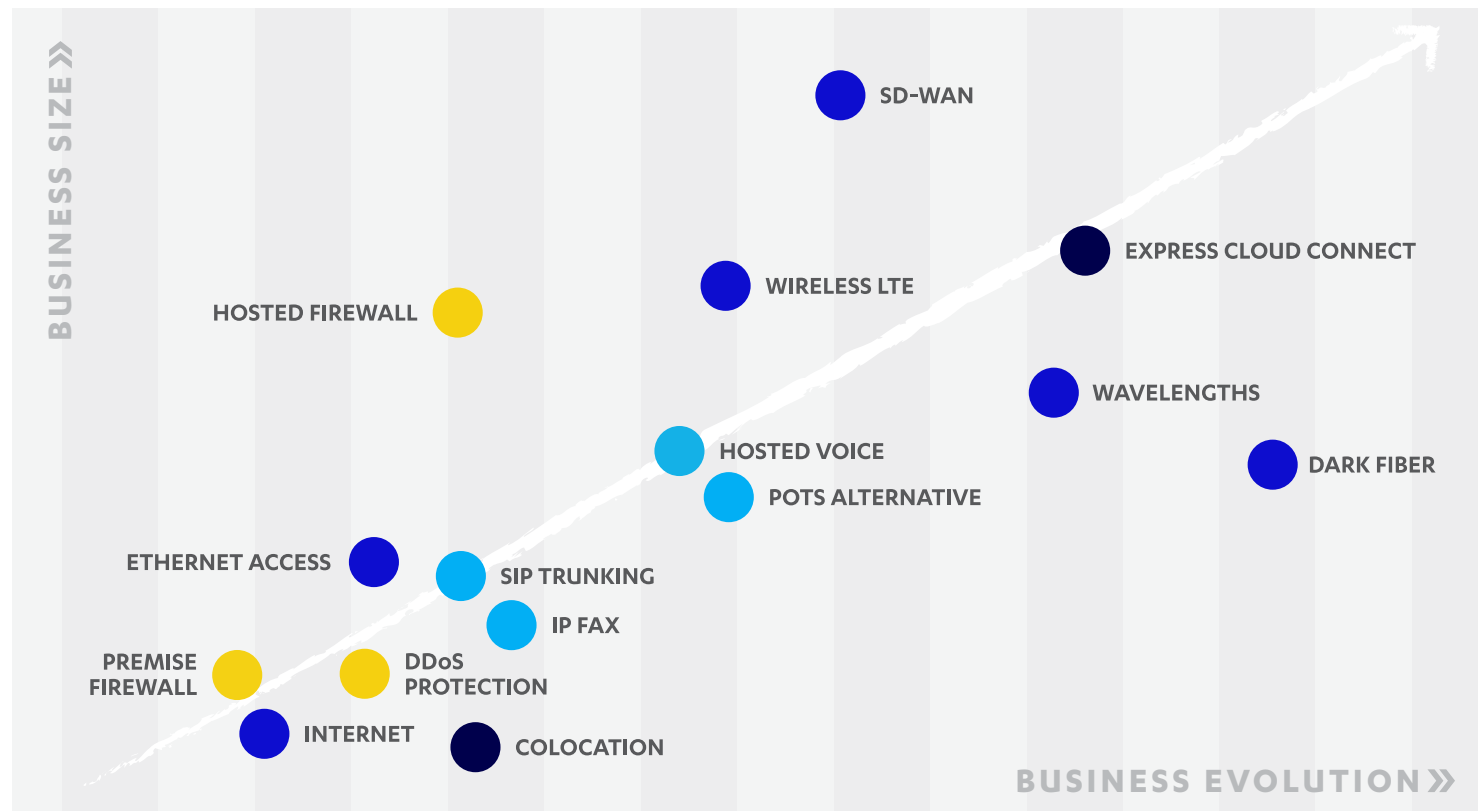
CLOUD & COLOCATION

Secure, reliable data center solutions for traditional and hybrid environments, and a fast, dedicated connection.



VOICE

Combined voice and data solutions and tools to enable shared, seamless conversations across multiple platforms.





Online or in-person, modern retail is about the experience as much as it is the products themselves. Customers have high expectations; your ability to satisfy them and remain competitive starts with the right IT lineup.

- Providing great customer Wi-Fi while keeping business traffic private
- Ensuring secure connectivity for efficient POS transactions and protecting against escalating ransomware threats
- Delivering real-time inventory and loss prevention management with IoT devices powered by AI demand forecasting
- Creating hyper-personalized shopping experiences through AI that adapts across mobile, web, and in-store touchpoints
- Protecting customer and business data from harm as cyber attacks surge 75% year-over-year and third-party vendor breaches increase
- Maintaining secure connections between storefronts, warehousing facilities, and distribution centers across omnichannel operations
- Innovating showroom experiences with video, augmented reality, and AI-powered shopping agents
- Creating a seamless online experience with predictive analytics and intelligent automation

Successful execution across these strategic imperatives supports growth while maintaining business resilience and security.

A solid IT infrastructure foundation must be flexible enough to support evolving demands, scalable enough to accelerate data transfers and secure enough to thwart bad actors.

USE CASE 1: Omnichannel Retailer

For independent retailers, technology can be a powerful tool that supports a consistent shopping experience. Online or in-person, earning and keeping customer loyalty depends on the right internet and connectivity solutions.

● **CONNECTIVITY:** Internet

- Fast, secure, dedicated connectivity is essential for seamless, interruption-free POS transactions.

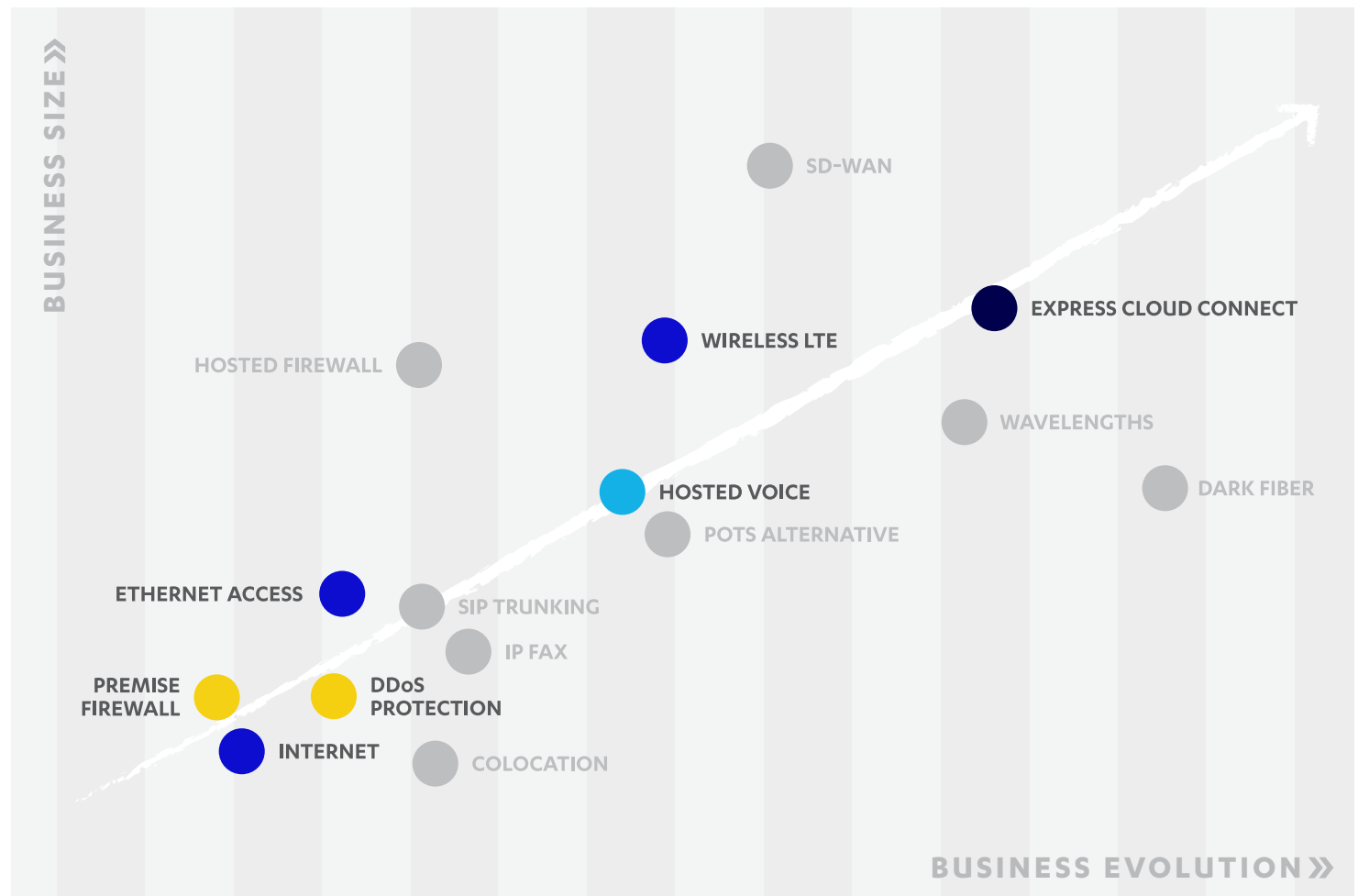
● **CYBERSECURITY:** Firewall + DDoS Protection

- Ensuring bad actors can't take down your online storefront starts with DDoS mitigation that blocks malicious traffic while enabling legitimate customer traffic to go through.

- There's more at risk of cyberattack than just your ability to run your business — proprietary and customer information could also be in the crosshairs. Securing against a potential attack requires strong defenses at your network edge.

● **VOICE:** Hosted Voice

- Sometimes the best way to take care of business starts with picking up the phone. Crystal-clear call quality ensures you can send the right message at the right time, every time.



USE CASE 2: Regional Supermarket

More locations means more inventory and, ultimately, more shoppers. With so many different users and endpoints competing for network bandwidth, rock-solid IT is a necessity.

● **CONNECTIVITY:** Internet + SD-WAN + Wireless LTE

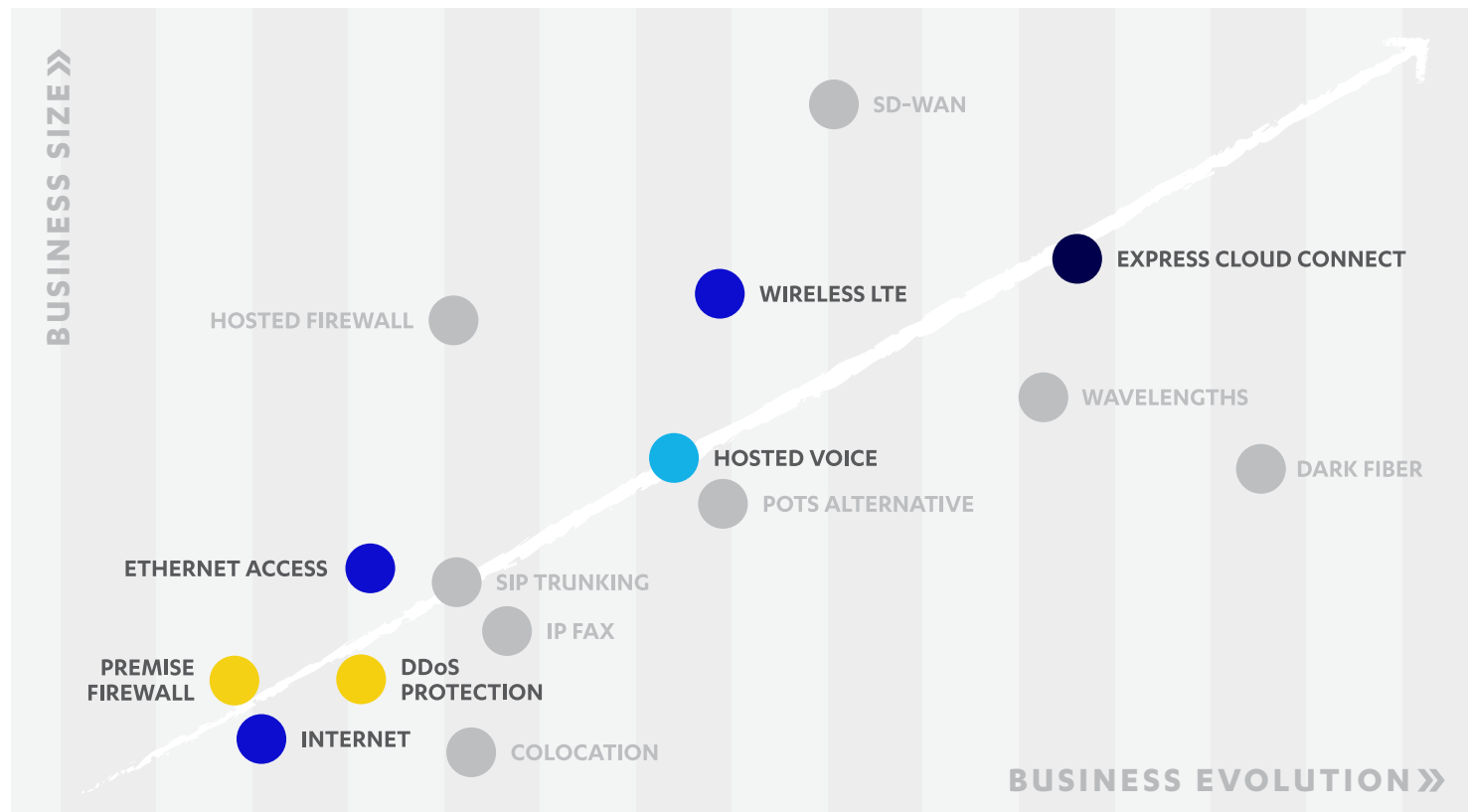
- Your IT network spans multiple locations across a broad territory. Making the best use of available bandwidth and unifying network management ensures efficient transactions, seamless Wi-Fi access and a smooth flow of merchandise.
- A single store could have dozens or even hundreds of devices competing for bandwidth. Dedicated, high-speed connectivity guarantees a smooth flow of information and traffic from one end of your network to the other.
- If your primary internet connection goes down, having a wireless backup ensures self-service kiosks, IoT-enabled coolers, wireless inventory control tags and more stay connected.

● **CYBERSECURITY:** Firewall + DDoS Protection

- With so many potential points of entry into your network and many systems at risk, a centrally managed perimeter defense can be the difference between safety and danger.
- While you're busy trying to get your website back online, the same hackers who took it down could be actively conducting a more insidious attack. DDoS protection ensures your tech personnel won't be distracted by a coordinated "smoke screen" of malicious botnet traffic.

● **VOICE:** Hosted Voice

- From coordinating with vendors and suppliers to communicating with staff at other stores, phone calls still play a vital role in business operations. Making the most of every single call requires reliable service that delivers consistent, clear quality no matter what.



What's **Your Play?**

These are widely used connectivity plays retailers of all sizes swear by. Refer to this playbook every time you're thinking of adopting new technologies and use these plays as building blocks to put together your technology game plan. It can help you think through every move to ensure your business is set up for success.

The tactics contained in this document address broad use cases. Some products may not be ideal for specific use cases or situations, and some products not included in the playbook may work better for other business scenarios.

Segra offers a broad lineup of technology services and will help you design a winning technology game plan tailored to your unique business needs.

Let's start a conversation today.