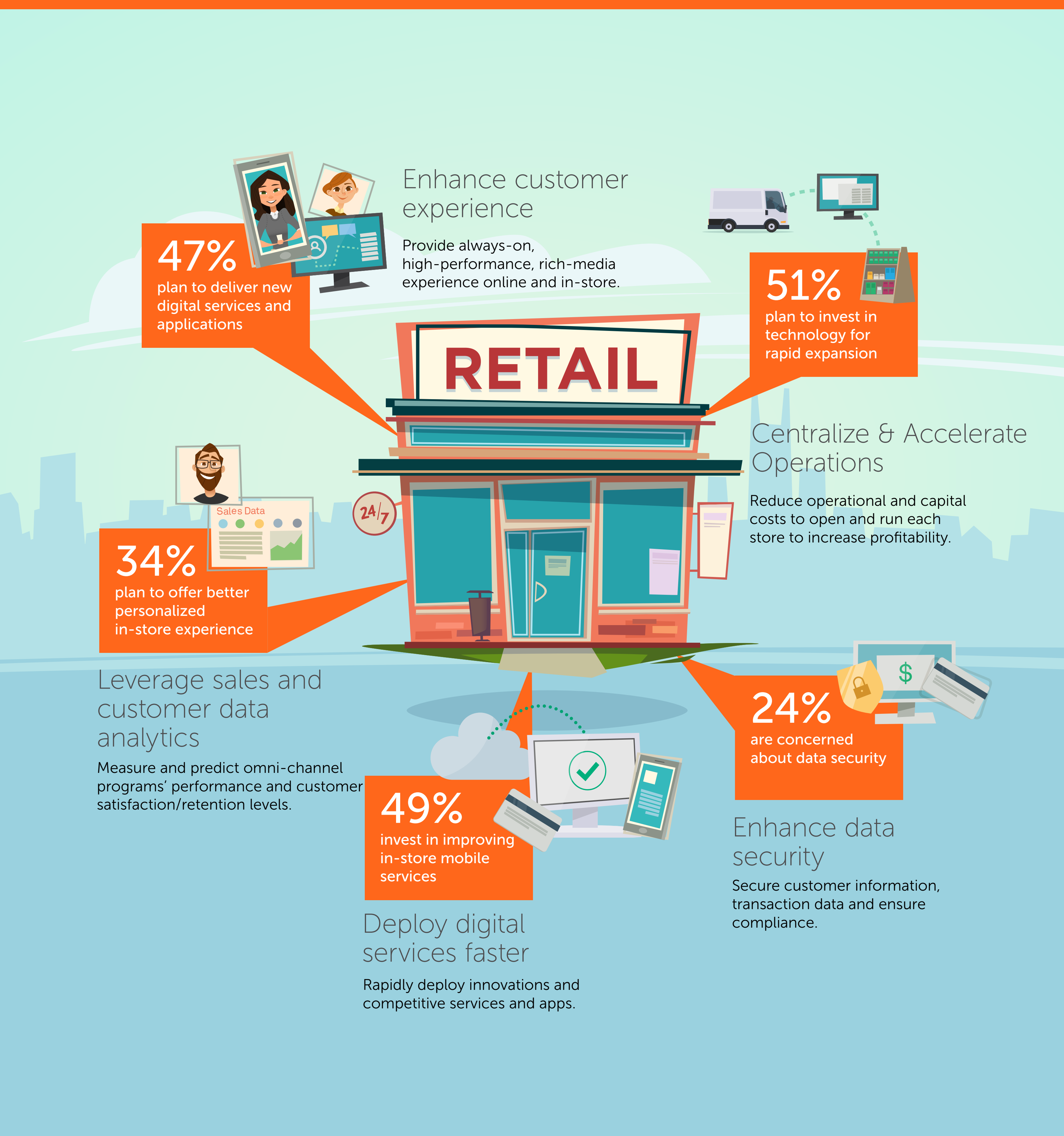


RETAIL'S DIGITAL IMPERATIVES

Retail brands have been digitally transforming their operations for more than a decade, evolving from traditional physical stores into omni-channel environments that blend the digital and physical worlds into a seamless customer experience.



HOW RIVERBED CAN HELP RETAIL



Enhance customer experience

- Monitor user response times and learn to adapt to customer behavior both online and in-store.
- Increase on-line revenue and reduce abandonment rates.



Centralize & accelerate operations

- Centrally manage and secure remote branches and simplify your hardware footprint.
- Enable new services to provide similar in-store and online experience.



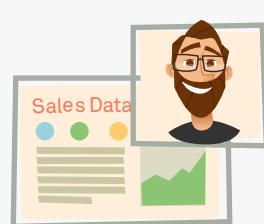
Enhance data security

- Identify and respond to threats both in store and online.
- Empower your business with fast, secure access to cloud-based resources and applications.



Deploy digital services faster

- Leverage technology to increase displays, promotions and attract clients with easy opt-in secure Wi-Fi.
- Create ad-hock check out points reducing POS lines.



Leverage sales and customer data analytics

- Have the right product in the right store, in the right place, at the right price.
- Ensure customers can buy from their preferred channel at any time.

Learn more about the benefits of what Riverbed can do for your business

www.riverbed.com/retail

riverbed®

*Data source: <https://www.riverbed.com/document/fpo/Solutions/riverbed-retail-digital-transformation-survey-2018.pdf>
The Riverbed Retail Digital Transformation Survey 2018 is the result of a custom online survey of retail IT decision makers by Wakefield Research which was completed in January 2018 across three countries: U.S., Australia, and Germany.

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